



No one knows Mobile like m.Net

m.Net Miniaturises MIMS Health Resource on Mobile Phones

The new mobile version of a trusted healthcare industry resource provides maximum accessibility and increased patient safety at the point of care

m.Net Corporation, Australia's awarded mobile marketing company, has partnered with MIMS Australia to develop a mobile version of the MIMS medicines information. MIMS Mobile is the latest iteration of this trusted information and decision support resource for health professionals. Updated monthly, MIMS is searchable by drug name, therapeutic class, action and indication, and by company. Patient safety is a priority in a world of increasing drug complexity; being able to check the full prescribing information and review drug to drug interactions at the point of patient care ensures the healthcare professional can make informed, safer choices. Margaret Gehrig, National Business Manager from MIMS said, "Thanks to our customers' feedback we know of their need to access MIMS medicine information using the devices that they use/carry during their working day such as an iPhone." "We selected m.Net to make this vital information available on ALL internet-enabled mobile phones because of its established expertise," Ms Gehrig said. The challenge for m.Net was to translate the highly regarded MIMS functionality and associated user expectations onto small mobile screens. m.Net Chief Marketing Officer, Scott Johnson, said: "The success of the project was driven by the capability of our research and usability team to work closely with MIMS to optimise the user interface design for speed of access and navigation through the rich MIMS database." MIMS Mobile means doctors, pharmacists, nurses and other healthcare professionals have the choice of accessing this trusted information when they are away from the usual MIMS resources e.g. at the patient's bedside or in the patient's home. "We had to ensure an easy transition to the new platform so health industry professionals would feel comfortable maximising the portability of MIMS Mobile," Scott Johnson said. m.Net has made a solid reputation in the Australian marketplace with its consumer applications but this development cements its capabilities in the professional arena. About m.Net Corporation - www.mnetcorporation.com m.Net is Australia's leading full service mobile marketing company. The company provides a range of mobile marketing and advertising solutions to major media organisations, telecommunications carriers and their advertising clients through its unique mobile marketing platform. In November 2008, m.Net featured in BRW's Fast 100 list as one of the fastest growing companies in Australia. More recently m.Net won the 2008 ADMA MMA promotional campaign of the year; was named by Deloitte in December 2008 as one of Australia's fastest growing technology companies for the second year in a row; and won the B&T Digital Services Company of the Year award in December 2008. About MIMS Australia - www.mims.com.au MIMS is the leading supplier of quality, independent medical information to Australian healthcare professionals. Today, MIMS not only offers traditional print information sources, we also reflect the rapidly changing advances in information delivery with new platforms from PDAs to the Internet. But for all the changes, one thing remains the same - the editorial integrity and independence of all the healthcare knowledge delivered through the MIMS name. We supply the most current, practical and accessible knowledge to assist healthcare professionals practise effectively in the real world. Our editorial staff has a passion to ensure purity and accuracy in the medical knowledge we supply. Our strategy is to work directly with healthcare providers and with the leading healthcare IT suppliers to make the best evidence-based decision support tools available at the point of care. MIMS is unique in its ability to combine internationally referenced alert tools with comprehensive local product information, all delivered to IT partners through a common interface. MIMS is a subsidiary of CMPMedica, part of United Business Media Plc an international media and business information company employing more than 5,000 people in over 30 countries around the world. ENDS For further information please contact: Margaret Gehrig, MIMS Australia 02 9902 7776 Scott Johnson, m.Net Corporation 0411 077 297 Shuna Boyd, BoydPR 02 9418 8100