



BESPOKE HEALTH MEDIA

BREATHROUGH IN PATIENT-CENTERED COMMUNICATION AND EDUCATION INTRODUCED AT ARKANSAS' PREMIER UROLOGY PRACTICE

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Little Rock, Arkansas—Bespoke Health Media (bespokehealthmedia.com) announced today the launch of their patient-centered digital medical content, procedure education videos and MDSpoke® application at Arkansas Urology (arkansasurology.com) the largest urology practice in the state of Arkansas.

"This revolutionary system will put the patient and their families in better communication with their healthcare provider regarding their own individual diagnosis and treatment plan," said E. Scot Davis, CEO of Arkansas Urology. "We are proud to continue to provide not only the most modern clinical procedures but also new information technology advances to our patients."

Arkansas Urology patients will benefit from Bespoke Health Media's digital healthcare content, including eighteen urology procedure and diagnosis information videos being incorporated into the patient communication and care process. Patients access the digital content through tablets provided by Arkansas Urology. The MDSpoke® application enables the medical information to be communicated directly to the patient through tablets at Arkansas Urology and their own smartphone, tablet or computer wherever and whenever they may need to review the important information.

Commenting on the initiative, Dr. Tim Langford, President of Arkansas Urology stated, "We're thrilled to be working with Bespoke Health Media. Their videos and MDSpoke® application are a big part of our mission to continually enhance our patient –centered communication and improve patient outcomes." Arkansas Urology's Dr. Keith Mooney added, "We've received fantastic feedback from our patients on the Bespoke Health Media videos and the MDSpoke® application ease of use. My patients want detailed information they can review and share with their family and caregivers. Bespoke Health Media not only helps make the Arkansas Urology experience more efficient for our patients, it truly enhances my conversations with the patients in my care."

Bespoke Health Media patient-centered digital content and videos, developed in conjunction with prominent physicians and utilizing national guidelines, apply state-of-the-art animation and graphics to thoroughly and consistently communicate important procedure and diagnosis information specific to the patient's medical care. Bespoke Health Media's breakthrough application MDSpoke® delivers important medical content, including video and informed consent information, to patients on a proprietary system allowing for migration of patient data to virtually all electronic health record (EHR) systems used by medical practices and hospitals. The MDSpoke® application is fully encrypted and HIPAA compliant.

"Arkansas Urology is a leader in offering extraordinary patient care along with the latest innovations in medical technology and urologic surgical procedures," said Rick Rogala, CEO of Bespoke Health Media. "We're honored to be working with Arkansas Urology in delivering our world-class healthcare content through our breakthrough application MDSpoke®."



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About Bespoke Health Media

Founded by renowned experts in visual communication and the healthcare industry, Bespoke Health Media produces Patient-Centered Communication and Education to visually share important diagnosis, procedure information and education specific to a patient's healthcare needs. Bespoke Health Media augments the most important communication that exists: the conversation between patient and physician. Bespoke Health Media's proprietary application MDSpoke® delivers interactive information to the patient when, where and how they most benefit and captures a record their interaction for future reference. Bespoke Health Media is affiliated with Bespoke Media Group (bespokemg.com) the mid-south's leading communication and content creation company.

About Arkansas Urology

Arkansas Urology (www.arkansasurology.com) provides the latest innovations in medical technology and surgical techniques to its patients through eight Centers of Excellence in urological specialties. The physicians and professional staff comprise one of the most experienced and respected urological practices in the region. Arkansas Urology treats approximately 70,000 patients a year at eight facilities in Little Rock, North Little Rock, Benton, Clinton, Conway, El Dorado, Heber Springs and Russellville. Arkansas Urology is made up of 17 physicians, 7 physician extenders and 200 clinical and business staff employees.

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