

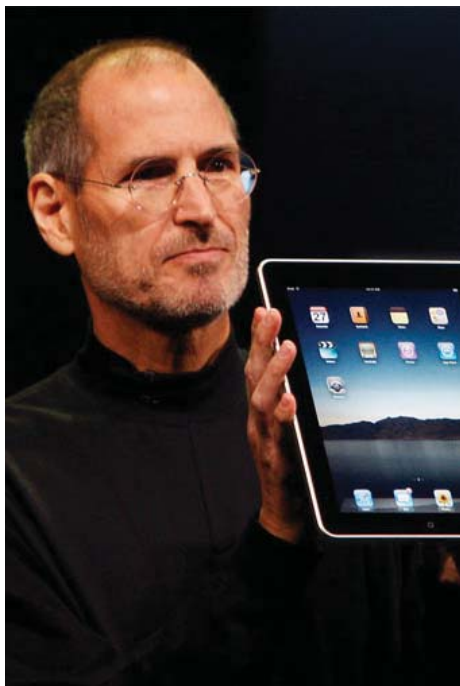
Halfpenny for your thoughts



Halfpenny's ITF-GoDoc is Ready to Rumble on Apple's iPad 2

by Adriana Falco, Director of Marketing at Halfpenny Technologies, Inc.

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I had the chance to check out the new iPad 2, available this Friday from Apple. It's considerably thinner, lighter and faster with a bonafide 10-hour battery life. Once you hold this fancy gadget in your hands, you want one. What's not to love? Surfing the web and checking email are a cinch. So is watching a movie or reading a book. Plus this model has not one, but two cameras, for video calls, HD video recordings and taking photos and a gyroscope for virtual gaming.

Apple introduced the iPad 2 last week with lots of hype and media. To kick off the updated tablet unveiling, Steve Jobs, CEO and co-founder of Apple, held a media conference to discuss the newest iPad, the most successful consumer product ever launched and the fastest-selling invention ever sold.

"Our most advanced technology in a magical and revolutionary device at an unbelievable price," said Jobs.

Over 15 million iPads were sold in 2010, a number iPad 2 will surely surpass, holding over 90% of the market share and selling more than every other tablet PC ever sold collectively.

The new unit comes in two colors, black or white, and supports both AT&T and Verizon networks. It contains Apple's A5 processor, which supersedes the A4 chip currently used in the iPad and iPhone 4. Additionally, it will

have the final version of iOS 4.3, featuring the Nitro Javascript engine from Safari on OS X, the new iTunes home sharing and AirPlay improvements.

According to Jobs, there are over 65,000 dynamic applications tailored just for the iPad, first introduced just last year, three years after announcing the iPhone in 2007. And according to an online survey completed earlier this year by Aptilon Corporation, 79% of 341 U.S. health care professionals (HCPs) would choose the iPad and its applications for professional use. Among those surveyed who already have an iPad, 59% use it as a tool for medically-related tasks, such as to receive and review patient information updates or to complete patient paperwork. The online survey also revealed 38% of all U.S. HCPs will own an iPad within the next year.

One of those innovative software programs available on the iPad is Halfpenny's own ITF-GoDoc. Developed just for physicians, this on-the-go app uses "push technology," allowing clinicians secure access to their patients' laboratory, pathology, radiology and other clinical results reports right from their iPad tablet. The pint-size application with robust power leverages the extensive clinical information management capabilities of Halfpenny's Integration Technology Framework (ITF) infrastructure, providing HIPAA compliant secure transfer of clinical data to the iPad via extensions to

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Halfpenny Technologies, Inc. is a leading provider of clinical data exchange solutions.

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the ITF-SecureConnect architecture – all with the same degree of file encryption and protection as VPN hardware and all while saving valuable time and reducing unnecessary costs.

Now with ready-to-view test results in their hands sooner, health care providers are able to make informed decisions regarding root causes earlier and recommend the best treatment options for patients quicker, both important in providing high-quality patient care. Additional features include the option to add physician notes to test results, customized configurable visual and audio alerts of critical values and result filters, and dynamic result value trending.

John Halamka, M.D., chief information officer of Beth Israel Deaconess Medical Center, made an appearance during the Apple event, in a video that featured users of the iPad in various fields and industries, including health care.

“What we have tried to do on the iPad is give doctors at the point of care the tools they need at the exact moment the doctor can make a difference,” said Halamka. “We are finding with the iPad is that doctors are spending more time with patients. In fact, doctors are engaging patients by showing them images, showing them data on the screen ... [the iPad] has also brought doctors and patients together... it will change the way doctors practice medicine.”

Halfpenny's ITF-GoDoc is readily available free on the iTunes store but requires a contractual agreement through Halfpenny. The application is also available on additional mobile platforms, including the iPhone, Blackberry and Android smartphones. Apple's iPad 2 with Wi-Fi will be available on March 11 with a suggested retail price starting at \$499 for the 16GB model and up to \$829 for the 64GB model. Accessories, such as the new Smart Covers and HDMI cables, are additional. 



About the Author

Adriana Falco is Director of Marketing at Halfpenny Technologies, where she directs the marketing and messaging for the company's portfolio of clinical integration solutions. An accomplished senior marketing executive with over 20 years experience, Adriana provides valuable insight into corporate marketing and communications strategies that drive brand awareness, product management, market identification and targeting, and product messaging. Prior to Halfpenny, Adriana directed marketing for Healthcare Data Management, Inc., Healthworks Alliance, Inc., Image Solutions, Inc., and Managed Care Strategies, Inc. Her degrees include a Bachelor's from Villanova University and a Master's from Drexel University. Contact Adriana at afalco@halfpenny.com.

About Halfpenny Technologies

Halfpenny Technologies is a leading provider of clinical data exchange solutions, enabling hospitals and laboratories to integrate with disparate physician EMR systems. Halfpenny's SaaS-based ITF-Hub® provides a reliable, secure platform to exchange clinical, financial and administrative data while reducing complexity and costs. Additionally, a consolidated stream of LOINC mapped data can be routed to constituents for other initiatives, including HIE, ACO, HEDIS, PQRI and various health plan reports. ITF-Portal® is a Web-based order entry and results reporting system to rapidly search and retrieve various clinical reports. ITF-GoDoc® is a mobile app to access lab, pathology, radiology and other clinical results reports securely. ITF-GoDoc® MobileOE is a mobile CPOE system for secure billing, ask-at-order entry questions, specimen types and medical necessity compliance.

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