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HIRAM COLLEGE AND MY LIFEPLAN® TO OFFER EMERGENCY MEDICAL INFORMATION SERVICE FOR STUDENTS AND FACULTY

MyChoice® Service to Provide Secure, Invaluable Personal Health Management Resource for Students and Faculty Emergency Care

Ravenna, OH (November 30, 2010) -- Hiram College and My LifePlan, a healthcare information services company, are proud to announce a partnership that will bring My LifePlan's breakthrough service, MyChoice to all current students and faculty, as well as to all incoming freshmen. For the first time, parents of Hiram College students can rest assured that emergency personnel will have access to their children's vital medical information in the event of an emergency.

University students face a never-ending stream of potential threats from fire to drug- and alcohol-related incidents, to accidents. In these events, making sure first responders and hospital staff have access to vital medical information can make the difference between life and death in an emergency situation. MyChoice delivers that medical information immediately, via the swipe of a finger or the use of an ID card.

"I am proud to say that Hiram College is the first college to offer My LifePlan's MyChoice service to students, and faculty alike," said Eric Riedel, Vice President and Dean of Students, Hiram College. "We place an extremely high value on health and safety. MyChoice will make our students safer in the event of an emergency, and as such we not only made it available to our entire student body; we made it available to them for free,"

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. MyChoice speaks for individuals who may not be able to speak for themselves by providing personnel with a medical history, emergency contacts, allergies and any personal directives a patient may have, through a simple scan of a fingerprint or the use of an ID card.

"MyChoice empowers life-saving personnel to thoroughly assess a situation and subsequently deliver the best-possible care and treatment – when every second counts," said Ruth Skocic, Founder & CEO of My LifePlan.

Earlier this year, My LifePlan announced the successful deployment of MyChoice with the Fire Department of Stow, OH, and executed a definitive Master Collaboration

Agreement with Akron General to begin rollout of the MyChoice service at multiple Emergency Departments in surrounding communities.

About Hiram College

Founded in 1850, Hiram College continues today as one of the nation's most respected liberal arts institutions. Located 40 miles southeast of Cleveland in Ohio's Western Reserve, Hiram attracts students from throughout the United States and around the world. Through the College's academic calendar, known as the Hiram Plan, students enroll in one intensive three-week course each semester. The College curriculum emphasizes hands-on learning and undergraduate research and offers students one of the country's oldest and most respected study abroad programs. Hiram is one of 10% of the nation's institutions of higher learning to be awarded a chapter of the prestigious honor society Phi Beta Kappa. Hiram's commitment to affordability through the Tuition Guarantee ensures that annual tuition will not increase during a traditional student's four years at Hiram. Hiram enrolls 1,113 students in its traditional undergraduate program. Founded in 1977, the Weekend College is the oldest continuing adult learning program of its kind in the country. Combined with its graduate program, Hiram enrolls 283 non-traditional students. Hiram College confers the Bachelor of Arts, Bachelor of Science in Nursing, and Master of Arts degrees.

About My LifePlan

My LifePlan is a health information services and 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.
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