

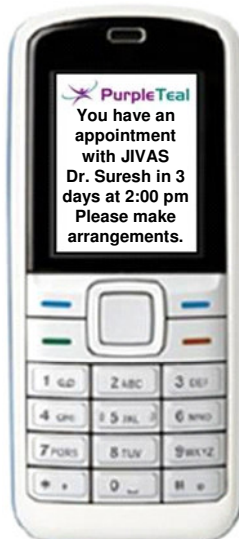


## JIVAS launches first-of-a-kind service from PurpleTeal Mar 23, 2009

JIVAS has always been at the forefront of advancing vascular care, and in using the latest technologies to improve patient care. In keeping with this view, JIVAS is once again leading by announcing a new, personalized cell phone based service from PurpleTeal to help patients better manage their conditions after they leave the clinic. JIVAS is the first provider in India to go live with the PurpleTeal service; there are several other providers going live, but JIVAS has moved quickly.

JIVAS believes in PurpleTeal's vision of providing an 'automated nurse' to hand-hold the patients to follow doctor's instructions, and live a better life. Dr. K.R. Suresh, FACS Director, says, 'this service is a great boon for our patients. When they leave the clinic, we give them a lot of instructions and prescriptions, and even after explaining to them, they forget to do the day-to-day things that can keep them from developing further problems. With this service, they will automatically get reminders to take their medications, remember to wear sandals, go for regular exercise, etc. regularly. Patients also have difficulty coming in for timely follow-up appointments, and by reminding them a few days before, we can help them make preparations to attend. When patients do all these things, they will heal better and have a better life.'

Their Smartcard implementation, that is already in play, when combined with PurpleTeal's solution to improve patient's adherence, JIVAS is positioned to be a leader in providing comprehensive solution to help reduce errors through Medical records (while the patient is being treated in the hospital) and out-reach to the patient to influence them and help them to follow the doctor's instructions after they leave the hospital premises, (while measuring patient's adherence on a daily basis).



"PurpleTeal is excited to go live with this first-of-a-kind service for JIVAS. JIVAS has clearly demonstrated the vision and leadership in helping their patients, even after they are discharged," says Narayanan Ram, CEO of PurpleTeal, "This is the first hospital in India going live with groundbreaking technology that exploits the proliferation of cell phones and computers to improve the health of patients, and we are confident that many more will follow."

Dr. Suresh added, "Our patients, along with their closest relative/care taker will get automated messages (SMS on their mobiles) about selected events or care like reminding them about return appointments, required lab tests, duplex scan, etc. and this is expected to significantly improve their adherence. We believe that many hospitals across the country will implement similar programs in future and we are proud being the leader of the pack!"

### About JIVAS:

Bhagwan Mahaveer Jain Hospital is one of very few hospitals in India with a dedicated Vascular and Endovascular Surgery department. This department, named JIVAS, has several specialised and complementary units such as a "foot clinic" that is equipped to take care of various foot problems like recurrent corns, calluses, etc. for diabetics as well as non-diabetics.

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