

IMPROVE THE CLIENT EXPERIENCE AND YOUR REVENUES WITH MOBILE APPS

HEALTHCARE SOLUTIONS



MOBILE APPLICATION SOLUTIONS

Mobilezapp is excited to bring to you a comprehensive new solution that leverages the power of smart phones including the iPhone, iPad, Android, BlackBerry, Symbian and Windows Phone platforms. Our turn-key solution includes the hardware and software necessary for your organization to turn the explosive growth of the mobile smart phones into improved efficiencies, reduced costs, enhanced customer service and boosted bottom-line profits. Mobilezapp has teamed with the worlds largest hardware scanning company Motorola to offer your organization a total hardware and software solution.

HARDWARE SOLUTIONS

Motorola is the world's leader in bar code recognition hardware solutions. They have consistently led the market through innovative designs, rugged, durable and accurate handheld and fixed device scanners. Motorola offers a full range of scanners to empower your organization with the ability to leverage the explosive growth of smart phones and their enhanced capabilities.

SOFTWARE SOLUTIONS

Mobilezapp is the world's leading mobile software application development company. MZ has developed hundreds of mobile apps for the Android, iPad, iPhone, BlackBerry, Symbian and Windows Phone Platforms. Mobilezapp specializes in developing highly functional B2B, B2C and B2E applications.

EXTENSIVE RESEARCH

We have our thumb on the pulse of the exploding mobile marketplace. Our research team is in touch with all of the major players in this space. We have a solid understanding of the Apple, Google, R.I.M, Nokia and Microsoft mobile app strategies. We keep abreast of mobile applications released by fast food chains with more than 200 locations. Our research provides an invaluable tool to assist your restaurant chain with the ability to release and embrace technologies that will put you ahead of the curve.

**we offer a hardware
and software turnkey
solution**

**SERVE YOUR CUSTOMERS
AND BOTTOM LINE PROFITS
SIMULTANEOUSLY**

PROVIDE PATIENT CARE WITHOUT BOUNDARIES

Extend mobility to the point of care and beyond with solutions that combine Motorola's world-class mobility products and critical healthcare applications from partners. Our healthcare solutions allow you to securely share real-time information anywhere, inside or outside the facility, for increased patient safety and more attentive care.

ENGINEERING PROWESS

Motorola engineers were the first in the world to provide an easy to use system to recognize the UPC bar codes. This innovation has saved consumers and businesses trillions in both minutes and dollars saved. Motorola's QR code recognition is poised to revolutionize the world once again. Working as a team Mobilezapp and Motorola offer outstanding solution for your business.

