



**ChoiceView®**

## **Radish Systems Is a Finalist in CO Impact Days** Colorado's Top 60 Social Ventures Meet with 200 Investors

**Boulder, CO (February 19, 2016)** – Radish Systems, an award-winning mobile/enterprise software company adding visuals to any phone call, is delighted to be selected a finalist for the first-of-its-kind CO Impact Days 2016 Marketplace on March 4, 2016 at the Ellie Caulkins Opera House in Denver. Radish is one of 60 finalists out of over 280 applicants from throughout Colorado that will be presenting to hundreds of investors and community members. This competition is focused on increasing investment in Colorado for-profit and nonprofit social ventures that contribute to community well-being, including Radish's telehealth technology in the 'Health, Wellness and Food' track. Radish's ChoiceView advances healthcare communications through the Triple Aim goals of (1) Improving population health, (2) Improving patient experience, and (3) Reducing per-capita costs.

### CHOICEVIEW VOICE WITH VISUALS

ChoiceView 'Voice with Visuals' improves communication between healthcare providers/payers and patients/caregivers/ other healthcare providers. With ChoiceView, healthcare providers such as "Ask a Nurse" help lines, for example, can instantly send callers forms, X-rays, photos, surveys, graphics, videos, prescriptions/instructions, and documents such as test results while talking or texting with them over any phone and any network. Callers can save the visuals for future use. Callers can also send content to the healthcare provider, such as inputs on a health assessment form, while talking or texting. ChoiceView is currently being piloted by Clinica Tepeyac in Denver and Northwest Colorado Visiting Nurse Association in Steamboat. See demo videos and use cases at [www.RadishSystems.com](http://www.RadishSystems.com).

### IMPROVED COMPREHENSION WITH VISUALS

It's said that "One picture is worth a thousand words," especially with complex medical information. People comprehend six times better when both seeing and hearing compared to just hearing. For example, callers can see and better understand how to dress a surgical wound, especially if they are stressed, don't hear clearly, or don't understand the language. Patients/caregivers are often in remote areas or can't easily visit healthcare facilities, so instant visual information can give them faster assistance and save them travel costs. By saving the information, callers can refer to it as needed to repeat the procedures, exercises, and recommendations. Using clear information in a timely way can improve health, improve the patient experience, and reduce costs, for example, by preventing trips to the emergency room.

## ABOUT COLORADO IMPACT DAYS

This event is the first attempt to develop a statewide marketplace for impact investing – identifying, connecting, and celebrating Colorado's top social ventures and impact investors from the Western Slope to the Front Range. CO Impact Days' education, symposium, marketplace, awards, and celebration is designed to bring together Colorado's top social ventures, impact investors, and community members in a first of its kind inspiring event to 'Learn. Connect. Invest.' The six competitive tracks are education and early childhood; economic development and social justice; energy; environment, water, transportation and agriculture; health, wellness and food; and arts, culture and creative enterprise. Learn more and register at [www.coimpactdays.org/days](http://www.coimpactdays.org/days). Partners and sponsors include Colorado Innovation Network (COIN), The Colorado Trust, Valid Eval, Arrow, Calvert Foundation, The Denver Foundation, Colorado Association of Funders, Colorado Enterprise Fund, Innosphere, New Belgium Brewing, and the Colorado Impact Fund.

## HEALTHCARE TRIPLE AIM

The Triple Aim is a term coined by the Institute for Health Improvement (IHI) and, particularly, one of its founders, Dr. Donald Berwick. IHI [defines the Triple Aim](#) as "a framework for optimizing health system performance." There are three components to the Triple Aim:

1. Improve the experience of care
2. Improve the health of populations
3. Reduce the per-capita costs of healthcare

## CHOICEVIEW APPLICATIONS

Customer care is the killer app to improve customer service, sales, and support. In addition to healthcare, ChoiceView is used for mobile commerce, financial services, true Visual IVR systems ([TrueVisualivr.com](http://TrueVisualivr.com)), technical support, and employee communications across all industries.

## ABOUT RADISH SYSTEMS

Radish Systems, a mobile/enterprise software and professional services company, improves the way organizations communicate visually with all callers, including smart mobile device and browser users, through its award-winning ChoiceView Software-as-a-Service (SaaS) technology platform. ChoiceView offers the next generation of multimodal unified communications, allowing visual information and secure data to be shared during a phone call with callers using any phone, any network, and many display devices. It eases the pain of frustrating automated phone systems (IVRs), virtual assistants, and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. The patented, HIPAA-compliant ChoiceView technology increases comprehension, problem solving, and recall on calls by as much as 600%, helps callers resolve inquiries faster with more clarity, improves overall user experience, and increases business profits. Radish provides ChoiceView end-user and business software as well as a full suite of developer tools and APIs for easy implementation. Visit [RadishSystems.com](http://RadishSystems.com) and Twitter [@RadishSystems](https://twitter.com/RadishSystems).

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## MEDIA CONTACT

Theresa Szczurek: Radish Systems, 720.440.7560 corporate or 303.817.3307 mobile, media@RadishSystems.com.

## TRADEMARKS

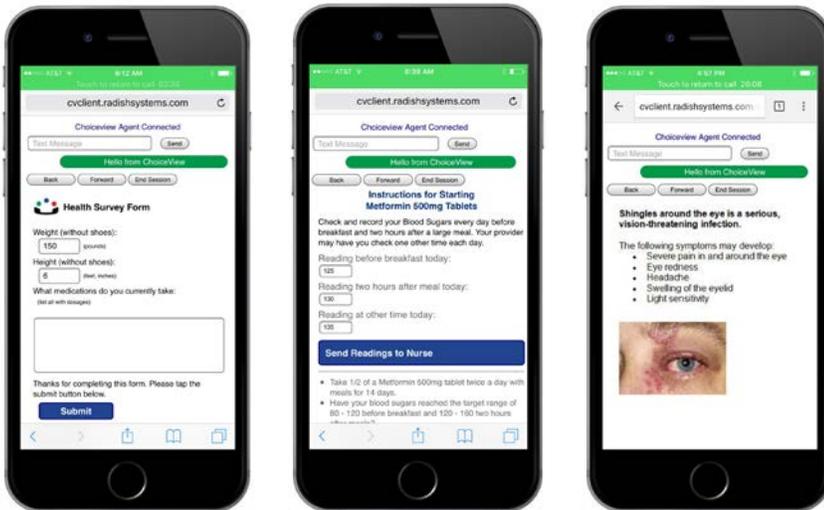
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## TAGS

ChoiceView, Interactive Voice Response, Visual IVR, Mobile User Experience, Unified Communications, Contact Center, Mobile Customer Support, Radish Systems, Customer Experience, Customer Relationship Management, mobile self-service, automated phone systems, mobile applications, web applications, ChoiceView WebRTC, voice with visuals, visual customer engagement, developer tools, Visual IVR API, WebRTC, virtual assistants, healthcare, CO Impact Days, digital health, healthcare triple aim

## SAMPLE TWEET

@RadishSystems is finalist at March 4 @COImpactDays for @ChoiceView #tripleaim #healthcare benefits. [www.radishsystems.com/media-center/media-releases/](http://www.radishsystems.com/media-center/media-releases/)



More visuals at: <http://www.radishsystems.com/media-center/media-resources/>.