

**MEDEFIL INTERNATIONAL, INC.**  
**OTCQB:MDFI**

**A Leader in Internet-Enabled Personal Health  
Record (iPHR) Management Solutions**



**Stock Price:** \$0.23  
**Shares Outstanding:** 25.71 Million  
**Estimated Public Float:** 422 Thousand  
**Market Capitalization:** \$5.91 Million  
**52-Week Low/High:** \$0.23/\$1.35

**Operations:** 301 Yamato Road, Suite 1200  
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**FYE:** December 31

### CORPORATE SUMMARY

Headquartered in South Florida, **MedeFile International, Inc.** has developed and globally markets a proprietary, patient-centric, Internet-enabled Personal Health Record (iPHR) system for gathering, digitizing, maintaining, accessing and sharing an individual's actual medical records.

Interoperable with most electronic medical record systems utilized by physician practices, clinics, hospitals and other care providers, the highly secure, feature-rich MedeFile iPHR solution has been designed to gather all of its members' actual medical records on behalf of each member, and create a single, comprehensive Electronic Health Record (EHR). The member can access his/her records 24-hours a day, seven days a week – or authorize a third party user – on any web-enabled device (PC, cell phone, PDA, e-reader, et al), as well as the portable MedeFile flash drive/keychain or branded UBS-bracelet.



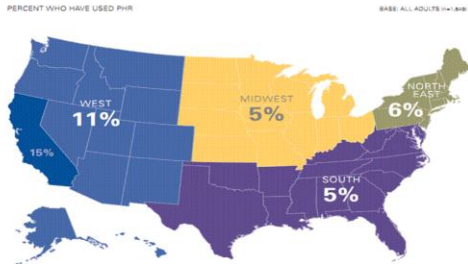
By subscribing to the *MedeFile* system, not only do members empower themselves to take control of their own health and well-being, they empower their healthcare providers to make sound and lifesaving decisions with the most accurate, up-to-date medical information available. In addition, with *MedeFile*, members enjoy the peace of mind that comes from knowing that their medical records are protected from fire, natural disaster, document misplacement or the closing of a medical or dental practice.

MedeFile enjoys a number of direct, competitive advantages over others in the medical records marketplace:

- MedeFile is the only company that has developed services geared to the patient, while containing the depth and breadth of information required by treating physicians and medical personnel.
- MedeFile does all the work of collecting and updating medical information on an ongoing basis; its dependence on the patient taking action is minimal – particularly when compared to patient action required to support competing solutions.
- MedeFile provides a complete medical record. Other companies claim complete longitudinal records, but in reality only provide histories (usually completed by the member/patient), and are by no means complete or necessarily accurate records.
- MedeFile is the only company providing a coherent mix of services and products that are intended to affect the quality of healthcare by enabling the patient to manage and access the information normally retained by doctors and other care providers.

## MARKET OPPORTUNITY

**In 2009, 7% of Americans used a PHR –  
Up 160% from 2.7% in 2008**



SOURCE: Lake Research Partners, April 2010

According to industry research firm MarketsandMarkets in its November 2010 report, titled "Worldwide Electronic Medical Records (EMR) Market 2010-2015 – Markeshare, Winning Strategies and Adoption Trends," the global EMR market is expected to grow from \$4.36 billion in 2009 to \$9.96 billion in 2015, an estimated Compound Annual Growth Rate of 14.9% from 2010 to 2015.

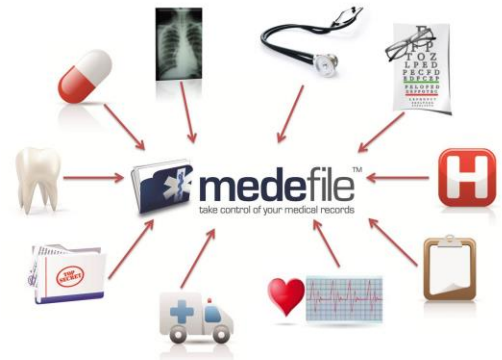
In one of the most methodically rigorous studies to date on health information technology, the National Opinion Research Center (NORC) at the University of Chicago published a study in late 2010 which found wide popular support for EMR adoption. Among the findings, the report states 78% of Americans believe EMR could prove patient care. 59% believe EMR could reduce health care costs. 72% support interoperability and information sharing. 80% support e-prescribing, and 79% thought personal health records could benefit patient care.

