

## **Doctor's Digest Only Medical Publication Accessible Via Mobile Phone Text/Scan Technology**

Syosset, NY – December 2, 2009 – Brandofino Communications, Inc., announce today that their flagship publication Doctor's Digest has become the only medical journal with a mobile compatible microsite and built in consumer response technology enabling physicians to access expert editorial via Text and 2D barcode scanning on any mobile phone. Augme Mobile Health, a division of Augme Mobile, Inc. provided their patented technology to enable readers of Doctor's Digest to instantly access exclusive practice management tools through their mobile phones.

In the December 2009 issue of Doctor's Digest, physicians can take advantage of the personal computer in the palm of their hands—their mobile phone-- to get instant access to Doctor's Digest expert practice management solutions on the go by Texting DIGEST™ to 87415 for:

\* *Doctor's Digest Essential Practice Tips*—succinct expert advice culled from the successful Medical iPhone/iPod Touch App, rated as Top 15 by MDNet Guide

\* *Doctor's Digest-Money Matters*, a new personal financial e-publication written just for physicians

\* A free e-subscription to *Doctor's Digest* with access to a Search feature and an archive of past issues

Brandofino Communications is the publisher of Doctor's Digest, a bimonthly practice management guide offering advice from experts and thought leaders in reducing medical errors, physician/patient communications, evidence-based medicine and other topics physicians do not learn in medical school. Brandofino Communications has been a leader in e-marketing and emerging technologies in the publishing field, offering print and e-subscriptions, vodcasts, podcasts and an iPhone application for Doctor's Digest. Of Augme Mobile Health, publisher Jeannette Brandofino says, "I see so many possibilities for mobile technology for physicians and patients, and am thrilled to be working with Augme. Augme Mobile Health technology will now be encrypted to fulfill HIPAA requirements and will be fully PhRMA compliant."

For more information on Doctor's Digest and Augme Mobile Health and its applications for patients and healthcare professionals, please contact:

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