



MCR GLOBAL Inc. is a medical device data system (MDDS) Company that designed the first interoperable, remote digital Personal Health Crisis Record™ for immediate data exchange and quick access during a personal medical emergency or disaster event. This revolutionary mobile health technology solution is fully integrated with a 24/7 Crisis Response Transmittal System™, digital record storage device, a smart phone universal web app and the first embedded QR code Crisis Card. The innovation of vital health information exchange all synch to a private secure server.

MCR GLOBAL Inc.; is a collaborative care tool designed to empower the consumer by placing one at the *Center* of their health care experience with its unique features and robust capabilities that function ANYWHERE ANYTIME. With **mycrisisrecords™** the consumer's experience is convenient, easy-to-use, affordable and secure during a personal medical emergency. Consumers are now and forever empowered and fully prepared for a personal medical emergency with a newly found "sense of security." This powerful combination of **mycrisisrecords™** and self empowerment places the consumer and/or their loved ones in a proactive and meaningful role during a critical life event.

Unique Design:

MCR GLOBAL Inc. can function as a stand alone Personal Health Record platform or can provide a value-added feature to an Electronic Medical Record platform. For example, **mycrisisrecords™** can be an add-on for clinical exchange during non crisis situations (aka regular doctor visits) when integrated with other platforms and additionally can provide instant options to transmit vital health data to ambulance personnel on scene during an emergency episode or transmit to the emergency room providers. Notification to emergency contacts via text is included.

Note: International text message not applicable)

MCR GLOBAL Inc. has redefined global disaster preparedness and medical emergency planning. This mobile health technology solution will avoid and reduce medical errors, omissions, delays, redundancy, confusion, unnecessary diagnostic test, medical expenses and save lives.

Key Features:

Life Saving Technology: Access to vital medical data at or BEFORE point of care that can save lives.

Interoperable: Vital medical data and complete personal health crisis record is readable when securely transmitted, and displayed on any smart phone or on any computer when device is inserted in the USB port on any computer.

Anywhere / Anytime: Supported via WebApp (Mobile Application), access via ***MCR GLOBAL Inc.*** website, and live operator support. These three (3) layers of support are independent of each other, thus ensuring a fail safe operation and service to the member during a personal medical emergency event. m.mycrisisrecords.com; www.mycrisisrecords.com

Private / Secure IT support infrastructure: Supported via Secure Servers located within US. Data protection is guaranteed via HIPAA compliant industry standard encryption algorithms.

Affordable: Affordable: Services are packaged as Basic, Plus and Premium packages that serve distinct advantages and the ability to purchase ***My Crisis Capsule™*** or additional transmittal services.

Resource: ***My Crisis Capsule™*** is preloaded with self help toolkits, links and resources designed to promote healthy lifestyles. Additional self help materials and links are located in the online Resource Center.

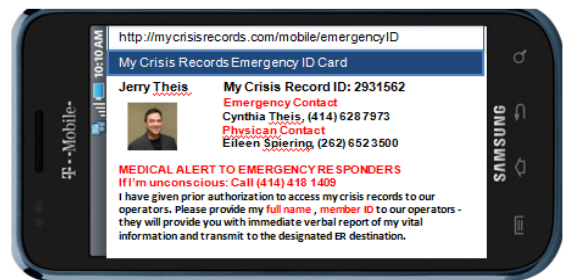
Value: Our revolutionary technology solution carries a level of excitement, innovation and utility (whether usability, design, features, visible benefits and other perks from usage) for 'early adopters' passionate about the thoughtful design, particularly for chronic disease patients who are ideal early adopters.

Those with “special needs” and their caregivers are the ones who will fully embrace this technology to make life easier, convenient and empowered during a personal medical emergency, disaster event or routine medical visit. Digital remote communication with health care providers, exchange, storage and updated health data will result in quality cost effective care and positive outcome when driven by the patient anywhere anytime.

MY Crisis Card™ the QR Code allows first responders and emergency health personnel a display of vital health data at point of care on their smart phone so they can make a knowledge-based assessment and evidence-based treatment intervention. Emergency room providers access this vital data BEFORE the patient arrives when first responders transmit the vital data before arrival to the emergency room. *Scan image with your smart phone QR Code scanner/reader*



Universal Web Application:



For Additional Information Please Contact:

Gerald A Theis

Founder/CEO

MCR GLOBAL Inc.

jtheis@mycrisisrecords.com

414.418.1409

m.mycrisisrecords.com, www.mycrisisrecords.com

Copyright 2009 MCR GLOBAL Inc.

International Bureau Patent Cooperation Treaty No.: PCT/US2009/006139

Registered under US Patent & Trademark Protection Number 13/129,667