In early 2010, Lake Research Partners had conducted an extensive national survey sponsored by the California HealthCare Foundation and determined that 7% of Americans used a PHR in 2009 – which was up 160% over the prior year. The survey also revealed that early adopters of PHRs are more likely to be young, highly educated and with higher net income. But, less educated and lower-income people could also see big advantages to PHRs, especially those who are suffering from chronic or severe illnesses. Of those surveyed who did not use a PHR, 40% said they would be interested in using one.

Although there are now more than 120 companies marketing EMR/PHR solutions, no dominant player has yet to emerge on the industry stage. MedeFile is executing a broad range of brand-building and marketing strategies aimed at winning the Company noted market leadership in the U.S. and ultimately across the globe.

### Key Industry Growth Drivers Benefiting MedeFile

- There is a rising dissatisfaction among patient populations with the rising cost of healthcare and the diminished quality of care, especially related to the information shared by the caregiver with the patient. Most patients do not know where their information is, how to get it, or how to manage it, until their health is compromised and accessing the information becomes critical.
- The U.S. government has made the development of electronic patient records a priority and has set a deadline for industry-wide adoption of 2014. It's important to note that although there is no law that requires EMR adoption by the U.S. healthcare industry, pursuant to the Health Information Technology for Economic and Clinical Health (HITECH) Act, enacted as part of the American Recovery and Reinvestment Act of 2009, non-adopters are threatened with cuts in their Medicare reimbursements, beginning in 2015 with a 1% cut and increasing to a maximum of 5% of the reimbursements over time.
- According to a number of industry experts, the biggest obstacle to moving consumer PHR adoption beyond the early adopters, who tend to be individuals with chronic ailments and those caring for chronically ill loved ones, are awareness and a lack of enthusiasm. Many expect that the involvement of household names, such as Microsoft (HealthVault) and Google (GoogleHealth), coupled with PHR- endorsements from leading insurance carriers, will go a long way in toward raising consumer awareness. The mainstream attention these companies bring is critical to achieving a level of consumer-centric discourse that can foster a deeper understanding of the technology available and the many benefits of its use by the general public.
- Explosive growth of mobile device use is expected to promote rapid adoption of mobile healthcare applications, such as iPHRs. A 2010 Kaiser Permanente study in Colorado found that 58 percent of hypertension patients using mobile PHRs lowered their blood pressure to healthy levels within six months compared to 38 percent receiving conventional treatment. Moreover, the push for mobile PHRs also may be generational. A Deloitte 2010 Survey of Health Care Consumers found that twice as many Gen X and Y consumers want to access and maintain their PHRs using a mobile device than do baby boomers and senior citizens.



## MEDEFILE'S PRIMARY GROWTH STRATEGIES

MedeFile's management team believes that the Company has arrived at an important inflexion point in its business development and sees a significant opportunity to accelerate its growth given the market dynamics currently fueling the iPHR industry.

In August 2010, following years of market research, extensive IT development and field testing, MedeFile turned its attention to the global commercialization of the MedeFile platform. As of December 31, 2012, MedeFile had approximately 20,238 members registered on its system, up from 20,000 members as of the end of 2011.

To aid in its efforts to achieve its ambitious growth objectives, MedeFile is taking a multi-channel approach to building brand awareness and promoting rapid subscription growth: the airing of one-year national infomercial campaign; engagement of medical social networking; strategic partnering with major industry players; pursuit of large, wholesale opportunities with self-insured employer groups, insurance carriers and major medical institutions; and continued expansion of its proprietary Quality of Care program marketed directly to physicians.

