

CITE (pronounced: \sīt\ or sight) = Communication & Information Theory Empowered

Phrazer® provides an exceptional hybrid of select scientific methodologies to help connect you to patients via an elegant system with unprecedented accuracy, efficiency and efficacy. The significance of Phrazer's implementation of CITE to the medical world was recognized at the International Edison Awards where it was named as a Gold Medal winner and made it one of the most anticipated medical advancements of our time. In the hands of progressive caregivers, Phrazer will exceed expectations. Here is an intriguing glimpse into Phrazer's critical distinction.

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Communication theory incorporates the principles of human behavior, psychology, brain research and social sciences. Phrazer leverages visual, tactile, audio and emotional techniques that gain trust, comfort and clarity. Warm, soft touch handles start your connection with the patient through a hand-hold interface. Trust-building is elevated to a new level with an engaging and culturally relevant caregiver who maintains continuous, private dialogue. Patient satisfaction is enhanced in a single system that adjusts dynamically to culture, race, gender and situation. Simultaneously, caregivers are provided insights into their patients' culture and medical concern(s).

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Information theory focuses on accurate, concise and replicable methods of transferring critical information. Phrazer uses unique patented communication pathways to inform the caregiver visually and audibly with critical, timely information about their patients' needs, medical literacy, faith, cultural expectations and more. Phrazer does this while also offering the opportunity to work with other patients concurrently.



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Theory of matured sciences, communication and information have predictable, repeatable results. These sciences are truly the forefront of human insight. Information theory was birthed merely 50 years ago and communication theory has only recently experienced an explosion of validated findings expanding on its strong historical base. Phrazer is the first to fully blend and integrate these critical fundamentals.



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Empowered by these facts of human interactions are the foundation of every aspect of the Phrazer design, software, media and interfaces. It is due to this empowerment alone that truly accurate communication can be developed in these vital situations; Phrazer doesn't rest there. It leverages human evolutionary biology that reliably applies to nearly all humans and simultaneously addresses the uniqueness found in specific age groups, genders and cultures. This combination in Phrazer provides unparalleled results in accuracy, trust, validity and patient/caregiver satisfaction.

Even in a routine physician office visit, accuracy counts; why not count on the only tool to leverage CITE? New healthcare practices demand efficient solutions and only Phrazer allows your staff to multitask effectively while maintaining constant contact with your patients and EMR. Phrazer is designed to help you comply with regulatory requirements by providing a path to treat any patient despite language, literacy and culture. And with ICD-10 right around the corner, Phrazer can smooth that transition with validated protocols and accurate coding assistance.

Phrazer not only is informed by the sciences of communication theory and its growing field of knowledge, but it is also becoming a part of the research itself. With each use, Phrazer learns how to better cater to individual patients, perform faster in specific situations and it also tracks outcomes to rapidly adjust for better performance. Phrazer records caregiver results and helps share best practices to instantly inform and provide realtime improvements. You only have your patient's attention for a brief amount of time, Phrazer will make it count.



Claude Shannon is credited as the founder of information theory, as well as both digital computer and circuit board design theory in 1937. Over the last 70 years, information theory has grown to not only encompass data transmission but also throughput analysis of the human mind, accuracy of information transmission, and overcoming human phenomena such as change blindness and stress processing changes that are prevalent in medicine.

Functional magnetic resonance imaging or functional MRI (fMRI) is a procedure that measures brain activity by detecting associated changes in blood flow. This technology leverages the fact that cerebral blood flow and neuronal activation are coupled. When an area of the brain is active, blood flow to that region also increases.

fMRI has been applied to almost every aspect of brain science since. In 2010, neuroscientists used fMRI in more than 1,500 published articles. It has

revealed that the brain is highly compartmentalized with specific regions responsible for tasks such as perceiving faces and weighing up moral responsibility; that the stressed brain is in fact more difficult to connect with. Phrazer is capable of communicating with patients in a more effective and meaningful way.

GeaCom uses findings like those above to uniquely connect to patients and achieve unmatched results in accuracy and patient satisfaction.

