

vitaTrackr First to Join Austin Mayor's Health Innovation Alliance

Collaboration with City Aims to Make Austin Nation's First Connected Health Community

AUSTIN, Texas — March 8, 2017 — vitaTrackr is answering the call from Austin Mayor Steve Adler and the City Council to make Austin the Capital of Health Innovation. In remarks earlier today, Mayor Adler invited collaborators from across the community to join together in order to advance the community health outcomes in a dramatic fashion. vitaTrackr CEO, Brian Baum, was invited by the Mayor to speak at the Health Innovation Alliance launch to emphasize the importance health data has to play going forward in order for true progress to occur.

Baum, founder and CEO of vitaTrackr said, "We moved vitaTrackr to Austin because of its innovative culture and its community commitment to not only providing world-class healthcare but redefining it. The construction of the Dell Medical School, the Dell/Seton Medical Center, the recent establishment of the Austin Healthcare Council, all reinforce the vision unveiled today that Austin is THE place to be for innovation in healthcare. We're proud to join with the Mayor and City Council in taking this next step. We cannot wait to get to work."

According to Baum, vitaTrackr will focus its participation on the Connected~Health Austin effort, adding, the future of healthcare is patient-centric: it is a future where patients control how their health data is used and shared. The initiative aims to create the nation's first fully connected health community and provide a model for the nation.

After \$30+ billion in federal incentives and billions more in investment to deploy electronic health record systems, the FAX machine remains the predominant means of health data sharing. With new points of care delivery – retail clinics, remote patient monitoring, urgent care clinics, mobile health apps, the FAX machine can no longer keep up. vitaTrackr is a data utility that gives patients an app-based means of authorizing the sharing of health data between any two points. This eliminates recreating health history, carrying printed copies of health records, and giving patients freedom to choose: when, how, and where to obtain health services.

Kenneth I. Shine, M.D., a member of the advisory board of vitaTrackr, and prominent leader in healthcare said, "As President of the Institute of Medicine in 2001, we issued a report entitled 'Crossing the Quality Chasm – A New Health System for the 21st Century.' Sixteen years later, I'm excited the moment has finally come when we can push through one of the last barriers to truly personalized care."

Connected~Health Austin Launch

Connected~Health Austin plans to host C-level decision-makers with an interest in creating a data-based infrastructure for the 21st century. The event is planned for late March/early April in Austin, Texas. This exclusive convocation will feature thought leaders in healthcare from across the nation and be focused on developing a concrete roadmap for overcoming the health data silo effect by giving consumers control and choice in healthcare. Interested participants are welcome to contact Brian Baum via email: brian.baum@vitaTrackr.com

About vitaTrackr

vitaTrackr is the global leader in organizing an independent health data marketplace. The company creates a health data marketplace that facilitates the movement of health data from

the point at which it is created to qualified destinations as authorized by the consumer. vitaTrackr is an independent, industry-wide utility that benefits all, but advantages no single sector or entity. The company is based in Austin, Texas. www.vitatrackr.com

Media Inquires

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