



NavGate Takes Changing U.S. Healthcare System by Storm with Revolutionary, App-Driven Health and Care-Planning Tools

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MADISON, Wis.--(BUSINESS WIRE)--**NavGate® Technologies** is thrilled to announce a ground-breaking new version of its award-winning **CareOptions® OnLine** (COOL™). Now completely app-based and cloud-accessed, the new COOL version @pp 3.0 outshines any other app-based system available today by utilizing an innovative, cross-platform approach. That means, unlike all other conventional apps that require their own specific platform and equipment to run on – from iPhones to Androids, from Macs to PCs – COOL @pps will run on any and every PC, Mac, Netbook, Tablet, Phablet or mobile device with internet access using its proprietary LaunchPad™ (LPad™) technology.

The exclusive LPad technology blends consumers' familiarity and comfort level with app-based technology with the tools and resources available on COOL. "Our proprietary LPad technology is a significant step forward in allowing users to customize and personalize how they use COOL. They can customize their LPad by rearranging and removing apps, and even adding apps, free-of-charge, from the COOL App Store," says Bob Pearson, NavGate Technologies' founder and CEO.

Serving as a one-of-a-kind health, wellness, care-planning resource and health reform navigator, COOL is a robust suite of extremely powerful, consumer-driven interactive tools, applications, quality of care ratings and solutions, containing nearly two million provider records. COOL assists consumers of all ages, their families and caregivers with access to document sets, planning tools and healthcare answers that can save them time and money and make their lives easier.

Supercharging Brands & Enhancing Marketing

In a world where truly unique products or services are rarities, COOL version @pp 3.0 also benefits third party vendors by serving as an exceptionally effective, value-based relationship marketing tool to help build their brands, boost awareness and gain and retain customers. The COOL system can succeed for any type of business or organization, and can be fully branded with an organization's logo, contact information, photos, customized messages, custom apps and more.

"COOL version @pp 3.0 can help increase response rates to vendors marketing initiatives and social media feeds. Its new, powerful and innovative **brandSMART™** system ensures that an organization will always be top-of-mind with its customers and prospects," states Pearson.

Helping Consumers

In this era of consumer-driven health plans and the imminent implementation of game-changing elements of the Affordable Care Act, COOL is an invaluable tool designed to help consumers navigate an entirely new healthcare landscape. COOL offers critical support with one of the biggest challenges of the 21st Century: planning and paying for services to help consumers care for themselves or loved ones when they become ill, disabled or elderly. With COOL, consumers can:

- Locate and get background information for care providers anywhere in the United States
- Search for hospitals and medical facilities nationwide with patient feedback ratings
- Navigate through health reform as it is implemented and as changes occur
- Create a Living Will (Advance Directive for Healthcare)
- Create Power of Attorney for Health Care documents and caregiver agreements
- Store important healthcare documents in a secure, encrypted file cabinet system
- Find reliable, unbiased information for thousands of health-related topics
- Create personalized care guides for themselves or an aging or disabled loved one
- Create detailed emergency contact and medical information forms and cards to help protect loved ones – including pets – using the exclusive Care-Alert[®] ID system
- Access proprietary cost evaluators to determine the cost of care, and estimate personal financial losses due to a disability, illness or a need to quit or reduce work to assume caregiving responsibilities
- Take interactive health and wellness assessments
- And much more

“COOL is recognized as an unparalleled wellness and care planning advisor, bringing a sense of order to an increasing complex healthcare environment. Plus, when used by employers, it can save them thousands of dollars annually in lost productivity costs due to family-care related issues,” summarizes Pearson.

About NavGate[®]: The organization behind CareOptions[®] OnLine and COOL[™] version @pp 3.0

Headquartered in Madison, Wisconsin, NavGate[®] Technologies is a division of CareQuest[®], Inc. NavGate (www.NavGate.com) designs, develops and powers cloud-based marketing, lead generating and branding applications ([brandSMART](#)), and software applications for wellness, health and care-planning initiatives for employers, professionals and consumers. NavGate, CareQuest, Inc. and its principals have provided care-

planning data, resources, marketing services and educational programs since 1985. Today, NavGate is a leader in developing smart technology to deliver resources that help individuals and families of all ages with wellness, health and care-related issues.

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