



CONNECT YOUR WORLD



Gary Ritacco  
President & CEO  
eComm

## **eComm Provides Innovative Technology and Applications to the Healthcare Industry**

### ***Leading Business Communications Provider Offers Solutions to Enhance the Lives of America's Aging Population***

LANCASTER, PA – September 18, 2007 - eComm, a leader in business communications, announced today that the company is placing special emphasis on marketing its innovative technology and applications to the rapidly growing healthcare industry. eComm has a number of valuable communications and data networking solutions that support the needs of various segments within healthcare. These solutions have the unique ability of enhancing the quality of life of America's aging population that organizations such as hospitals, nursing homes, retirement communities, medical facilities and clinics serve.

"The baby boomer generation represents approximately 16% of the adult U.S. population," said Gary Ritacco, President & CEO of eComm. "As America's population grows older the need for quality healthcare services greatly increases in importance. Organizations providing these services must utilize advanced technology that is common in other industries to meet the needs of retirees, residents and patients. Our solutions help our customers in the healthcare sector provide the highest levels of care with maximum cost savings and increased efficiency."

Technological solutions provided by eComm offer a number of impressive benefits. Examples include one-point of contact for all communications within a building or medical facility (nurse call, surveillance, telephone system, wireless and local/long distance service), lower telecommunication costs and multiple office connectivity through VoIP, state-of-the-art emergency response system, and private wireless network integrated

with all communication equipment including emergency response and telephone systems. Furthermore, healthcare organizations benefit significantly by using call accounting software to track all nurse calls and response times, call tracking for optimizing staff performances and accessibility of staff using wireless telephones. Additional benefits come from the powerful, emergency response, outbound, mass message delivery notification system. This technology ensures fast contact between residents and administration in nursing homes, assisted living/retirement facilities and in other healthcare institutions.

The technology and applications have been developed with the end user's specific needs in mind. This essentially means that the front-end of these systems are extremely easy to operate regardless of the individual's age or technical know how. The advanced technology is buried within each solution and may be managed internally by the organization's IT department or by eComm's industry certified team of professionals.

The technology supports the Health Insurance Portability and Accountability Act of 1996 (HIPAA) whereby federal privacy standards were put into place to protect patients' medical records and other health information provided to health plans, doctors, hospitals and other health care providers. It also supports the latest 2003 HIPAA provisions designed to encourage electronic transactions and safeguards to protect the security and confidentiality of health information.

"Healthcare is a unique industry where we as a company can make a meaningful impact," added Mr. Ritacco. "The types of solutions we offer will greatly benefit providers as well as make

the lives of many individuals easier and less stressful."

### **ABOUT ECOMM**

eComm is a single point of contact, full-service provider of converged voice and data business communications systems for business and critical care communications for hospitals and nursing care facilities; related networking applications; presence management, collaboration and messaging applications. The Company's diverse suite of products and services includes unified communications; voice processing and unified messaging software; audio, video and Web conferencing applications; workgroup and call center management solutions; Internet protocol (IP) telephony software; Computer Telephony Integration (CTI) applications and other communication services.

eComm also provides managed services, such as local and long distance calling services, networking; maintenance, leasing and support services for its products. It has a fully staffed customer care call center to provide instant access to its large lists of customers. eComm's customers include business enterprises, government agencies and non-profit organizations. Ecomm offers a comprehensive service partnership with its customers by providing excellent service 24 hours a day, 7 days a week through two strategically located sales and service facilities in Lancaster and Philadelphia/Malvern. Please call 800-372-4600 for more information or visit the eComm website at [www.askecomm.com/](http://www.askecomm.com/).

