

For Immediate Release

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Medweb in Operation Golden Phoenix

(San Francisco) Medweb, a technology leader in Web-enabled Telemedicine, Teleradiology and picture archiving solutions today announced its participation in Operation Golden Phoenix.

Operation Golden Phoenix (July 16 – July 26 2007) is the most recent of a string of post 9-11 and Katrina Emergency Disaster Management exercises that also support America's Homeland Defense capabilities and our country's continued improvement in how it coherently responds to natural and other types of disasters. Medweb is directly supporting three separate nodes in the exercise by projecting medical expertise from locations like Loma Linda University, Arizona State University, the U.S. Navy Hospital Bethesda Maryland, and other locations to the multi-site disaster locations in and around Los Angeles, California and Phoenix, Arizona.

Telemedicine including teleradiology, patient registration and tracking, wireless and satellite communications, and integration into a web-based medical situational awareness system developed by Environmental Systems Research Institute, Inc (ESRI) called the Advanced Emergency Graphic Information System (AEGIS) are just some of what Medweb is doing to support the elaborate exercise.

Humanitarian Emergency Logistics and Preparedness (HELP), a not-for-profit organization setting up a "Doc-in-a-Box" mobile health clinic will be setting up a disaster treatment station on I-10 outside of Phoenix, Arizona to treat simulated patients and obtain remote medical expertise from pediatric radiologists at the Omaha Children's Hospital, the Arizona State University, and from Operation Freedoms Ring, Project K.I.D HoldSafe a charity organization also participating in the exercise out of the Rose Bowl in Pasadena, California with the demonstration of their Child Safety, Security and Shelter Site (CSSS). Loma Linda University will deploy its Mobile Telemedicine Vehicle and demonstrate its ability to triage and treat patients in a variety of locations in Southern California. Medweb will be there to support all of these organizations in their enthusiastic advance of integrated disaster management and health care delivery capabilities.

Medweb's Infrastructure Clinic for Treating Ambulatory Casualties (TICTAC) and Disaster Management Electronic Clearinghouse (DMECH) enable the registration, treatment and tracking of disaster casualties and related medical supplies and medications, hospital bed availability information and medical evacuation tracking data and exchange of all data collected by disparate organizations through the use of standards-based data formats. The DMECH performs a key function in providing system interoperability, and more important, data interoperability from a variety of diverse health care and healthcare support systems giving overall bird's eye visibility of the disaster environment from a healthcare perspective. Data can be imported from any of a wide variety of formats such as Hospital Level -7 hospital information systems, Digital Imaging Communications in Medicine (DICOM), Google Earth's KML format, Microsoft's GML format and many others, and made available for export to other systems that expect their own particular data format. Ultimately the data is imported into the U.S. Navy's Common Operating Platform (COP) medical situational awareness system for Emergency Disaster Management operations so that command and control leadership can easily see all information in a graphic display integrated with global positioning information. The Department of Defense's hand-held Battlefield Medical Information System- Joint (BMIST-J), a product developed by the Telemedicine Advanced Research Center out of the U.S. Army's Medical Research and Materiel

Command (Fort Detrick, Maryland) and the Force Health Protection Directorate under the Assistant Secretary of Defense (Health Affairs) will also be used in conjunction with Medweb's TICTAC Tablets to register, provide first responder decision support, and track patients during the exercise.

Medweb's DMECH in Operation Strong Angel III

Medweb's DMECH was put to the test during Operation Strong Angel III (www.strongangel3.net), a similar disaster response operation in August 2006. SA3 was particularly designed to explore, experiment with, and test techniques and technologies to support community-based disaster response. Participants were drawn from government agencies, the military, first responders, domestic and international humanitarian organizations, academia, technology vendors, and private volunteers.

Strong Angel's unique emphasis on on-the-fly adaptability provided an opportunity to use DMECH to integrate data collected by multiple disparate systems in the context of disaster response.

Many of the lessons learned during SA3 have been integrated to improve DMECH and will now be tested in the field during Operation Golden Phoenix.

Modern disaster response typically involves a large number of independent organizations, including civil forces such as fire and police departments, social service agencies at the local, state, and federal level, public health departments, hospitals, and non-government organizations (NGOs). As they participate in disaster response, each of these organizations collects vital information about the disaster and its victims. Civil forces have information about immediate threats such as building and road collapse, fire, and flooding as well as necessary medical logistics and healthcare delivery coordination information.

For example, hospitals have information about the nature of casualties and their own capacity to treat them, while public health and other agencies may be the first to identify post-disaster conditions such as toxic substance release and emergent disease that may continue to represent a threat even after the immediate cause of a disaster has passed and trauma related triage, treatment and medical evacuations have been completed.

These conditions make it difficult for those in command of a disaster to make informed decisions about the intelligent and timely deployment of limited or overwhelmed resources and provide accurate information and instructions to the public.

Medweb's distributed telemedicine solutions are used by physicians, radiology groups, hospitals and universities around the world, as well as by the U.S. Air Force, Navy, and Army Medical Service and Support components deployed around the world, to include deployed U.S. Military hospitals in Iraq, Afghanistan, Kuwait, Kosovo, Germany, South Korea; as well as at Telemedicine medical expertise projection platforms located at major Military Medical Centers in the United States.

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