



NEWS RELEASE
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For Immediate Release

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Texting - A New Prescription For Health

Avon Lake, Ohio – January 21, 2010 A couple of local friends turned budding entrepreneurs who have been impacted by the economic downturn this past year, decided to take control of their own destinies and open a new business. With modern technology the business is not only operating in Avon Lake, Ohio, but everywhere that the World Wide Web takes it. TextMinderRx.com, a division of Minder Solutions, LLC is now officially opened for business after launching its website in early September.

After spending several months researching the idea behind their business, the two friends spent time developing the business plan and the technology to power their new website. One of the principal partners, local resident and technology innovator Andrew Small, helped develop TextMinderRx.com to assist individuals who are prescribed medicine and may have difficulty remembering to take them as directed by their physicians. "We've all had had trouble at times remembering when to take our medications regardless of our age," says Andrew. "With our hectic schedules it is easy to leave the house in the morning and forget that pill on the counter."

With a simple text message delivered to their subscribers' mobile phone, TextMinderRx.com offers a solution to these individuals. For a minimal monthly fee, the service sends timely text message reminders based on a schedule as determined by the recipient. A subscriber can go to the website, enter in the medications that they are taking along with the schedule of when they would like to be reminded to take their medication. Subscribers of the service can enter up to ten different reminder messages which can be delivered up to four times each per day.

Those who would benefit most from this service include patients with chronic diseases, such as diabetes, high blood pressure, cholesterol, mental health, or any other conditions requiring maintenance drugs. This service is also applicable to those individuals who partake in regularly scheduled preventative measures, like checking blood-sugar levels.

Annually 125,000 deaths and 10% of hospital admissions are attributed to a lack of adherence to medications according to studies in the Pharmacy Times. These same studies show that noncompliance with drug therapies alone result in an estimated \$100 billion in additional health care costs each year in the United States. At a time when the cost of health care is such a huge topic in our society, a service designed to help lower these costs couldn't be more timely.

While access to this service is driven primarily through the company's website, www.TextMinderRx.com does accept phone orders for those who may not have internet access.

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For additional inquiries for information regarding this release, please contact Andrew Small, CEO at (440) 933-2339 or visit the website at www.textminderrx.com.

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