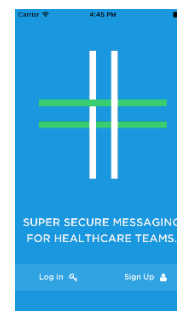**Contact:** Joe Logan or Sarah Humphreys   608 Harris Street
MedSquared   Ultimo, NSW, 2007
T: (02) 8006 0506
E: hello@bleepapp.co   www.bleepapp.co

Press Release

Wassup Doc!? How secure are those patient related messages that are being sent between clinicians?
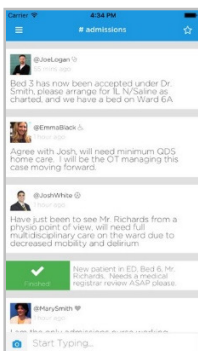
Sydney, NSW, August 18, 2016:

Bleep - designed to support doctors and healthcare teams provide great patient care

Dr Joe Logan and Sarah Humphreys from MedSquared are excited to invite doctors and health care professionals to trial Bleep a secure health messaging platform, released this week. Bleep was born from Dr Logan's experience and frustration due to ineffective methods of one-to-one communication used in the hospital environment. Dr Logan wanted to find a way to support holistic patient care and reduce risks around patient and data security, which led to the development of Bleep.

Dr Logan describes the challenges he faces *"In my role as a doctor I have observed that holistic patient care is very hard to achieve with the current methods of communication. On shift I receive text messages, phone calls, emails and paper notes from members of the care team making communication inefficient as it's often carried out between two parties rather than the multidisciplinary team".*

"Aside from providing great care, a big concern for hospitals and facility management is security; SMS and MMS communication is not secure and is not able to be managed and reviewed by the facility. Providing a better communication platform will also positively impact discharge processes and reduce extended length of stays." suggested Dr Logan.

In support of Dr Logan's security concerns, safeguarding clinician sharing of patient images was a hot topic at Health Informatics Society of Australia's recent Hacking Health event in Melbourne. NSW Health pitched the secure image sharing problem to the hackathon teams, with a focus on a simple solution that minimises changes to existing workflows.

Bleep – simply better health care messaging

MedSquared developed Bleep to address these concerns and provide a convenient and easy to use platform for improving doctor and health care team communication. In line with the increasing demand from Doctors to use their smartphones to communicate, Bleep is an app for use on smartphones and has a browser based interface for use on desktops. Bleep uses industry standard (2048 bit) level encryption and requires end users to authenticate each time they use the tool. Data is never stored on a device so if it's lost or stolen there is no threat of data loss.

Hospitals and facilities can leverage the flexibility of Bleep by setting up communication channels to align with their departments and work flows. In comparison to task assignment focussed platforms on the market, Bleep encourages team collaboration and communication, enhancing the working lives of clinicians and care teams.

Convenient communication for practitioners; improved security and efficiency for hospitals and facilities

For doctors and health care teams the key benefit of Bleep is the simple, easy to use communication platform that can be accessed by the entire multidisciplinary team – making it easier and more convenient to work as a team to provide great patient care.

For hospitals and health care facilities Bleep offers a secure platform that can be managed at the hospital or facility level and has the additional benefit of improving efficiency – for example reducing delays in patient discharges.

Bleep – download the free beta

MedSquared has now released Bleep in beta – doctors and health care professionals are invited to try it out for free. The Bleep app can be downloaded for iPhone or Android from www.bleepapp.co

Medsquared is seeking feedback from doctors and health care facilities and is setting up trials of the platform in NSW. Interested doctors, hospitals or facilities are invited to get in touch for further information on how to improve patient care, secure your team's communication and optimise your hospital or facility's efficiency.

Email MedSquared at: hello@bleepapp.co or (02) 8006 0506.