eHealth Global Technologies Announces Rebrand

The Associated Press

ROCHESTER, N.Y.--(BUSINESS WIRE)--Oct 24, 2012--eHealth Technologies TM, formerly eHealth Global Technologies, debuts its new brand, positioning itself for the next stage of growth in addressing the healthcare industry's need for instant and complete medical record access.

"Our rebrand celebrates six years of success as a leading referral and imaging solutions provider," said Michael Margiotta, CEO for eHealth Technologies. "Our history of developing innovative technologies and providing excellent services around continuity of care for healthcare professionals, in a rapidly changing healthcare market, prompted us to invest in a new "look" that is memorable, clear, and provides an offering combination that addresses enterprise workflow needs to meet the data sharing imaging requirements of Meaningful Use Stage 2." "The new brand ushers the company into an exciting new phase while embodying its legacy of providing excellent service and innovative solutions," Ken Rosenfeld, President of eHealth Technologies, said. "In creating a new brand presentation, we captured the essence of what eHealth Technologies stands for and the lens of emotional associations that our solutions impact—health information exchanges, healthcare institutions, their physicians, staff, and patients all SEE a difference in the care provided when the right historical patient information is available when and where clinicians need it." The company has an enhanced look for its website and other materials in addition to a more complete offering of solutions, addressing the need for instant access to disparate outside medical records, diagnostic-quality images, and pathology – delivered to our clients existing technology solutions.

The official brand transition launched today at www.eHealthTechnologies.com [1].

About eHealth Technologies™ eHealth Technologies is a leading referral management and diagnostic image exchange service provider, serving over half of the nation's top 100 hospitals and leading health information exchanges (HIEs), including 11 of the top 17 hospitals selected to the prominent honor roll of the best hospitals U.S. News & World Report. The company's services include eHealth Referral Solutions™ and eHealth Imaging Solutions™. These solutions utilize innovative health information technology to access medical records, pathology slides and diagnostic images in any format, and then securely deliver them in a digital format to improve continuity of care. Visit www.eHealthTechnologies.com [1]

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