



A system that improves outcomes through harmonization of patients, staff and resources



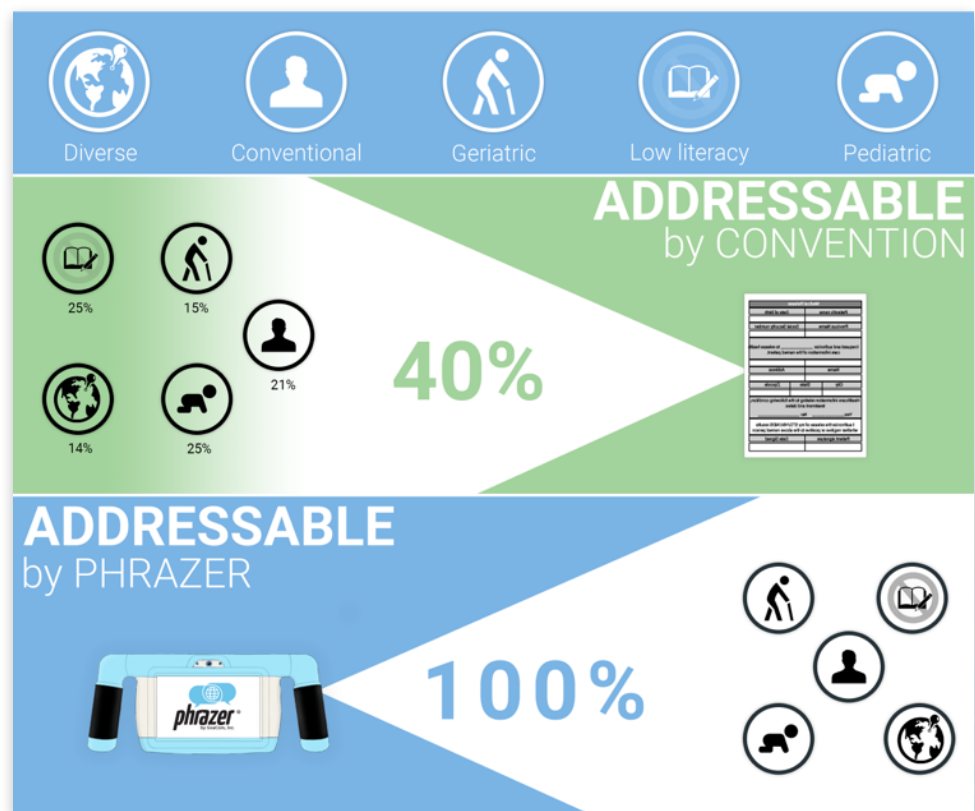
Education | Health Screeners | Triage | Surveys | Custom Content

# The Challenges of Conventional Methods and Health Equity

Electronic Medical Records (EMRs) and paper forms on tablets have created an extremely impersonal healthcare experience for patients. Moreover, these conventional tools are inadequate when working with medically disenfranchised populations such as literacy challenged, culturally and language diverse. These patients are the most difficult to reach, require the most time and create bottlenecks in patient flow.

## Conventional Method

Paper forms on tablets allow the care team to engage with conventional patients and pockets of other patient populations. Using only this method you will reach approximately 40% of the patients you serve.



## Modern Phrazer Method

Phrazer is the only system that utilizes patented technology to equally and accurately **address nearly 100%** of your patients.

## Breakthrough CITE Methodologies

**CITE \sīt\ or sight:** Every protocol on Phrazer is developed with CITE in mind. This is what empowers Phrazer to establish trust with patients and provide such incredible accuracy levels. Further, Phrazer engages patients and staff *where they are*. CITE is based in validated science and allows Phrazer to bridge gaps between patients and providers, establishing a meaningful connection with every interaction.

