



SAP Selects MedApps to Partner in E-Care Management to Improve Value and Quality of Healthcare

Alliance is Latest in mHealth Eco-System Expansion

SCOTTSDALE, Az – Feb. 20, 2011 – MedApps Inc., a leader in mobile wireless remote health monitoring (mHealth) and SAP AG, a market leader in enterprise application software, have signed a joint marketing agreement to provide innovative, effective and affordable, healthcare technology solutions to the US market. The two companies will initially partner in remote monitoring pilots with key national providers in North America.

MedApps will utilize its unique mHealth products and CloudCare™ computing platform to connect with the SAP® Collaborative E-Care Management application. The application facilitates coordination of care between patients and care professionals, enabling patients to incorporate wellness, chronic condition management, interim care and post-acute care in the home to support their overall healthcare delivery.

This is yet another example of key innovators within the industry teaming up to implement remote health monitoring solutions in a wide scale, meaningful manner to improve patient health, minimize the impact of chronic disease, and drive down the cost for care. mHealth technology can achieve this by streamlining the flow of health information and with consistent, accurate, near real-time clinical data to allow more proactive care management in a cost-effective way. MedApps has demonstrated these benefits in a number of programs with cutting-edge healthcare facilities.

MedApps' open, automated integration driven by cloud computing and M2M cellular technology aligns perfectly with the objectives of SAP.

“SAP’s vision for the healthcare industry is one in which there is coordination of care between patients and their care providers, the use of smart devices and status monitoring to assist post acute and chronically ill patients leading to improved quality

and value of care, by facilitation behavioral change,” said John Papandrea, senior vice president and global healthcare sector head, SAP.

The MedApps solution suite includes HealthPAL, a dedicated portable device that uses cellular and Bluetooth technologies to automatically transmit health data from retail monitors (e.g. glucose meters, blood pressure monitors, scales, pulse oximeters) directly to a patient's electronic medical record (EMR). HealthPAL eliminates the need for a computer or smart phone to transmit data, providing a hands-off telehealth solution that is highly adoptable for users of all ages and technological comfort levels.

On the caregiver side, MedApps offers HealthCOM, a web-based portal / application that allows clinicians to review the data collected by HealthPAL and provides flexible integration with enterprise EMRs.

The MedApps infrastructure is tied together by its patent-pending CloudCare™ platform to offer the maximum in cost-effective deployment, scalability and service.

“It has always been MedApps’ fundamental belief that establishing a strategic Eco-System is a highly effective way to bring the benefits of remote patient monitoring to the world,” said Kent Dicks, MedApps’ CEO. “That Eco-System is growing every day and the partnership between MedApps and SAP is further evidence of this growth. Through this collaboration, we will not only continue to provide dedicated solutions to improve patients’ health and caregivers’ effectiveness in dispensing care, but we can also take healthcare delivery to the next level, by realizing the Eco-System’s potential.”

About MedApps

MedApps provides innovative mHealth solutions for the collection, transmission and remote management of patient health data. MedApps utilizes wireless and machine-to-machine technologies, hardware, software, and cloud computing to efficiently connect patients with their care providers and electronic health records. The FDA-cleared MedApps System is producing notable results and demonstrating a strong ROI with leading healthcare facilities across the nation including Cleveland Clinic, Baptist Home Health Network and Meridian Health in New Jersey. MedApps is a recognized telehealth innovator and member of Continua, an industry consortium setting Medical Device Interoperability Standards worldwide. MedApps is an ISO 13485, ISO 9001 and UL Certified Company with CE Mark and Health Canada license. Additional information about MedApps' products and services is available at <http://www.medapps.com>.

About SAP

As a market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 109,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.