



## **Mobile Telehealth Company Medici Acquires DocbookMD**

*Global Telehealth Platform Adds Respected Doctor-Messaging Technology*

**Austin, Texas** (November 6) – Medici today announced its acquisition of secure healthcare messaging company DocbookMD at the Exponential Medicine conference in San Diego, California. The acquisition will offer doctors and other healthcare providers access to a broad range of mobile communication and telehealth tools that will fundamentally change how doctors practice medicine. In the arrangement, Medici will assume DocbookMD’s technical assets, people and customer contracts including those with state medical associations.

Austin-based DocbookMD was founded in 2008 as an early collaboration tool and offers a secure text messaging application that allows medical professionals to communicate with one another. The DocbookMD application is endorsed by more than 42 state medical associations and 400 county medical associations. The mobile application supports more than 25,000 active doctors. Financial terms of the acquisition were not disclosed.

Medici, also headquartered in Austin, provides a global HIPAA-compliant mobile app with secure text, voice and video messaging and allows doctors to provide virtual healthcare to patients. In addition to offering colleague-communication capabilities, the platform offers more than a dozen innovative features including in-app billing, e-prescribe prescriptions and e-refer referrals. Medici empowers doctors, veterinarians, psychologists and other healthcare providers to provide patient care from anywhere.

Medici plans to provide continued technology support for DocbookMD. Existing users and partners should expect uninterrupted usage of data, functionality and connectivity. Medici CEO & Founder, Clinton Phillips stated, “We are delighted to be acquiring one of the most trusted resources for doctors. Medici and DocbookMD are so well-aligned with each other, and with the interests of medical associations in helping doctors live and practice at the highest level.”

Original DocbookMD co-founder, Tracey Haas, DO, MPH, is supportive of the move, stating: “We are thrilled to see DocbookMD find a home at Medici, with its physician-centric technology that continues to push mobile health beyond secure messaging. We are excited to see how Medici and DocbookMD can help healthcare professionals better meet patient needs in this new era of medicine.”

## **Medici News Announcement at Exponential Medicine Conference**

The Medici acquisition of DocbookMD is the company's first major acquisition following a recent \$22 million private capitalization round.

<https://www.prnewswire.com/news-releases/medici-announces-private-capital-raise-of-over-22-million-300666007.html>

CEO & Founder Phillips was expected to speak at an innovation roundtable at Exponential Medicine (known as X-Med) this week in San Diego. The company did not disclose if additional M&A activity would be forthcoming. However, also last week, Medici announced the addition of Anne Jude Hunt, Ph.D., as vice president and head of product. Dr. Hunt comes to Medici from San Francisco with strong Artificial Intelligence (AI) and semantic sciences expertise.

“Exponential Medicine is the place where innovators come to make partnerships, build relationships, and break news,” said Dr. Daniel Kraft, Chair for Medicine & Neuroscience, Singularity University, Founder & Chair, Exponential Medicine. “We are living in a fast-moving, exponential age where the convergence of rapidly developing technologies is enabling vast new capabilities that can radically improve and disrupt the future of health, prevention, and clinical practice.”

“As a fan of Medici,” he added, “I am very pleased the leaders have chosen Exponential Medicine as the venue to announce its latest acquisition to bring more doctors on to its Medici telemedicine platform to care for the greatest number of patients.”

### **About Medici**

*Medici (<https://medici.md>) is addressing the future of healthcare by enabling patients to text, voice or video chat with their personal doctors, therapists, veterinarians and more.*

*Considered the ‘WhatsApp of Healthcare, Medici is an effortless and secure communication tool that allows doctors to unchain themselves from their medical offices while taking great care of patients. Headquartered in Austin, Texas -- Medici has offices in Johannesburg, South Africa and Washington, DC.*

**Contact:** Mike Smith  
GreenSmith PR  
[mike@greensmithpr.com](mailto:mike@greensmithpr.com)  
703-623-3834