



# ALPHAЕON®

## ALPHAЕON EXPANDS ALPHAЕONMD PRACTICE SYSTEM WITH LAUNCH OF ENGAGEMD

**Irvine, CA, April 16, 2015** – ALPHAЕON® Corporation announced today the launch of EngageMD™, a premier cloud-based patient relationship management (PRM) and marketing platform. EngageMD is ALPHAЕON's second major technology solution, expanding the ALPHAЕONMD™ suite of integrated services designed to improve patient experience, practice productivity and growth.

"We are excited to launch EngageMD, which was designed by specialty physicians for the specialty physician market and truly goes beyond the standard feature set found in traditional solutions," said Robert E. Grant, Chief Executive Officer of ALPHAЕON. "EngageMD along with TouchMD® , a state-of-the-art practice consultation platform, are the first of many fully integrated solutions under the ALPHAЕONMD umbrella we plan to release this year. We believe the ALPHAЕONMD platform will be highly valuable to practices and set a new standard in the marketplace."

EngageMD is designed to increase practice productivity and revenue through integrated lead management, patient follow-up, turnkey marketing and informative decision-making analytics. The platform gives a practice the ability to track patients at each stage of the decision-making process improving patient conversion, while providing a memorable experience.

"EngageMD has improved our efficiency, overall patient experience and allows for a more directed focus with our marketing efforts", said Dr. Michael Burgdorf, Plastic Surgeon in Nashville, TN and beta site physician. "We are no longer just maintaining as a practice, we are flourishing."

"EngageMD is an integrated, simple and seamless platform that anyone can use. It is everything I have envisioned all in one," said Tess Baraquio, Refractive Surgery Coordinator and beta site user. "It has provided a lot of value to our practice and enabled me to better track what is going on each day, leading to a higher return on investment for our efforts."

ALPHAЕON is launching EngageMD at ASCRS in San Diego April 18<sup>th</sup>. To learn more about the platform visit [www.alphaeon.com](http://www.alphaeon.com)

### **About ALPHAЕON Corporation**

ALPHAЕON 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).



# ALPHAEON®

**PRESS CONTACT:**

Jenna Mons, Senior Vice President of Marketing and Communications  
Tel: 949-284-4523  
Email: [press@alphaeon.com](mailto:press@alphaeon.com)

ALPHAEON® is a registered trademark of ALPHAEON Corporation

EngageMD™ is a trademark of ALPHAEON Corporation

ALPHAEONMD™ is a trademark of ALPHAEON Corporation

TouchMD® is a registered trademark of North Main Group, Inc. d/b/a TouchMD, an ALPHAEON Company

# # #