Radish and Clinica Present Diabetes Coaching Study at SpeechTEK
Research with Clinica Tepeyac Assesses Impact of ChoiceView 'Voice with Visuals'

Boulder and Denver, CO (May 19, 2016) – Radish Systems and Clinica Tepeyac will be on-site and present results of using ChoiceView at the national SpeechTEK conference from May 23-25 at the Omni Shoreham in Washington, DC. Clinica's Chief Operating Officer, Magda Apodaca and Radish's CEO, Theresa Szczurek, present the case study of using visuals with phone coaching for high-risk diabetic patients:

SpeechTEK: Tuesday, May 24th, 4:15-5:15 PM ET at "Healthcare Case Studies" session.
In this case, ChoiceView allows a health coach to talk and share multi-lingual visual information—ideal diabetic diet, specific exercises, timing for medication—while coaching diabetic patients to improve their health. Patients can input information on a form, such as their glucose numbers, during the call so that the coach provides relevant information. Visual with voice information is proven (*BrainRules*, rev. 2014) to accelerate comprehension and retention, especially if callers are hard of hearing or don't understand the language well. With ChoiceView, callers use any phone, any network, and any device to share visuals or transfer to a website while talking/texting. Patients can save visuals for further use on their smartphones or computers. More about SpeechTEK: http://www.speechtek.com/2016/Agenda.aspx
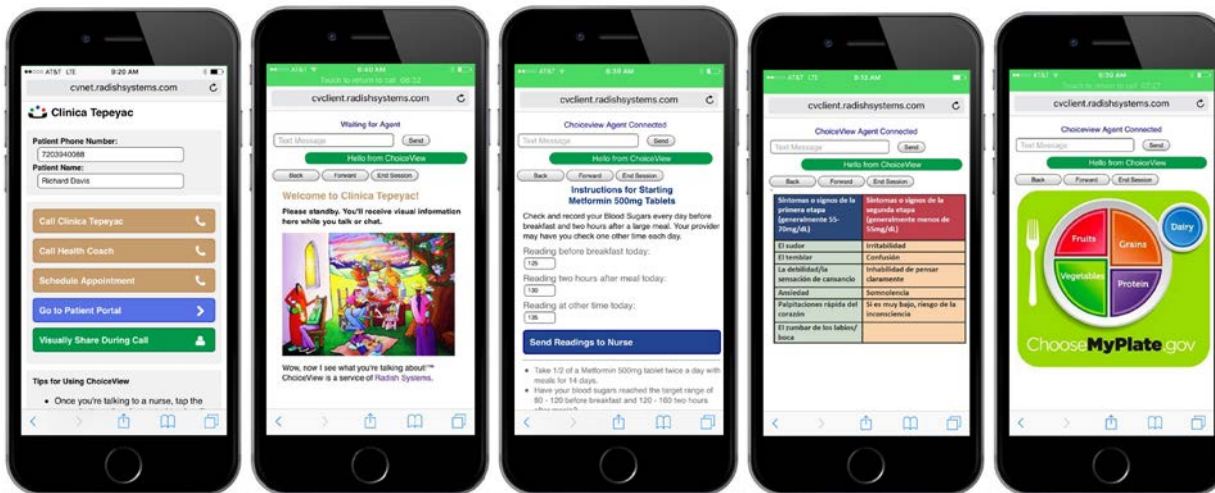
ChoiceView Applications. ChoiceView transforms new and existing traditional Interactive Voice Response (IVR) systems from <u>many vendors</u> into next generation, true Visual IVRs. It transforms the traditional call center into a 'voice with visuals' live assistance center. Customer support is the killer app to improve sales and service. Use cases across many industries include mobile commerce, True Visual IVR (Interactive Voice Response) systems (TrueVisualIVR.com), technical support, and enhanced customer support. Businesses can easily administer visual customer surveys after a self-service or live agent transaction, thereby increasing response rates. In health care, for example, nurse coaches can talk with patients while instantly sharing complex medical information thereby improving health outcomes and patient adherence. In retail, customers can talk and quickly see product information, receive order status, and purchase just the right products resulting in happier customers, higher revenues, and fewer returns. See more use cases and demo videos at RadishSystems.com/solutions/.

About Clinica Tepeyac. Located in north Denver, CO, [Clinica](#) serves mostly underserved, uninsured and low-income Latino families. Many patients travel long distances and often cannot come to the clinic due to lack of public transportation, difficult work schedules, and family obligations. Clinica provides a range of medical services at the clinic and via telephone help lines. Many, if not most, of the patients have smartphones as their only means of communication. Visit www.ClinicaTepeyac.org or Twitter @ClinicaTepeyac.

Jim Garcia, CEO, explains, "We are testing Radish Systems' ChoiceView technology to add visuals to telephone calls. We believe that we can improve patient care, especially for this vulnerable population, as well as serve more people at less cost by providing photos, graphics, data, short-videos, and other visual information."

About SpeechTEK. SpeechTEK 2016, held May 23-25 at the Washington, DC Omni Shoreham, is the world's biggest conference and exhibition dedicated exclusively to speech technology. SpeechTEK offers information on all the latest ideas, innovations, technologies, services and solutions for the world's leading companies. In addition, [SpeechTEK 2016](#) is co-located with the [CRM Evolution](#) and [Customer Service Experience](#) conferences. Visit www.SpeechTEK.com

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) and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. The patented, HIPAA-compliant 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. To experience "Wow, now I see what you're talking about!™" go to www.RadishSystems.com, view the demo videos and/or tap "Try ChoiceView Now!" Twitter @RadishSystems.

Media Contact: Theresa Szczurek, 303-817-3307; media@RadishSystems.com

ChoiceView is a registered trademark and Radish, Radish logo, ChoiceView logo, and "Wow, now I see what you're talking about!" are trademarks of Radish Systems, LLC. All other trademarks belong to their respective owners.

TAGS: ChoiceView, Interactive Voice Response, Visual IVR, True 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, SpeechTEK, visual customer engagement, voice with visuals, healthcare, case study, patient engagement, Clinica Tepeyac, diabetes, care management program

SAMPLE TWEET: #CASESTUDY @ClinicaTepeyac & @RadishSystems share #diabetes #health coaching study 5/24 4:15pmET @SpeechTEK http://www.speechtek.com/2016/