

December 15, 2014

MEDarchon, Inc. today announced that Massachusetts Eye and Ear, a teaching affiliate of Harvard Medical School, has continued its focus on care coordination and patient safety by choosing QUARC as its secure messaging and communication platform. Mass. Eye and Ear is consistently ranked as one of the nation's leading hospitals for both ophthalmology and otolaryngology.

Annually Mass. Eye and Ear sees roughly 220,000 outpatient visits and performs over 22,000 surgical procedures, and the organization only expects these numbers to grow. As patient volume increases and safety and security guidelines become more stringent, MEDarchon's QUARC secure messaging and communication platform will fulfill the communication needs of Mass. Eye and Ear clinicians in a way that saves time, fits into the natural clinical workflow, and promotes care coordination and patient safety. QUARC will be integrated with the hospital's call scheduling system to ensure that patient data is up to date and that messages are sent, routed, and escalated to the most appropriate clinician and members of the patient Care Team.

QUARC will allow Mass. Eye and Ear to securely send messages from the web or mobile smart phone applications. QUARC messages can be automatically routed and escalated based on the hospital's preferences, the on-call schedule, and the priority given to each message. Clinicians have the option in QUARC to create and send messages about a specific patient or to simply send a direct message to another clinician or member of the staff. MEDarchon worked closely with Mass. Eye and Ear to develop a "Mass Notification" feature within QUARC that enables enterprise-wide emergency communication across multiple platforms to all employees. Having the ability to quickly and efficiently communicate emergency information was particularly important to Mass. Eye and Ear after the Boston Marathon tragedy.





About Massachusetts Eye and Ear Infirmary

Founded in 1824 by Drs. Edward Reynolds and John Jeffries as a one-room clinic to treat Boston's needy, the Massachusetts Eye and Ear has earned an international reputation for its successful treatment of the most difficult diseases and conditions of the eye, ear, nose, throat, head and neck, and for its outstanding contributions to medical research and education. In 2014 *U.S. News & World Report* ranked Massachusetts Eye and Ear fourth in the nation and first in New England for its ophthalmology and ear, nose, and throat specialties. The hospital has been ranked in the top ten nationally for one or both specialties every year since 1990. For information, visit MassEyeAndEar.org.

About QUARC

As simple as paging. As convenient as texting. QUARC is your one secure solution for safe and efficient healthcare communications. Its modules include smartphone-based paging, secure texting, patient hand-offs, on-call scheduling, and mass alerts. Designed by clinicians and administrators, QUARC's functionality, usability, and big data analytics were created to prevent medical errors, improve organizational efficiency, and provide an unmatched level of security.

QUARC goes beyond secure texting to deliver a secure communication platform for doctors, nurses, and medical staff that is meaningful and impactful to their daily workflows.

QUARC is a product of MEDarchon, Inc., a Nashville, TN based company with a mission to improve the efficiency and accuracy of healthcare communications. MEDarchon looked at the shortcomings of EMRs and current healthcare communication systems and engineered QUARC in such a way as to avoid these mistakes by working with care teams to build a solution that fits within clinical workflows while helping to remove inefficiency.

MEDarchon did extensive research on patient safety to fully understand the role that communication failures play in causing medical errors. As a result, QUARC has layered in



functionality, usability and analytics designed to help prevent medical errors caused by communication breakdown. Finally, MEDarchon priced QUARC in an affordable, straightforward manner that makes sense and provides a high return on investment.

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