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Dialog Medical Celebrates National Patient Safety Awareness Week with a Review of the Impact of Effective Informed Consent on Patient Safety

This year's theme - "Patient Safety: A Road Taken Together" - supports Dialog Medical's vision for improving critical communication between providers and patients

ATLANTA, March 5, 2007 — Dialog Medical, the leading provider of informed consent and patient education systems for hospitals and physician practices, today recognized the National Patient Safety Foundation's National Patient Safety Awareness Week with a review of the impact effective informed consent can have on patient safety. Numerous organizations have studied this impact, including the National Quality Forum, the Agency for Healthcare Research and Quality and The Leapfrog Group. In early February, the Joint Commission, in a Public Policy white paper on patient safety, recommended that healthcare institutions re-design informed consent forms and the informed consent process.

"More than 170 hospitals and thousands of physician practices have already accepted the challenge issued by the Joint Commission," said Scott Fleischman, vice president of sales for Dialog Medical. "These progressive organizations have taken significant strides toward improving patient safety by standardizing and automating the informed consent process with our iMedConsent™ application."

iMedConsent includes procedure-specific consent forms for more than two thousand medical and surgical procedures; patient education documents for thousands of diagnoses and treatments; and an extensive anatomical image gallery that allows the physician to annotate images and simplify complex topics for the patient. Organizations find that iMedConsent helps them address several patient safety challenges, including:

- Low Health Literacy – iMedConsent has an extensive library of patient education materials specifically designed for patients with low health literacy.
- Limited English Proficiency – all informed consent forms, patient education materials and patient instructions in the iMedConsent application are available in English and Spanish.
- Patient Comprehension – the iMedConsent Comprehension Check™ module offers providers a tool to guide them through the "teach back" process with the goal of confirming patient understanding of contemplated treatments and procedures.
- Wrong Site Surgery – the iMedConsent application identifies the patient's confirmation of the planned surgical site and makes that information available to an electronic medical record. As a result, providers can then bring that information to the OR for use in the "time out" process to avoid wrong patient/wrong procedure/wrong site surgery.

"Concern for improving patient safety is one of the key concerns that have prompted our clients to enhance their informed consent processes with the iMedConsent application," said Michael Burke, president of Dialog Medical. "During National Patient Safety Awareness Week, we applaud the efforts of the National Patient Safety Foundation and our innovative clients to advance the issue of patient safety."

About Dialog Medical

Dialog Medical is a leading provider of informed consent and patient education systems for hospitals and physician practices. The company's iMedConsent™ application is currently used by more than 15,000 physicians in hospitals and physician practices nationwide. For more information on Dialog Medical and its products, visit www.dialogmedical.com.

About the National Patient Safety Foundation

The National Patient Safety Foundation is a nonprofit organization dedicated to improving patient safety and reducing medical errors through leadership, research support, and education. It is an unprecedented partnership of health care practitioners, institutional providers, health product providers, health product manufacturers, researchers, legal advisors, patient/consumer advocates, regulator, and policy makers committed to making health care safer for patients and making patient safety a national priority. NPSF was founded in 1996 by the American Medical Association, CNA HealthPro, and 3M, with significant support from the Schering-Plough Corporation. <http://www.npsf.org/>

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