



FOR IMMEDIATE RELEASE

IM Your Doc Announces a Strategic Partnership with Virence Health Technologies Practice Solution

Seattle, Washington, September 2018 – IM Your Doc, a leading real-time mobile messaging platform for the healthcare industry, has signed a strategic partnership with Virence Health Technologies. With this partnership, IM Your Doc is seamlessly integrated with Virence electronic medical record (EMR) practice solutions.

This partnership provides nearly 40,000 Virence physician users with an integrated, mobile-first messenger. Designed to mimic text messaging while ensuring full HIPAA compliance, together Virence Health Technologies and IM Your Doc will power better coordinated and rapid patient care, all within an intuitive and user-friendly framework.

Once the integration is complete, Virence EMR users will have full access to IM Your Doc's core capabilities, including real-time notifications, HIPAA-compliant secure messaging and a host of emerging extensions including self-scheduling, document e-sign, disease-specific communications and online bill pay. Additionally, practices will be able to pull information from its existing electronic health records (EHR) into the IM Your Doc mobile platform, for smoother workflows and more consistent, cohesive engagement in an FHIR-enabled secure messaging platform.

"Integrating IM Your Doc with Virence EMR platforms enables partner practices to continue utilizing their existing EMRs, practice management tools and analytics solutions," says IM Your Doc CEO Dana Allison. "The IM Your Doc integration will help fill a significant workflow gap, giving Virence Health Technologies a mobile-first sensibility, versatility and consistency -- think streamlined communication, collaboration and both whole-practice and practice-to-practice communications, all in the palm of your hand."

By streamlining internal and external communications, practices can improve patient response, curb unnecessary tests and improve bill pay and reimbursements, all while maintaining HIPAA compliance. "Our goal -- and Virence's goal -- is to improve patient outcomes by streamlining and simplifying critical care communication," says Dana Allison. "Together, IM Your Doc and Virence will accomplish this goal, helping countless patients and providers in the process. To us, this is the future of healthcare -- and, together, we're realizing those benefits today."

ABOUT IM YOUR DOC

IM Your Doc is a mobile-first messaging platform designed to disrupt patient/provider engagement. Anchored in a fully HIPAA-compliant environment, IM Your Doc connects healthcare professionals and patients to practices, all with real-time delivery and notifications that, together, boost responsiveness and engagement. The end result is improved outcomes



without increased time or resources, and a better, more seamless way to experience care. For more information, visit www.iyourdoc.com.

ABOUT VIRENCE HEALTH TECHNOLOGIES

Virence Health Technologies is a leading software provider that leverages technology and analytics to help healthcare providers across the continuum of care effectively manage their financial, clinical, and human capital workflows. Offering a comprehensive suite of innovative technology-enabled solutions, Virence aims to improve quality, increase efficiency, and reduce waste in the healthcare industry. Learn more at www.virencehealth.com.

###