

# PRESS RELEASE



## 2digiTi Launches Next Generation Medical Education Platform in Response to Call for Innovation

'Mobile-Enabling' Tool to Better Reach, Educate and Measure Healthcare Providers' Knowledge, Competency and Performance

**New York, NY, December 8<sup>th</sup>, 2009** -- 2digiTi, a provider of mobile messaging solutions, announces the launch of its 2digiTiCORE, 2digiTiENTERPRISE and 2digiTiCUSTOM solutions to the healthcare community. These solutions will introduce a new level of interaction, engagement and assessment for healthcare learners, addressing the demand from medical education organizations for more innovation in promoting continuing professional development.

2digiTi solutions provide the capability to fully automate outbound communications through a short message service (SMS) platform. "Our SMS-based platform was designed specifically to help reach, educate and measure the knowledge, competencies and performance of healthcare providers, while enabling greater interaction and communication among themselves and their patients," states Venkat Gullapalli, CEO of 2digiTi. "And all of this is done through the one device clinicians never leave home without—the mobile phone," he adds.

2digiTi enables medical education providers to engage in one-to-one dialogue with their healthcare audience, assess their clinical and educational gaps, provide patient education and disease state awareness, and facilitate learner interaction and collaboration with their peers and colleagues.

Traditional platforms such as print and live media are limited by the costs inherent in their distribution channels. In addition, actual penetration into the target audience varies, and is often less than 1%. By comparison, SMS messages costs are negligible, are targeted directly to the mobile phone of the user and can have a penetration into an audience as high as 76%.

"The primary limitation to the widespread utilization of SMS-messaging in healthcare appears to be imagination," Gullapalli said. "The application of a simple, effective, efficient and ubiquitous platform to impact clinical performance and patient outcomes is within 'thumbs' reach."

**About 2digiTi:** 2digiTi is a healthcare technology company focused on providing SMS-based messaging solutions to the healthcare industry.

For more information, visit, [www.2digiTi.com](http://www.2digiTi.com) or email [info@2digiTi.com](mailto:info@2digiTi.com)