

MaxMD and eCast Announce Technology Partnership

FORT LEE, N.J. / RALEIGH, N.C., Nov. 9, 2009 — MaxMD, a provider of encrypted communications technology and secure web services for the healthcare industry, and eCast Corporation, a maker of electronic medical records software for medical practices and hospitals, announced they have entered into a technology partnership to develop medical records software incorporating MaxMD's encrypted electronic messaging capability as well as other features based on proprietary technology provided in the '.md' domain.

"Our companies approach the market from a similar perspective: Use the best technology to create affordable products that can enrich doctor-patient interaction and improve care and outcomes," said Peter Bechtel, president and CEO of eCast, based in Raleigh. "Using electronic medical records is important, but it's only part of the solution.

"Being able to communicate and exchange that information easily and securely - with the patient, other doctors, and insurers - is also key," said Bechtel. "Embedding mdEmail and other MaxMD elements into the eCast EMR makes perfect sense and keeps end-user costs as low as possible," said Bechtel.

Scott Finlay, CEO and co-founder of MaxMD, said, "eCast is ahead of the field in realizing the pivotal importance of the secure messaging component in its EMR offering.

By eliminating the use of portals and intermediary sites in providing an encrypted communications system, we've simplified electronic medical communications and also made it possible for doctors to realize efficiencies and real cost savings by enabling direct encrypted communications to their peers, business associates and patients. This collaboration absolutely provides eCast with technology that embodies the spirit of 'Meaningful Use'," he stated.

According to Bechtel, eCast will handle marketing of any eCast software products that incorporate MaxMD technology. He said mdEmail® had already been integrated into two products, eCast EMR and eCast Dr2Dr. Finlay said the technology agreement between the two companies was non-exclusive and allows both to work with other firms on software integration efforts.