

For immediate release

Ireland's first Hospital Contact app launches, giving healthcare professionals access to 17,000 phone, fax and bleep numbers

Free and HCP-exclusive app compatible with both iPhone and Android

Tuesday, 12 May 2015: A new Hospital Contact smartphone app has been officially launched, which will offer Irish healthcare professionals easy access to contact information for every national hospital in the country. The free app, which currently hosts over 17,000 individual numbers and is compatible with iPhone and Android, offers a user friendly way to search direct phone, fax and bleep numbers for wards, clinics and departments nationwide, allowing healthcare professionals to bypass the switchboard entirely.

Supported by leading healthcare company MSD, Hospital Contact was developed by Dr Joe Sheehan, Radiology Registrar, Galway University Hospital and Dr Kieran Coleman, GP trainee working in Mayo General Hospital with the support of app developer Shane McAllister in an effort to improve communications between medical staff and increase productivity.

Unique features available through the app include Meeting Alerts and Push Notifications which send out breaking medical news relevant to healthcare professionals' areas of expertise and also alert them of upcoming local or national meetings they may wish to attend. In the coming months, a new "Who Bleeped Me?" feature will also be introduced which will allow physicians to immediately identify who has been trying to contact them, avoiding the need to make multiple attempts at returning a bleep call to the same person or department.

Commenting on the launch, Mick Phelan, Business Unit Director, MSD Ireland said, "Today's healthcare professional is increasingly looking for ways to communicate more efficiently and have that direct line to other teams and departments as quickly as possible. Hospital Contact facilitates this by enabling healthcare professionals quick access to all of the contact details they could possibly need in order to do their work via their smartphone. At MSD, we are committed to supporting innovative solutions for the healthcare community and their patients and as such, we are proud to support Hospital Contact."

Hospital Contact was first piloted in the Saolta University Healthcare Group at the beginning of this year, and to date has been met with very positive feedback from the medical community. Speaking at the national launch, Dr Donal Reddan, Group Clinical Director for Medicine at the Saolta University Healthcare Group, said, "With the formation of the new hospital groups, there is a clear opportunity to utilise innovative solutions so that communications within hospitals can be streamlined and greater efficiencies can be created. Hospital Contact is a simple but valuable tool which does just that, and I am pleased that healthcare professionals across the country will now also be able to experience its benefits."

Dr Joe Sheehan added, "We are pleased to report that to date, over 3,500 healthcare professionals have downloaded the app, and it is our hope that in the coming months, every physician in the country will incorporate this tool into their day-to-day work."

Healthcare professionals who download the app can choose which hospital to set as 'home' for speedy access to the numbers they use the most, and can utilise other helpful features such as the



option to set favourites for quicker access to frequently dialled numbers, a notes function and a search facility.

In addition, Hospital Contact is now supporting local non-profit organisations by offering free advertising linked to their website, all in an effort to build awareness of fundraising initiatives or events they may be hosting in the local area.

To download the app for free, simply visit the App Store for iPhone or Google Play for Android.

-ENDS-

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About MSD

MSD, known as Merck in the United States and Canada, has operations in more than 140 countries. In Ireland, MSD employs over 2,000 people across its five sites in Dublin, Carlow, Cork, Tipperary and Wicklow. Its extensive Irish operations encompass manufacturing, commercial and marketing facilities.

MSD is a leader in healthcare, dedicated to helping the world be well through a wide range of innovative health solutions. This includes the development, production and distribution of prescription medicines, vaccines and biologic therapies as well as animal health products.

MSD's commitment to research and to increasing access to healthcare across the world is demonstrated by clearly focused policies, far-reaching programmes and life-enhancing partnerships.