

## **VOICEPORT PRESS RELEASE**

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### **[PRESS RELEASE FOR IMMEDIATE RELEASE]**

#### **New partnership enables pharmacies to easily deliver simplified medication instructions, medication demonstrations to patients**

[ROCHESTER, NY, January 19, 2012] – A new partnership between [VoicePort LLC](#) and [Polyglot Systems](#) aims to improve medication adherence and medical outcomes for patients by providing pharmacies with an integrated solution to more effectively and easily communicate medication instructions with patients.

The partnership enables pharmacies using VoicePort's proactive patient communications platform to deliver easy-to-understand medication instructions and video demonstrations of proper medication use directly to a patient's mobile device or by email.

The simplified medication instructions and demonstrations are created by Polyglot's Meducation® product, a web-based tool for healthcare professionals to generate patient-centered medication instructions.

"The depth of integration to the most popular pharmacy data management systems using Service-Link provides the pharmacy with automated Meducation CMI sheets deliverable to the patients preferred medium," said Christopher Mann, president and CEO of VoicePort. "This can move the printing of sheets out of the pharmacy and directly into the patient's preferred reading method. When delivered via our solution the patient can choose to print or view information on their tablet, mobile device or email."

Currently, more than 90 million adults in the United States have difficulty understanding their medication instructions because of low health literacy, according to the Institute of Medicine.

Meducation® helps pharmacists improve health literacy by providing medication directions in multiple languages with simplified text and illustrations in order to ensure understanding and compliance among patients. VoicePort's communications technology and proactive messaging system will help reinforce patient education and compliance by allowing patients to receive and access their medication directions and demonstrations conveniently from their smart phone or computer.

"By enabling patients to access Meducation's truly patient-centered instructions when it is most convenient, VoicePort's platform will help them realize the many health benefits that are associated with improved medication compliance," said Sims Preston, Polyglot Systems' CEO. "And because Meducation(R) content is available in multiple languages, it allows pharmacies to

offer a compelling, personalized service to customers that may have been difficult to engage in the past."

To learn more about the VoicePort and Polyglot Systems partnership, or to learn about all of VoicePort's automated customer-service solutions, please contact Alphonse J. Sasso at (585) 248-9289 or email at [asasso@voiceport.net](mailto:asasso@voiceport.net) or visit [www.voiceport.net](http://www.voiceport.net) .

**About VoicePort, LLC:** VoicePort helps clients control cost and effectively communicate with customers and patients by using advanced speech recognition self-service technology and online and mobile applications to automate interactions. VoicePort solutions are highly configurable and customizable for niche markets such as the media and pharmaceutical verticals. For more information, please visit [www.voiceport.net](http://www.voiceport.net) .

**About Polyglot Systems:** Polyglot is one of the leading health IT companies focused on the needs of underserved populations. Polyglot's solutions improve care and access by eliminating communications barriers at every stage of the healthcare encounter, from insurance application to hospital discharge. Polyglot's customers include public agencies, hospitals, community health centers and retail pharmacies. For more information, please visit [www.pgsi.com](http://www.pgsi.com).

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