



GetWellNetwork Introduces PatientLife System 3.0

Newest Version of Interactive Bedside System Provides Hospitals with Improved Decision Support, Enhanced Usability and Additional Revenue Opportunities

BETHESDA, Md. – November 10, 2008 – [GetWellNetwork, Inc.](#), the leading provider of Interactive Patient Care (IPC) solutions, today announced the release of the [PatientLife System®](#) 3.0 (PLS 3.0). Designed as an interactive tool to help empower, engage and educate patients and their families, the latest release of the PatientLife System enables hospitals to provide better patient-centered care through enhanced decision support, improved usability and additional opportunities for revenue generation.

New features available as part of PLS 3.0 include:

- **Executive Reporting** – Available for the first time, an executive dashboard provides hospital staff with a snapshot of all patient experience data in real time, including overall service and satisfaction, patient comments, education compliance, safety and entertainment utilization, and revenue collection. Access to this data in real time empowers nurses and administrators to make better decisions as well as facilitates an organization's ability to deliver an exceptional patient and family experience. PLS 3.0 also offers enhanced reporting capabilities that allow for greater visibility into areas of particular interest, such as caregiver-prescribed education, bed turnaround time through the "Click to Clean" tool, video completion by title and response rates for specific prompts. This helps hospitals effectively analyze performance delivery, modify procedures, document outcomes and improve decision support.
- **Revenue Generation** – The newest release of the PatientLife System provides multiple avenues for direct-to-patient, one-to-one marketing. New marketing opportunities include banner ads, video spots, promotional surveys, e-commerce and online hospital storefronts. Using a highly targeted marketing framework, national and local sponsors can engage with patients at the appropriate point in their care process with relevant, value-added messages and content. In addition, hospitals can promote their own services, such as a promotional message reminding patients of their option to obtain medications through the on-site pharmacy.
- **Improved Usability** – New user tools and resources provide patients and their families with a more user-friendly experience. These features include an on-screen remote for easier, more natural and intuitive navigation of the system, ability to support streaming video-on-demand, pediatric parental controls for content, and enhanced instant messaging capabilities.

"We have experienced significant outcomes since we implemented the PatientLife System and continue to be impressed with its range of capabilities," said Seth Blanchard, manager of Interactive Patient Care at Florida Hospital. "Our nursing and administrative staff are excited by the new executive dashboard and its ability to track all the important patient experience data in one place. The dashboard, combined with the other new enhancements available in PLS 3.0,

enables us to closely monitor and track patient feedback and satisfaction, and the PatientLife System is emerging as an essential patient care tool for our care teams.”

“PLS 3.0’s unique marketing framework provides us with opportunities to personalize the customer experience in ways we haven’t been able to achieve before,” said Thomas Tracy, director of retail for Virtua Health. “With GetWellNetwork’s innovative marketing capabilities, we will be able to connect the patient to health and wellness products at the bedside. This will support existing hospital revenue streams, allow for additional revenue opportunities in corporate sponsorship and e-commerce, and most importantly, help improve the overall patient experience.”

Widely acknowledged as offering the leading IPC solution, GetWellNetwork enables hospitals to provide an exceptional patient and family experience while improving the cost, quality and service of care delivery. By leveraging the GetWellNetwork PatientLife System, hospitals are able to empower patients and families by placing them at the center of their own care experience. The system transforms the television in the patient room into an interactive resource during a hospital stay. Through a wireless keyboard, touch screen or handheld device, patients can interact with the system to access valuable education resources, communication tools and entertainment options directly at the bedside.

The PatientLife System features [Patient Pathways®](#) technology, a set of finely coordinated, automated workflows that display interactive messages on the patient’s monitor, inviting the patient to learn more about his/her care, condition and safety. By integrating the PatientLife System with hospital IT systems, the technology pushes pertinent information to patients at the point-of-care – automating and documenting quality and service requirements.

“The engagement of our client community has been incredible, and they continue to guide the evolution of the platform to fulfill our mission of becoming an essential patient care tool,” said Michael O’Neil, Jr., founder and CEO of GetWellNetwork, Inc. “With PLS 3.0, our focus remains centered on impacting patient care in ways that are first felt by the patient, then measured in outcomes in satisfaction, quality and safety compliance, and operational performance.”

About GetWellNetwork, Inc.

GetWellNetwork, Inc. is a leading provider of Interactive Patient Care (IPC) solutions. In partnership with leading hospitals and healthcare systems across the country, the company delivers innovative technology and services to drive optimal patient outcomes. Empowering patients as active participants in the healthcare process, IPC solutions are patient-centric applications delivered at the point-of-care to ensure the completion of service and quality requirements, while driving new revenue opportunities and operational efficiencies for healthcare providers. GetWellNetwork and its clients have been widely acknowledged for their IPC innovations by the healthcare community and media. In 2007, the GetWellNetwork solution received the exclusive endorsement of the American Hospital Association (AHA).

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