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FOR IMMEDIATE RELEASE
So Florida Hospital News
Apollo names Thompson CIO
Co-Creator of iPhone app

Ft. Myers, FL ...David A. Thompson, MD, FACEP, has recently been appointed Chief Medical Officer for Apollo Information Services, Inc. (AIS), an industry leading medical billing and technology company wholly-owned by Emergency Consultants, Inc. (ECI), Ft. Myers, Florida. In this position, Dr. Thompson will serve as the principal physician resource for AIS.

He will also continue as ECI's Chief Information Officer. "We felt these two functions were so closely related that a dual role was not only possible, but optimal," says Dr. Derik King, President of ECI.

Dr. Thompson's involvement in ECI spans several healthcare settings. In addition to serving as Medical Director for an ECI-affiliated partnership, he has been a member of ECI's Technology Committee, Quality Management Committee and a variety of ad-hoc committees.

"Dr. Thompson's rare combination of expertise in the field of medicine, as well as his ability to teach and craft new and inventive solutions creates new opportunities for the continued optimization of Apollo," notes John Fraley, Executive Vice President of AIS.

Develops Mobile Application

As an example of an inventive solution, Thompson, a practicing physician and former call center medical director who is board certified in emergency medicine and internal medicine, recently co-developed [SymptomMD](#), an iPhone/iPod application. This mobile application is a decision support tool to help direct users regarding care for common symptoms and minor injuries. College students and their parents, new parents,

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Florida.doc3 5/6/2009 10:03 PM

and people-on the go use this pocket physician to help them balance time and budget constraints with good health practices.

“The main purpose of *SymptomMD* is to help you decide how sick your symptoms indicate you are, and if and when you need to call your doctor or go to the emergency department. The second purpose is to provide self care direction on how to best relieve symptoms at home when it is safe to do so,” according to Thompson, author of *SymptomMD* adult protocols.

SymptomMD is based on tested clinical protocols used by more than 10,000 medical offices and 400 hospital-based medical advice helplines. During the past 15 years, these protocols have been used for more than 150 million symptom calls.

Through *SymptomMD* consumers now have 24/7 access to 173 current head-to-toe adult and pediatric symptom guides which direct them through a course of action that their own physicians would advise. Users can navigate three quick steps to identify symptoms, decide on medical intervention or provide self care for symptom relief.

Using age, gender, alphabetical index, body area or keyword filters, users will find easy- to-understand definitions and visual images to identify symptoms and injuries or link to other related symptoms.

Next they will follow a decision tree to determine what action is appropriate based on the severity of symptoms. With the iPhone application they can immediately connect with 911, their personal physician or locate the closest emergency or urgent care facility through geo-coded mapping.

Finally when appropriate, the self care instructions include over-the counter medications and dosage guides for symptom relief.

SymptomMD users are equipped to better manage their health care needs and expenses while taking timely and appropriate steps to relieve specific symptom discomfort and get on with their routine.

“This user-friendly tool empowers consumers with finger-tip access to symptom information plus physician approved ‘next-step’ guides important to today’s multi-tasking, cost conscious health consumer,” Thompson summarized.

La Grange, IL resident David Thompson MD, FACEP, is a U of I (1980) College of Engineering graduate and a U of I (1985) School of Medicine graduate. He completed his residency in internal medicine /emergency medicine at Northwestern Memorial Hospital. He co-authored and launched SymptomMD in 2009 with Barton Schmitt, MD, FAAP a practicing pediatrician, professor of Pediatrics at Denver Children’s Hospital, and author of the clinical protocols published and distributed by the American Academy

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of Pediatrics and used by over 10,000 physician practices. These protocols have been tested in more than 150 million symptom calls by 400 nurse call lines in North America.

For more information, visit www.eci-med.com or www.symptommd.com or email dthompsonmd@ameritech.net.