

## **ACCESS MY RECORDS.COM HAS LAUNCHED ITS NEW AMR-ICE (IN CASE OF EMERGENCY) PROGRAM FOR CELL PHONES**

**BOCA RATON, FL (May 14, 2008)** Boca Raton based Access My Records.com a leading provider of online Personal Health Records (PHR), has developed a way for each of its members to access their emergency health records using an internet connected cell phone.

The new AMR-ICE Program will give each of its members another tool in protecting them in an emergency. ICE is an acronym for "In Case of Emergency" This is commonly used in cell phone address books giving an emergency responder a specific location to look for an emergency contact phone number to call.

Access My Records.com has taken ICE to a new level said Lenny Tambasco, President of Access My Records.com. Each of our members will have the option to activate this service from their account. An email will be sent to the member with a personal URL and instructions on how to setup this service on their cell phone. Now the member will have instance access to a read-only emergency summary report of their vital medical information, the same report that can be viewed from the AMR website. The report insures that doctors or emergency responders will be able to see a snap shot of a member's medical history, this information includes; an identification photo, what your past medical conditions are, what medications you take, your allergies, your health insurance carrier, who to call in your family, the name of your primary doctor, health care power of attorney and more. With this, doctors now have what they need to make a fast and accurate decision on how to treat the patient in an emergency, helping to prevent medical errors, duplicate testing and lowering the expense of additional out of pocket dollars for health care costs.

Emergency responders have been trained to look for a type of medical ID card in a person's wallet or ICE (In Case of Emergency) information from a person's cell phone. The AMR-ICE Program now allows paramedics to see vital medical information right at the scene of an accident in an instant, which has proven to save lives.

108,000 people died last year from preventable medical errors making this the fifth leading cause of death in the U.S. Yet 93% of those errors could have been avoided if the doctor had vital information about that patient when they are first being treated.

### **ABOUT ACCESS MY RECORDS.COM**

Access My Records.com is a privately held corporation based in Boca Raton, FL that gives consumers the tools to become pro-active in managing their own healthcare information by providing an easy-to-use, private and secure Web-based storage and retrieval service focusing on vital information needed by doctors and emergency responders. Members can update their records any time from an internet connected computer or by calling a 24/7 customer service operator. The company also offers a complete virtual file cabinet for all other medical and legal documents. Additional services include; a prescription discount plan, interactive health information library, email prescription notification, manage estate planning and more.

For more information visit [www.accessmyrecords.com](http://www.accessmyrecords.com)

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