



# Info2cell.com expands free mobile medical apps for region's smartphone users

*Flagship 'Bio Lab' displays, stores & shares lab test results with doctors; receive medication alerts & access healthcare directories*

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Info2cell.com, the leading mobile service application provider in the Middle East, has announced that it will be expanding the reach of its free medical mobile applications for the region's smartphone users with the signing of two additional contracts in Egypt.

Last year the company launched 'Bio Lab,' a medical application that helps users keep track of their laboratory test results and take necessary measures to treat their specific medical condition. Several medical institutions and specialty laboratories have since signed up with Info2cell.com for the unique service, and the company has revealed that it is currently in talks with many labs across the GCC region to broaden the reach of the app.

The app enables users to view and store their lab results and even share the information securely with their doctors via email. It keeps a medical profile of the user; features a comprehensive database of local and regional doctors, hospitals, pharmacies, and health insurance providers; it also can even alert users on the proper dosage and frequency for their medication. The app also provides updates on interesting news and valuable information pertaining to health and lifestyles.

These mobile services are expected to gain greater traction in the Middle East as the region's governments continue to invest heavily on wellness programs while bulking up their technology infrastructures.

Bashar Dahabra, Founder and CEO, Info2cell.com, said, "The healthcare industry today is in the midst of a mobile revolution, with the rapidly growing adoption of latest mobile technologies to alleviate healthcare standards. In line with this, Info2cell.com is constantly looking to introduce various value-added services and applications to fill the gaps in medical care. Today, doctors are increasingly using mobile apps to boost their efficiency, while patients are relying on apps that give them greater control of their overall healthcare routine. Our goal is to provide a fast, reliable and efficient way to stay in touch, exchange information and help patients to monitor specific aspects of their health and take more responsibility for their well-being. Another important use of medical apps is for people involved in medical research as these apps can be a valuable source of information."

Founded in 1998, Info2cell.com is the first provider of value-added mobile phone services in the Middle East. The company has access to over 40 GSM operators and more than 100 million mobile subscribers across the MENA region, and is regarded as one of the leaders in mobile applications development. Its mobile messaging technology is capable of delivering various SMS, MMS, WAP, IVR, video, ring-tone, picture messaging, animation and gaming services via various platforms including iPhone iOS, J2ME, Android and BlackBerry OS.

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