



FOR IMMEDIATE RELEASE

CellTrust Corporation Leads Pager Replacement Revolution in Healthcare

HIPAA-Compliant SecureSMS® Allows for Healthcare Industry Employees to Communicate More Efficiently without Liability Risks

SCOTTSDALE, ARIZONA – Nov. 27th, 2012 – CellTrust Corporation, the recognized worldwide leader in secure mobile communication (www.celltrust.com), is putting its secure, encrypted, SMS services to use as a driving force behind the pager replacement solution in the healthcare industry.

“Texting is fast, direct, and simplifies the traditional, laborious pager and callback workflow that hospitals and other organizations have used for years,” said [Sean Moshir](#), CEO and Chairman of CellTrust Corporation. “However, the information exchange is often subject to the highest degree of confidentiality, and therefore our HIPAA-compliance is what makes the CellTrust solution a reality. To lead in the advancement of healthcare communications requires streamlining legacy processes with new technology.”

By using the CellTrust SecureSMS Pager Replacement infrastructures, doctors, nurses, and staff can not only send and receive patient information, but also achieve the following goals:

- Removes security obstacles when sending text messages that contain Private Health Information (PHI)
- Improves response times and decision-making by delivering complete patient information directly to on-call clinicians' mobile phones
- Eliminates the need for the physician to access a network connection
- Gives physicians greater mobility
- Opens up secure two-way mobile communication for clinicians

In today's increasingly mobile world, technology will undoubtedly continue to be a massive driver of greater efficiency. Healthcare workers are anxious to replace their existing pagers with modern smart phone devices that will allow their industry to stay current, to keep improving, and

to constantly increase the level of care provided to those that depend on their medical expertise. CellTrust will be demonstrating the [Smart Pager Replacement](#) product at the [mHealth Summit](#), Booth #717, December 3rd-5th, at the Gaylord National Resort and Convention Center, in the Washington, D.C. area. Those who plan to attend the Summit may [register for a presentation](#) through CellTrust's website. CellTrust's CEO, Sean Moshir, will present at the [mHealth Summit Panel Session](#) on Communications, Security, and Location in mHealth Applications and Solutions.

CellTrust was recently recognized as [Innovator of the Year](#) by the Arizona Technology Council at the Governor's Celebration of Innovation 2012.

About CellTrust Corporation

CellTrust is a leading provider of [Secure Mobile Communication](#), including [HIPAA Compliant Mobile Communications](#) and [Smart Pager Replacement Solutions](#) as well as [Mobile Marketing](#) and [Mobile Aggregation](#) services. For more information, visit www.celltrust.com

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