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AKRON GENERAL HEALTH SYSTEM AND MY LIFEPLAN® BEGIN ROLLOUT OF NATION'S FIRST COMMUNITY-CENTRIC MEDICAL EMERGENCY ECOSYSTEM

MyChoice® Service to be Deployed at Multiple Akron General Emergency Departments; Residents Provided Secure, Personal Health Management Resource for Emergency Care

Ravenna, OH (July 20, 2010) -- Akron General Health System (Akron General) today announced that it has executed a Master Collaboration Agreement with My LifePlan®, and will deploy the Company's MyChoice® Service at its multiple emergency departments throughout Northeast Ohio. This rollout signifies the initial phase in Akron General's launching the nation's first community-centric medical emergency ecosystem,

From the onset of a 9-1-1 call, immediate access to vital medical information, emergency contacts and personal directives can save lives and make the difference between complete recovery and life-long disability. MyChoice, a secure, Web-based, subscription medical information service, empowers individuals with full control of their medical information, as well as provides designated first responders and hospital emergency room staff with secure, necessary access to this data.

Dr. Jack Mitstifer, President, Inpatient Services for Akron General, commented that, "We are very pleased to enter into this Master Collaboration Agreement with My LifePlan. At Akron General, we strongly believe in the concept of consumer choice, and this collaboration further ensures that our patients' healthcare choices are realized at the most critical time -- when they need emergency care."

Akron General, recognized as one of America's top healthcare provider organizations, pioneered in Summit County the concept of freestanding Emergency Departments (ED) when it opened its first community ED in Stow, OH, in 2007. Last summer, a second 24/7 ED debuted in Bath and later this month, it will break ground for a third freestanding ED in Green, both in Ohio. These EDs, which share campuses with medical office buildings, outpatient medical and surgical facilities, as well as Akron General's award-winning Health & Wellness Centers, epitomize the concept of bringing medicine to the communities the hospital serves.

"We are honored to work with Akron General in establishing the nation's first community-centered, end-to-end medical emergency ecosystem of on-line personal health information service, first responders, and emergency departments," said Ruth Skocic, CEO and founder of My LifePlan. "These resources empower life-saving personnel to thoroughly assess a situation and subsequently deliver the best-possible care and treatment – when every second counts."

She continued, “With sweeping changes to the U.S. Healthcare infrastructure in progress, the issue of patients coming first is the unquestioned top priority. Healthcare providers must embrace protocols and requirements for patient privacy and new technologies to not only comply with federal regulations such as HIPAA and ARRA-HITECH Meaningful Use Requirements for EHR, but to also ensure that they have the necessary resources to work seamlessly with first responders and provide the highest-level of care.”

My LifePlan integrates the latest biometric technology and Web-based access to provide first responders and hospital emergency room staff with secure, immediate access to critical information that can save lives, including medical history, emergency contact and personal directives. Through MyChoice, vital medical information becomes available with the simple scan of a fingerprint.

Earlier this year, My LifePlan announced the successful deployment of MyChoice with the Fire Department of Stow, OH, and a Letter of Intent for service with Akron General that preceded the execution of the definitive Master Collaboration Agreement.

About Akron General Medical Center

Akron General Health System is a not-for-profit healthcare organization with the mission of improving the health and lives of patients and the community. Akron General Health System includes: Akron General Medical Center, a 511-bed teaching and research medical center, and Edwin Shaw Rehabilitation Institute, the area's largest provider of rehabilitation services; Akron General Partners, which includes Partners Physician Group, the Akron General Health & Wellness Centers, Lodi Community Hospital, Community Health Centers and other companies; Akron General Community Health Ventures, which includes Visiting Nurse Service and Affiliates, the largest and most comprehensive provider of home healthcare services in Ohio, and Rose Lane Health Center; and Akron General Development Foundation. For more information about Akron General Health System, visit www.akrongeneral.org.

www.AkronGeneral.org

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About My LifePlan

My LifePlan is a health information technology company founded to help individuals take control of their medical information and personal directives, while also providing such information to authorized emergency care and health care providers in a timely, secure fashion when every moment counts. My LifePlan's online services, technologies, education and advocacy provide a win-win opportunity for hospitals, insurance companies, and first responders to save costs while ensuring members have their medical needs and wishes known. My LifePlan's biometric solution is key to ensuring secure and efficient access to this critical information. My LifePlan is a Ravenna, Ohio, company founded in 2006 by former nursing home social services director Ruth Skocic. MyChoice® and My LifePlan® are registered marks of My LifePlan Healthcare Technologies.

www.MyLifePlanInc.com