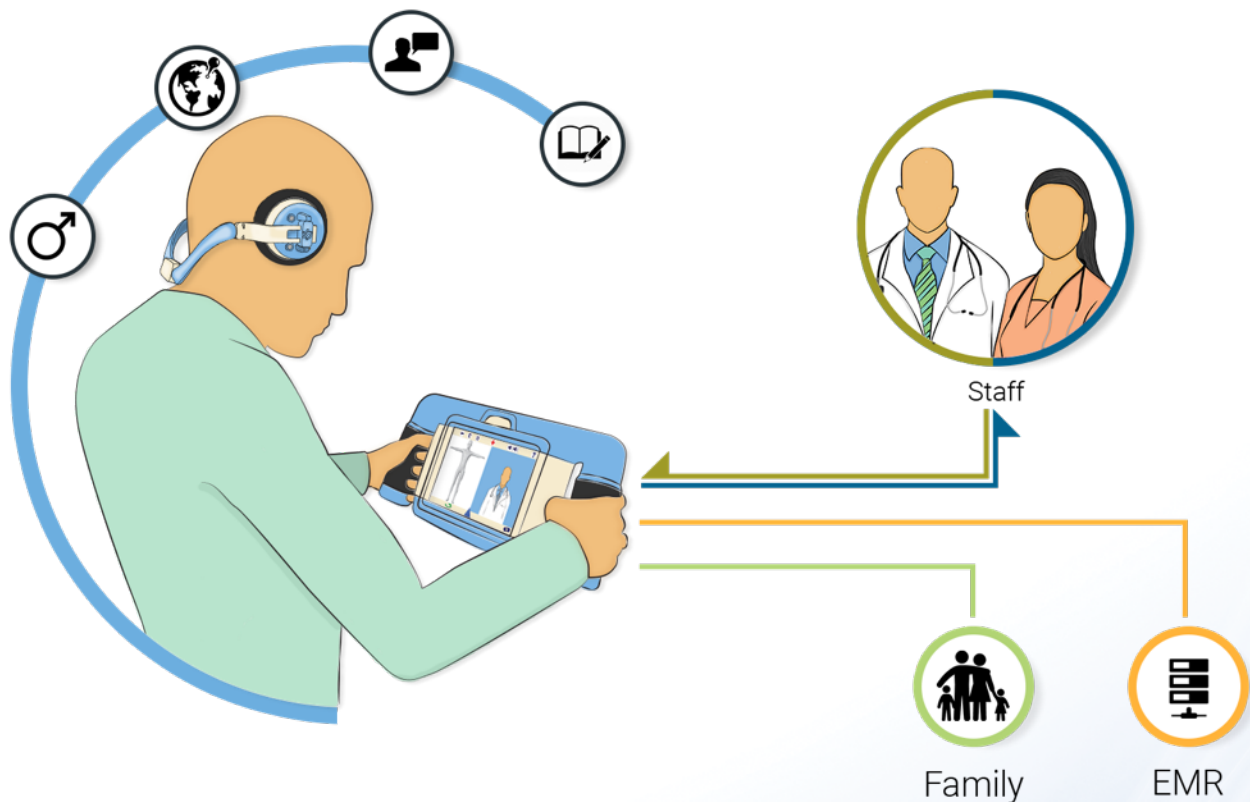


**Communication:** Personalized, immediate and meaningful care for **ALL** patients.  
**Information:** Relevant and concise, realtime, actionable data for staff and family.  
**Theory:** Hard science based, FMRI measured, market tested and proven method.  
**Empowered:** Coordinated process improvement and implementation.



# The Only Medical Grade Engagement System

Phrazer personalizes to the patient's language, culture, gender, age, level of literacy, and background while simultaneously providing relevant care information to staff and the EMR. The result is an extraordinary healthcare interaction for each of your patients and process improvement across all service lines.



## An Extraordinary Patient Experience

**Patients** are engaged in a unique communication experience that pairs with their language, culture, gender, age, level of literacy and background. The result is more focus, better comprehension, unparalleled accuracy and compliance to the care plan.

**Staff** is simultaneously engaged in directing a conversation with the patient, through Phrazer. Relevant information about the patient need, preferences, expectation and key medical data is shared.

**EMR** is filled by Phrazer, accurately and efficiently.

**Family** is updated on care appropriately and as needed.

# Implement with Ease

Because Phrazer is designed specifically for medical use and to FDA safety and security standards, it is uniquely easy to incorporate into your care system to generate a rapid ROI.

- ✓ Easily passes system security standards
- ✓ Natively connects to all major EMRs
- ✓ Industry leading infectious disease control
- ✓ No patient training required for positive results
- ✓ Minimal training required for staff

## \$22/Day Per Phrazer, All Inclusive

**Included in your 20+ Phrazer System purchase:**

- Phrazer System Hardware
- EMR Connectivity
- Network Connectivity
- All CITE Content with Full Patient Coverage
- Complete Staff Training
- Unlimited Support / Service
- Automatic Software Updates

There are no hidden or additional costs for licensing, initial training, network, per transaction fees, configuration or service.



Contact us today at [sales@geacom.net](mailto:sales@geacom.net) or 218-740-4700 to schedule a demo.

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