

ZIPNOSIS TO BRING ONLINE MEDICAL DIAGNOSIS TO COLORADO AND WASHINGTON STARTING MAY 15

Patients receive safe, simple and convenient online diagnosis
and treatment of nine common health needs for low \$25 fee

(*Saint Paul, Minn.*) Minnesota-based **Zipnosis** today announced that it will launch services in Colorado and Washington on May 15. Zipnosis has revolutionized the traditional doctor's waiting room experience by providing safe, online diagnosis and treatment of nine common health needs, including: colds, flu, sinus infections, cold/canker sores, seasonal allergies, acne, tobacco cessation and female bladder infections and yeast infections.

"We're excited to offer Colorado and Washington state residents access to the most affordable and convenient health care in America," said Zipnosis CEO/Co-Founder **Jon Pearce**. "Our online diagnosis reduces access and payment barriers, while ensuring a safe, appropriate diagnosis in minutes."

Patients register at www.zipnosis.com and spend a few minutes answering questions using the company's adaptive online interview. This information is then converted into a fully digital note and securely sent to a board-certified and licensed clinician within their state. From 8 a.m. – 8 p.m. the clinician responds in an hour with a diagnosis and treatment plan, including a prescription, if clinically appropriate. If a patient completes the online survey outside of normal hours, the clinician it will be reviewed as soon as the clinic opens in the morning.

About the cost of a typical insurance co-pay, the simple \$25 debit or credit card payment allows Zipnosis to provide affordable health care to anyone, regardless of insurance status. The service is also ideal for rural communities where clinical services are limited. Instead of using the emergency room for these conditions, patients can use Zipnosis for a fraction of the cost.

"This technology not only reduces out-of-pocket health care costs for patients, but also offers tremendous value to our clinical partners," said Zipnosis Chief Medical Officer **Becki Hafner-Fogarty**, MD, MBA. "Since 2009, we have saved patients time and money, while helping them feel better faster."

The company now offers service in Minnesota, Colorado and Washington, with additional states opening through the remainder of 2011.

*Minnesota-based **Zipnosis, Inc.** offers innovative access to mainstream medicine by providing consumers with safe, simple and convenient online diagnosis and treatment of common health needs. www.zipnosis.com*