



Specialty Publishing Co.

November 6, 2008

Telemedicine in Romania

Unless they are celebrities, most people don't employ a personal physician to accompany them during daily life. But a new product offers to give people the next best thing—a remote health monitoring system that is with patients around the clock.

Orange Romania, www.orange.ro, Bucharest, Romania, and Medic4all, www.medic4all.com, Lugano, Switzerland, recently launched Medic4you, a cellular telemedicine service, in Romania. One of the system's features is a health-monitoring device, called WristClinic, which collects patient data such as blood pressure, pulse, body temperature, cardiac rhythm, and level of oxygen saturation. The hand bracelet measures these parameters in the patient then sends the information wirelessly via Bluetooth connection to an Orange mobile phone, which transmits the data to Medic4You's central monitoring station.

Additionally, Medic4you can connect patients with medical consultants at home and while traveling. Doctors can access the patients' information using the data collected by the system. "Medic4all offers e-health services in 28 countries and is now entering the Romanian market with a 6 million dollar investment," says Shai Misan, CEO, Medic4all.

While telemedicine will not soon replace actual doctor visits, it does add a new way for patients to be monitored. Christos Phocas, corporate fixed data services development manager, Orange Romania, says, "Medic4you becomes an added tool to classic medical services, now available through the Orange data network covering more than 400 localities in Romania."