



Prime Health Innovation Summit and Expo, 5/16/2016, 7am-8pm MTN
Visit Radish in Booth #25, Colorado Convention Center
700 14th Street, Denver, CO 80202
Call /Text 303-817-3307 for appointment

Radish Systems Exhibits and Is “Speed Dating” Finalist at Integrating Health Innovation Summit and Expo

Monday, May 16, 2016, 7 AM-9 PM, CO Convention Center, Denver

Boulder, CO (May 13, 2016) – Radish Systems is showcasing its award-winning ChoiceView® solution in Booth #25 during the Prime Health-sponsored Integrating Health Innovation Summit and Expo at the Colorado Convention Center in Denver on May 16th. Radish is also a finalist for the invitation-only May 17th Speed Dating Summit competition. All are invited for the May 16th Summit; Info and tickets to the Summit: <https://www.eventbrite.com/e/2016-prime-health-innovation-summit-and-expo-integrating-health-innovation-tickets-22514594759#tickets> ChoiceView offers the next generation of multimodal unified communications for enhanced visual customer engagement, allowing visual information and secure data from businesses to be shared during a phone call with callers using any phone and any network. ChoiceView® adds visuals to self-service and live agent calls in healthcare and beyond. See a new healthcare demo video using ChoiceView for self-service and live assistance at www.RadishSystems.com

FINALIST AT SPEED-DATING COMPETITION. Radish Systems has been competitively selected from a large national pool of healthcare innovators as a finalist for the 2016 Speed Dating. In an invitation-only, non-public event on May 17th, Radish will “Speed Date” with healthcare executives for “potential future discussions.” These companies will meet one-on-one with organizations seeking to purchase health innovations at this invitation-only event, including Florida Hospital, American Diabetes Association, AARP, Medical Group Management Association, AMA, Mercer, SCL Health, and others. Radish is a previous winner and presented at Prime Health’s Digital Healthcare Challenge in 2015.

CHOICEVIEW ADDS VALUE. Radish’s ChoiceView adds visual information, such as graphics, directories, photos, fill-in-forms, brief videos, and documents to phone calls to/from businesses. HIPAA-secure ChoiceView helps healthcare or any organization communicate more effectively by seamlessly adding visuals to voice calls, whether with automated Interactive Voice Response system (IVRs) or live agents. Callers can use any phone, any network, or any Internet browser to see and hear information simultaneously.

It’s said that “One picture is worth a thousand words,” especially with complicated information. People comprehend six times better when both seeing and hearing, as compared to just hearing. Callers can see and better understand, especially

if they are stressed, don't hear clearly, don't understand the language well, or are visual learners. It's easy, fast, and secure—*"Wow, now I see what You're talking about!"*™ Healthcare providers such as "Ask a Nurse" help lines, for example, can instantly send callers forms, X-rays, photos, health surveys, videos, prescriptions/instructions, and documents such as test results while talking or texting with them. 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 listening and/or texting.

ABOUT PRIME HEALTH

Prime Health is a business ecosystem of healthcare administrators, providers, technologists, academics, entrepreneurs and investors dedicated to enhancing healthcare through digital health innovation. Its mission: To make Colorado the healthiest state in the U.S. and leading health innovation ecosystem. More at www.primehealthco.com and Twitter [@primehealthco](https://twitter.com/primehealthco).

ABOUT RADISH SYSTEMS

Radish Systems 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 multi-modal 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 transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. If live assistance is needed, the call is seamlessly transferred to a contact center representative where visual sharing continues. 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 www.RadishSystems.com and Twitter [@RadishSystems](https://twitter.com/RadishSystems). Try a ChoiceView Visual IVR by calling +1 720.440.7560.

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MEDIA CONTACT

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TRADEMARKS

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, 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, voice with visuals, visual customer engagement, developer tools, Visual IVR API, healthcare, digital health, healthcare triple aim

SAMPLE TWEET @RadishSystems finalist & exhibits @ChoiceView visual engagement for #healthcare at @primehealthco summit. Register now: <http://bit.ly/1pWgs58>

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