

### What is MOREPRESS?

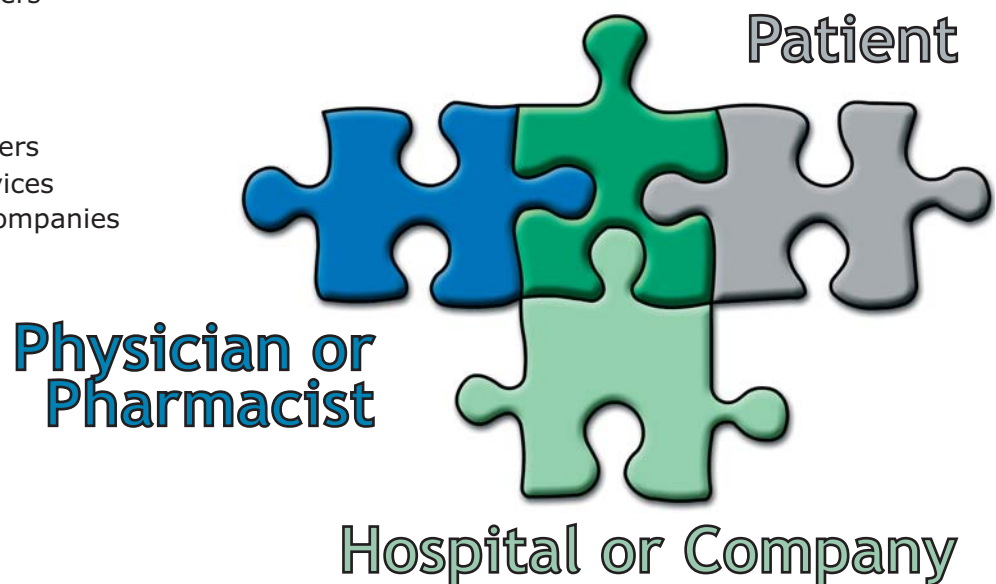
**MOREPRESS** (MOnitoring REmotely blood PRESSure, [www.morepress.net](http://www.morepress.net)) is a **web-based telemedicine service** allowing long-term remote blood pressure monitoring.

Main purposes of the service are:

- ▶ To allow patients to measure **home blood pressure** by a clinically validated and accurate blood pressure monitor (Microlife WatchBP Home), according to the indications of the Experts of the European (ESH) and Italian Society of Hypertension (SIIA)
- ▶ To allow doctors to measure **24 hour ambulatory blood pressure** by a clinically validated and accurate blood pressure monitor (Microlife WatchBP 03), obtaining important information on blood pressure behavior during daily activities
- ▶ To provide a tool for **data collection on blood pressure control** in clinical and pharmacological trials

### Which are the users?

- ▶ Patients
- ▶ General Practitioners
- ▶ Specialists
- ▶ Pharmacies
- ▶ Hospitals
- ▶ Local Health Centers
- ▶ Home Health services
- ▶ Pharmaceutical companies

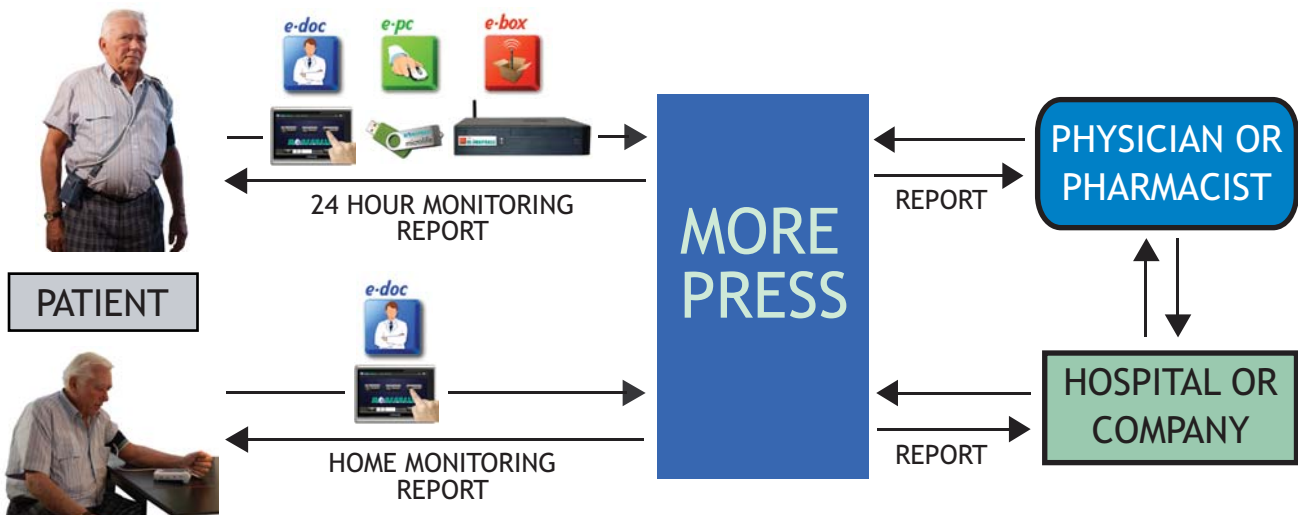


### Why do we need a remote blood pressure telemonitoring service?

- ▶ No alarm reaction to blood pressure measurement ("white coat effect") in the patient
- ▶ Several blood pressure measurements are available over time
- ▶ Blood pressure measurements are highly reproducible over time
- ▶ Teletransmission of readings allows a quick feedback and update of doctor on patient's health status
- ▶ Centralized analysis, detailed and automatic reports, and active support to medical decision
- ▶ Active involvement of the patient in his/her disease management and increase in patient's compliance to treatment
- ▶ Reduction of the number of visits and costs of patient management

## How does MOREPRESS work?

- ▶ The **patient** directly from home or the physician (or pharmacist) from his/her office, send data to the **www.morepress.net** website, through an **interface** (**e-doc** with visual interaction and mobile phone connection or **e-pc** with PC and ADSL connection or **e-box** with vocal interaction and mobile phone connection) linked to the device through a USB cable
- ▶ When data reach the website they are automatically analyzed by an "intelligent" software, the **report is sent by e-mail** and saved in a website folder with private access by the doctor
- ▶ The MOREPRESS® service is integrated by a simple **clinical chart** merging the results of blood pressure monitoring with main cardiovascular risk factors, allowing calculation of the patient's cardiovascular risk level



## Which are the benefits of the service?

- ▶ **Patient:** keeps his/her blood pressure constantly under control by obtaining a quick feedback from the doctor or pharmacist on his/her cardiovascular risk level
- ▶ **Physician:** provides his/her patient with a simple and easy-to-use diagnostic service, with quick diagnostic and therapeutical feedbacks, allowing quantification and monitoring of cardiovascular risk level over time
- ▶ **Pharmacist:** provides a reference for patient and doctor for prevention and follow-up of arterial hypertension
- ▶ **Hospital:** provides a service for patients and a diagnostic support for the doctors
- ▶ **Pharmaceutical Company:** can use the service for centralized and automatic data management and analysis in clinical or pharmacological trials

MOREPRESS® is a service realized and provided by

**Biotechmed**

Medical Devices  
Telemedicine Services

Via Colombera, 29  
21048 Solbiate Arno (VA)  
Tel +39 0331 984527  
Fax +39 0331 984528  
info@biotechmed.it  
www.biotechmed.it

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