



# ALPHA EON®

## **TouchMD Unveils New State-of-the-Art Platform at ASAPS**

**Irvine, Calif., May 15, 2015** – ALPHA EON Corporation, a leader in self-pay healthcare social commerce, today announced they are unveiling the new TouchMD® platform at the annual American Society of Aesthetic Plastic Surgeons meeting in Montreal.

TouchMD version 4 brings a full redesign of the patient consultation platform, with an enhanced visual experience through new layouts that showcase practice content and maximize screen space, intuitive navigation allowing for quick access to all images and content, built-in advanced drawing tools, and the ability to brand and customize the platform for each practice. Version 4 also includes a modern redesign of myTouchMD, the consumer portal.

“TouchMD version 4 really wows the patient and enables us to truly differentiate our practice,” said Dr. Michael Edwards, President of ASAPS and practicing plastic surgeon in Las Vegas. “The sleek new design and improved navigation has led to improvements in practice efficiency and even higher conversion rates.”

“With TouchMD version 4, we really wanted to improve the entire patient experience from the moment they connect with the practice to post consultation taking the experience to a new level,” said Kary Smith, CEO of TouchMD. We took feedback from our user base of more than 1,000 physicians to create this new version and give the practice an even better tool to increase overall education levels that we have shown leads to higher patient satisfaction, as well as higher conversion rates. Bottom line, the experience surpasses anything in the market place today.”

TouchMD is part of the ALPHA EONMD™ suite of integrated services designed to improve patient experiences, increase practice productivity and maximize practice revenues. The TouchMD platform has touched more than 1 million patients across 10 countries in three specialties through more than 850 physician offices. To learn more about the platform visit [alphaeon.com/touchmd](http://alphaeon.com/touchmd).

### **About ALPHA EON Corporation**

ALPHA EON Corporation is the first social commerce company transforming self-pay healthcare by bringing to market highly innovative products and services to promote consumer wellness, beauty and performance. The company works in partnership with board certified physicians ensuring access to leading advancements in lifestyle healthcare. For more information, please visit [www.alphaeon.com](http://www.alphaeon.com).

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