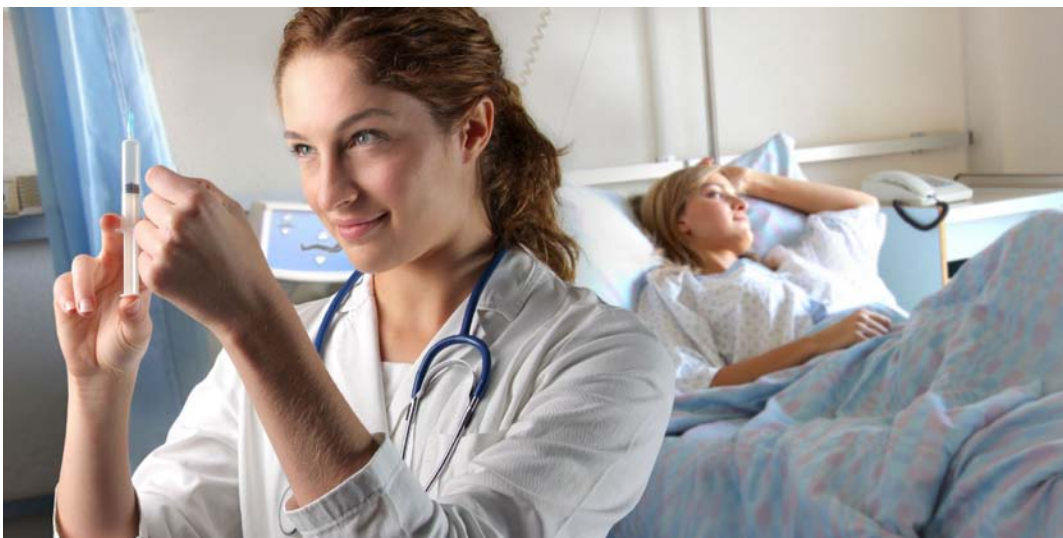
QR CODE TECHNOLOGY IS NEXT GENERATION

QR codes are quite simply next generation bar codes. Unique to QR codes is they can be quickly and easily created on the fly. Each mobile smart phone has the ability to generate an unlimited number of QR codes. A customer standing in line at a restaurant can find the items they wish to purchase, push a button and have a QR code created. The QR code will not only contain the customer's food order, but also provide credit card information, the customer's name, full business card information... anything the customer chooses to provide to the restaurant.

**WE OFFER A WIDE RANGE OF
MOBILE HEALTHCARE SOLUTIONS TO
EMPOWER PHYSICIANS, HOSPITALS
AND PATIENTS ALIKE**

1. Allow patients the ability to store their personal health information on their mobile device.
2. Provide instant access to tens of thousands of medical terms.
3. Diseases and Clinical Conditions can be readily available and organized by type - i.e. bacterial, fungal, mycobacterial, parasitic and viral.
4. Information regarding antibiotics, insulin, pain medications, emergency drugs, chemotherapeutic agents with supportive therapies.
5. Access information, order tests, scan billable items and more – all from the patient's bedside.
6. Access rationale and results for thousands of tests as well as pre- and post-test patient care information.
7. Need-to-know information on dosing, contraindications, drug interactions, and patient education for thousands of medications.
8. Monitor patient vital signs and adjust medical equipment while moving throughout the healthcare facility
9. Monitor patients medicines given intravenously via sensors.

**we offer instant
access to information
that speeds patient
care and increases
billable items**



**PROVIDE PATIENT CARE WITHOUT BOUNDARIES
WITH MOTOROLA AND MOBILZAPP HARDWARE AND
SOFTWARE SOLUTIONS**

10. Interpret hundreds of lab and diagnostic tests, and consult the latest disease information.
11. Ensure that the right patient receives the right medication, the right dose, by the right route, at the right time.
12. Protect and streamline the specimen collection process to improve accuracy and speed test results.
13. Automate the managing, tracking and verifying of blood for transfusion — and reduce errors.
14. Locate critical assets real-time for increased productivity, improved maintenance and better patient care.
15. Track equipment, supplies and other assets more efficiently and manage them more effectively with RFID.
16. Delegate low-priority requests to hospital staff quickly as well as diagnose dangerous drug interactions immediately.
17. Display formula to calculate the number of millilitres for infusions and boluses of drugs, calculate millilitres per hour and drops per minute.
18. Link nurses to up-to-the minute information about patients, monitors, pumps, medical records and medication schedules, regardless of where they are working.
19. Patients can receive reminders to take medicines on schedule.
20. We understand the healthcare marketplace and can ensure all mobile apps are fully compliant with FDA regulations.
21. Move your practice closer to the paperless healthcare system, saving money and trees simultaneously.
22. All of the data we store is encrypted thus should the mobile device be lost no patient information could ever be displayed.



23. Supports HIPAA Compliance – User authentication and encrypted communications further protect confidential patient information.
24. Identify those high-risk patients who need the most care more quickly.
25. Reduce costly paper-based errors that could result in liability.
26. Improve physician productivity to see more patients in less time.
27. Provide more real-time care for a better patient experience.
28. More efficient processing of tests and medication orders improves the quality of care; increases loss protection (through better capture of billable items).
29. Through the power of automation, we can speed up performance of all the administrative tasks associated with rounds.
30. All of the patient is encrypted and fully protected through our cloud computing solutions.

