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**House Call By Smartphone:
Kentucky Physician's Unique Solution Expected To Offer Significant Relief
To America's Ailing Healthcare System**

*Me-Visit Inventor and Founder William C. Thornbury, Jr. To Introduce
Mobile e-Visit Model At HiMSS 2013,
Promising To Dramatically Change The Way Patients See Their Doctor*

LEXINGTON, KY– When you aren't feeling well, the last thing you want to do is waste half a day waiting in a doctor's office. What if you had instant access to your doctor....anytime or anywhere? Not only is this possible, it may very well be part of America's healthcare future. Me-Visit, an alternative to traditional office appointments, uses mobility to provide care for minor medical problems or follow-up with a patient's personal medical provider.

Me-Visit, which stands for “Mobile Electronic doctor Visit,” makes the concept of “House Call by Smartphone” a reality. The technology was designed by Me-Visit Founder, [Dr. William C. Thornbury, Jr.](#), a rural Kentucky physician who said he wanted to create a better method to meet the needs of his patients after years of dealing with an overcrowded clinic. This motivation, and a desire “to help end medical homelessness,” inspired him to build a practical technology for the real-world use of physicians.

[Here's how it works](#): Me-Visit's web portal offers 24/7 access to patients using a personal computer, smartphone or other mobile device. A patient's health history is collected using an intuitive questionnaire, then securely transmitted to the doctor. The technology has a patent-pending design that allows physicians to interpret a patient's symptoms, contact the pharmacy, if necessary, and return a customized plan of care---all in about three minutes. A copy is recorded in the patient's private medical record.

“People understand mobile apps, and most doctors regularly use smartphones,” Thornbury said. “Me-Visit marries the two ideas, and does so efficiently---it's that simple.” Me-Visit's delivery model is unique --- it's the first to solely employ the established doctor-patient relationship, referred to as the “Medical Home.” This model allows more robust problems to be addressed, unnecessary testing or ER/urgent care visits to be reduced, and the ability to provide care for stable chronic disease---about 75 percent of the nation's healthcare budget.

Prior to launching, Me-Visit's technology underwent a two-year clinical study that demonstrated that it safely lowered cost of care, while equally increasing a clinic's capacity to deliver care. Thornbury said he hopes his groundbreaking model will herald a new era of healthcare distribution applicable from the largest health system to the smallest private practice. “It's a delivery method that promises to permanently change the way families see their doctor,” he said.

Thornbury will introduce this unique mHealth technology at the [HiMSS13 Conference](#) in New Orleans. His presentation, “[Mobile eVisits: Disruptive Distribution to Bend the Healthcare Cost Curve](#),” will be Monday, March 4, from 12:15-1:15 p.m. in Room 271. A second presentation on Tuesday, March 5, from 12-12:30 p.m. will be offered as part of the HiMSS Knowledge Center. Me-Visit will exhibit its mobile technology each day of the conference at Booth 8247.

About Me-Visit

Me-Visit is the originator and developer of a technology that provides e-Visits via mobile platforms---specifically designed to strengthen the medical home model of care. This unique, second generation telemedicine is supported by a two-year clinical study that demonstrates safety, improved patient access, lower cost of care, increased productivity, provider organization capacity and clinic efficiency. Me-Visit’s corporate mission is to pioneer solutions to improve healthcare delivery toward an end to medical homelessness. For more information, call (855) 463-8474, or for a [video demonstration](#), visit www.mevisit.com.

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