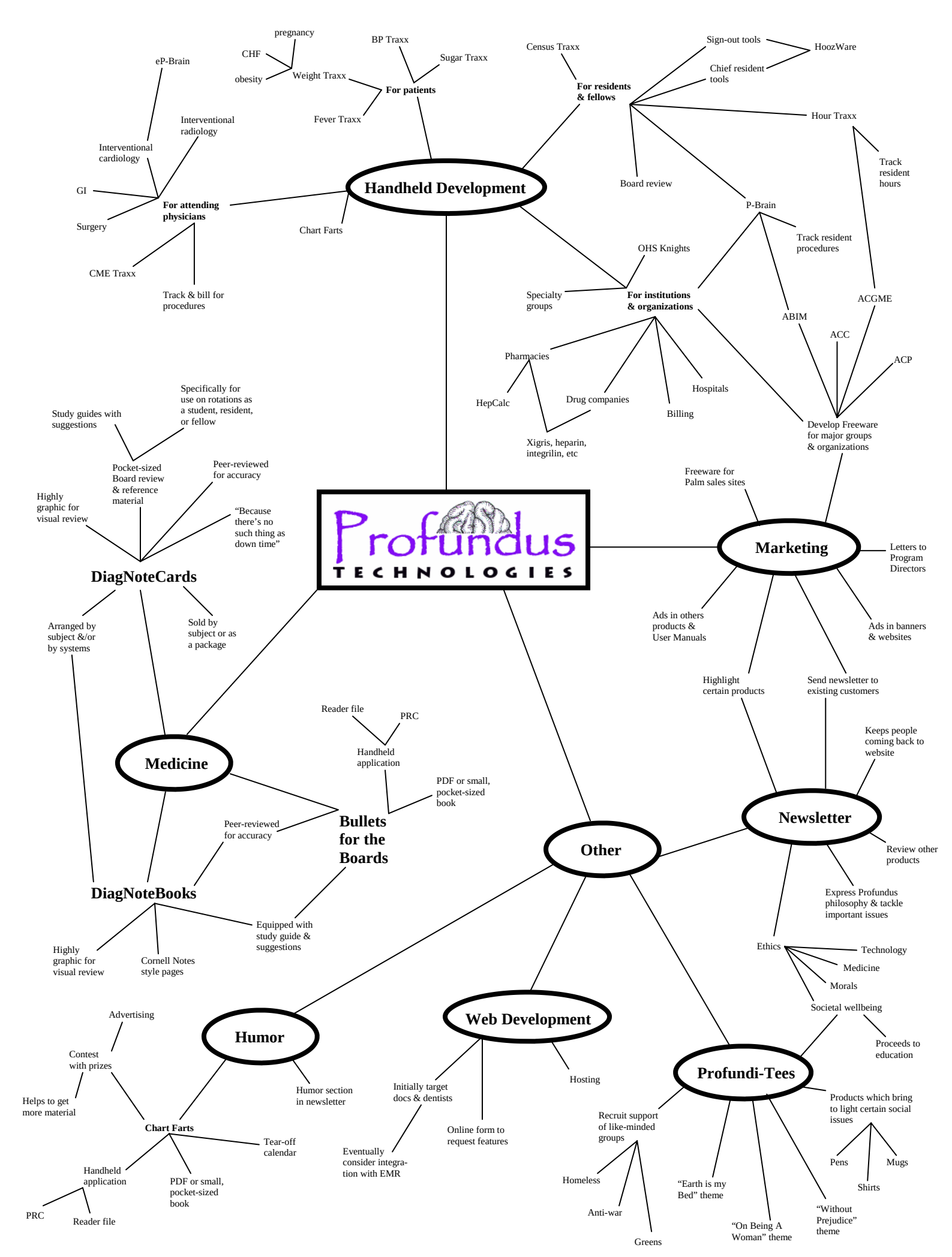
Profundus
TECHNOLOGIES
Handheld Development
For patients
pregnancy
CHF
obesity
Weight Traxx
BP Traxx
Sugar Traxx
Fever Traxx
For residents & fellows
Census Traxx
Sign-out tools
HoozWare
Chief resident tools
Hour Traxx
Track resident hours
Board review
For attending physicians
ePBrain
Interventional radiology
Interventional cardiology
GI
Surgery
CME Traxx
Track & bill for procedures
Chart Farts
P-Brain
Track resident procedures
For institutions & organizations
OHS Knights
Specialty groups
ABIM
ACGME
ACC
ACP
Pharmacies
HepCalc
Drug companies
Xigris, heparin, integrilin, etc
Hospitals
Billing
Develop Freeware for major groups & organizations
Marketing
Freeware for Palm sales sites
Letters to Program Directors
Ads in others products & User Manuals
Ads in banners & websites
Highlight certain products
Send newsletter to existing customers
Newsletter
Keeps people coming back to website
Review other products
Express Profundus philosophy & tackle important issues
Ethics
Technology
Medicine
Morals
Societal wellbeing
Proceeds to education
Profundi-Tees
Products which bring to light certain social issues
Pens
Mugs
Shirts
Recruit support of like-minded groups
Homeless
Anti-war
Greens
"Earth is my Bed" theme
"On Being A Woman" theme
"Without Prejudice" theme
Other
Web Development
Initially target docs & dentists
Eventually consider integration with EMR
Online form to request features
Hosting
Humor
Advertising
Contest with prizes
Helps to get more material
Chart Farts
Tear-off calendar
Handheld application
PDF or small, pocket-sized book
PRC
Reader file
Humor section in newsletter
Medicine
Reader file
PRC
Handheld application
PDF or small, pocket-sized book
Bullets for the Boards
Peer-reviewed for accuracy
DiagNoteBooks
Highly graphic for visual review
Cornell Notes style pages
Equipped with study guide & suggestions
DiagNoteCards
Study guides with suggestions
Specifically for use on rotations as a student, resident, or fellow
Pocket-sized Board review & reference material
Peer-reviewed for accuracy
Highly graphic for visual review
"Because there's no such thing as down time"
Arranged by subject &/or by systems
Sold by subject or as a package