**HIPAA and FDA
compliant, totally
secure, practically
magical solutions**



**we've assembled
an all-star cast of
players to ensure
your mobile program
is a success**

**INTRODUCING AN ALL-STAR
SOFTWARE TEAM TO PROPEL YOUR
ORGANIZATION TO THE HALL OF FAME**

Mobilezapp has lined up an all star team of third party vendors we can leverage to deliver the best solution for your organization.

Mobilezapp has created hundreds of tier-one apps for the Android, BlackBerry, iPhone, iPad, Symbian and Windows Phone devices. The client portfolio includes the likes of:

- | | |
|--------------------|----------------|
| Lufthansa | Barclays Bank |
| State Farm | NFL |
| Allstate | Lloyds TSB |
| Geico | HBOS plc |
| Mercedes | Nando's |
| Sprint | LinkLaters |
| SuperPages | Garmin |
| Car & Driver | Geminder |
| Dairy Queen | Amazon |
| Sports Illustrated | Concentrica |
| Crackle | Corvel |
| Where | Vodafone |
| Premier Guitar | World Cup 2010 |
| Entrepreneur | Microsoft |
| Stella Artois | |
| Hess | and many more. |

OUR STRATEGIC PARTNERS

ScanBuy provides QR code recognition and display technology that is second-to-none. Their integrated software solution ensures transactions are processed quickly and accurately.

BlackArrow empowers your company with the ability to offer advertising to increase your cash flow and provide benefit to your mobile registered users.

MobiMate Ltd provides a wireless application service offering business travelers a sensational and productive travel experience.

Inside Contactless is a global leader in open-standard contactless payment and Near Field Communication (NFC) semiconductors and software that power the next generation of payment, transit, identity and access control applications.

Handmark is a global leader in the development and distribution of mobile media, focused on creating and delivering consumer-friendly access to the best news, reference and information content for wireless devices.



PROVEN PROCESS FOR MOBILE APPLICATION DEVELOPMENT

Developing first-class highly visible mobile apps is second nature to us. We have a unique, disciplined approach to the development process. It begins with your organization completing our detailed questionnaire. Next, we assign dedicated resources to reach out to individual stakeholders on your team. We speak with your executive management, product marketing and IT team members.

We conduct a series of interviews with each group to better understand each of their respective goals and concerns regarding the implementation of a mobile app solution. Prior to writing the first line of code, we aggregate the information obtained through our numerous stakeholder interviews and present a custom mobile application strategy.

WIREFRAME, STORYBOARDS AND POC

Based on the stakeholder interviews, we create wireframes that outline the flow of information between your customers and online data resources. We develop a GUI that strictly adheres to your marketing department guidelines. We focus on building a first-class user experience. Mobilezapp provides mockups of the proposed app via traditional HTML website technology.

COMPETITIVE LANDSCAPE

We believe it is very important for your team to have a solid understanding of the competitive landscape. Toward this goal, we have a research team that constantly scours the market looking for new and innovative ideas. We will download all of your competitors mobile apps - dissect them to fully understand the feature sets being offered - and provide you with the opportunity to comment.

TIMEFRAME

It takes thirty days to create the wireframes, storyboards and mockups. The development process generally runs another sixty days.

A WORLD CLASS TEAM DELIVERING BOTTOM LINE RESULTS



Access rationale and results for tests as well as patient care information.



Need-to-know information for thousands of medications.



Use QR codes to garner new business with security second only to the NSA.



Leverage social media, create a buzz and get the word out about your services.



Automate the managing, tracking and verifying.



Get ready for the QR code revolution today.

100 Congress Avenue, Suite 2000
Austin, TX 78701

512.370.4930
info@mobilezapp.com

www.mobilezapp.com

mobilezapp

