



## **AIRSTRIP TECHNOLOGIES CEO INVITED TO ADVAMED 2011 CONFERENCE**

*Alan W. Portela to discuss entrance of consumer devices  
into medical device ecosystem at top medtech event*

SAN ANTONIO – Sept. 19, 2011 – [AirStrip Technologies, Inc.](#) CEO Alan W. Portela has accepted an invitation to participate as a panelist in the [AdvaMed 2011](#) MedTech Conference in Washington, DC Sept. 26-28.

Portela will participate in a panel entitled 'Proliferation of Consumer Devices and Platforms in the Medical Device World' from 10:45 AM to noon during the Tuesday, Sept. 27 sessions. The panel will cover the challenges including regulatory, business models, technology, connectivity, user interface and other operational issues.

"One question to be asked of the panelists is whether consumer devices are here to stay in healthcare. The answer is unquestionably yes," Portela said. "Physicians no longer practice medicine in one location. They are quickly becoming mobile professionals, with consumer technology including tablets and smartphones developing into the ultimate tool to improve workflow.

"Mobile applications such as those available from AirStrip Technologies are currently monitoring patients during ambulance transport, inside the hospital and will soon monitor patients at home," Portela added. "The applications will also be able to tap into patients' implantable devices, leading to the developing concept of a virtual patient - who can undergo mobile monitoring anytime and anywhere."

With more than 25 years experience as an information technology strategist and executive, Portela drove the selection and deployment of EMRs throughout the entire Military Health System and a large portion of the Veterans Health Administration. He is also recognized as an industry expert in the Virtual Intensive Care Model (Tele-ICU), pioneering the concept of remote ICU coverage using a decentralized approach that brings relevant clinical data from EMRs to caregivers via mobile technology.

Portela recently accepted an invitation to participate in the NATO COMEDS Joint MedCIS Expert Panel/TMED Expert Team this month. He has lectured for several years on healthcare IT for a healthcare executive MBA program at the University of California Irvine's Paul Merage School of Business, formerly the Graduate School of Management.

AdvaMed is billed as the premier medical technology conference for CEOs; business development, regulatory, payment and legal/compliance executives; policymakers; financiers; media; and industry stakeholders from around the world.

Plenary speakers this year include President George W. Bush; Department of Health and Human Services Secretary Kathleen Sebelius; Dr. Jeffrey E. Shuren, the Director of the Center for Devices and Radiological Health (CDRH) at the Food and Drug Administration; Indiana Governor Mitchell Daniels; and Maryland Governor Martin O'Malley.

AirStrip Technologies will also be an exhibitor at the conference. Attendees, including members of the press, are encouraged to meet AirStrip personnel at booth #215 to learn more about new and upcoming AirStrip Technologies developments, including deployment of its CARDIOLOGY and PATIENT MONITORING solutions.

## **About AirStrip Technologies, Inc.**

Headquartered in San Antonio, Texas, AirStrip Technologies is a pioneer in mobile medical software applications designed to work across most platforms to improve patient safety and reduce risk in the healthcare setting. AirStrip Technologies engages, consults and employs leading technology and medical experts to ensure the highest quality of their products. The core technology team is committed to bringing best-of-breed products to the market that enhance the ability of physicians and healthcare professionals to perform their work on a daily basis with the added assurances that their patients are being provided the best care available. Visit [www.airstriptech.com](http://www.airstriptech.com) for more information.

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