## PROVEN AND ACCOMPLISHED LEADERSHIP

### **Kevin Hauser, President, Chairman, and Chief Executive Officer**

In August 2010, Kevin was appointed MedeFile's new Chief Executive Officer, the post formerly held by his father and Company founder, Milton Hauser, who stepped down following a personal health crisis. Prior to assuming the helm of the Company, Kevin was a key member of the executive management team, serving as MedeFile's Vice President of Sales, Marketing and New Business Development since 2005. In this capacity, he helped to design, develop and implement strategies and programs aimed at establishing the MedeFile brand on a global basis. Among his many diverse responsibilities, he led a three-year series of consumer focus groups and conducted several in-depth industry market studies, helping to define "must-have" features and functionality of the MedeFile iPHR platform. In addition, Kevin was charged with pursuing strategic business partnerships capable of enhancing the Company's brand-building and marketing efforts, which has since resulted in several important teaming arrangements being secured by the Company. Kevin was also instrumental in the conception and commencement of MedeFile's Quality of Care program, a strategic physician-focused initiative designed to educate patients on the benefits of MedeFile's iPHR solution, promote new annual subscribers and generate a profitable new revenue channel for care providers. Since becoming CEO, Kevin has remained largely focused on executing a broad range of commercialization strategies to drive MedeFile subscription growth and build enduring long term value for the Company's stockholders.

### **Nikki Noel, Chief Operating Officer**

Nikki originally joined MedeFile International, Inc. as Director of Operations in 2008 and was subsequently promoted to Chief Operating Officer in August 2013. Responsible for managing all hands-on operational aspects of the Company on a day-to-day basis, she brings MedeFile the leadership and organizational skills necessary to ensure that all internal controls, administrative and reporting procedures, people and systems function at optimal efficiency. Previously, Nikki served as the Executive Assistant to a Florida-based serial entrepreneur who had successful business interests ranging from the ownership and operation of cemeteries in Maryland, Virginia and Florida; to the ownership and operation of exotic, high performance car dealerships and auto accessory businesses. Nikki studied Business Management at Florida International University.

### **Michael S. Delin, Director**

After providing specialty consulting services to the management team, Michael joined MedeFile's Board of Directors in December 2008. He is the sole proprietor and operator of an accounting and tax preparation service. He also currently serves as the Chief Financial Officer of a construction company that is based in Southwest Florida. Michael is a graduate of the University of South Florida where he earned a Bachelor of Arts degree in Accounting.

### **Frank Jakovac, Director**

Frank joined MedeFile's Board of Directors in August 2013. He is the Co-Founder of Gateway Global Delivery Inc., a third-party logistics company, and has served as the Chairman since 2006. Frank has a Bachelor of Science Degree from Edinboro University and also serves on their Board of Trustees.

### **Barbara A. DeBuono, M.D., M.P.H. – Advisor**

Dr. DeBuono is visiting professor at the George Washington University School of Public Health and Health Services in the Departments of Health Services Management and Leadership and Global Health. She is also currently serving as Interim Chair of the Department of Prevention and Community Health. Previously, Dr. DeBuono served as Executive Director, Public Health and Government at Pfizer Inc. and was responsible for creating and managing public-private partnership programs in public health innovation, education, and research. She also served as Commissioner of Health for the State of New York in the first term of Governor George Pataki, after serving as Director of Health in Rhode Island in the Cabinet of Governor Bruce Sundlun. In both roles, Dr. DeBuono led efforts to develop Medicaid Managed Care and SCHIP programs and crafted HIV, immunization and breast and cervical cancer prevention policies. She has served on many health policy boards, among them the Advisory Committee to the Director of the Centers for Disease Control, the Center for Health Policy Development, and the Partnership for Prevention. She is a Fellow of the American College of Physicians and has been published extensively in numerous peer review journals, including *Journal of the American Medical Association*, *The New England Journal of Medicine*, *Journal of Public Health Policy*, and *American Journal of Public Health*.

#### **Richard L. Farren – Advisor**

Richard has been a member of the New York City law firm of McLaughlin & Stern, LLP since 1990. In the health care field, he has represented a number of major New York City hospitals in administrative proceedings and offered counsel to a number of physicians in all aspects of their practice. In addition, he has worked with a medical HMO; several diagnostic and treatment centers in administrative law matters; a company specializing in electronic medical record billing for physicians in various matters, including antitrust and unfair competition concerns; the organization of an independent practice association for skilled nursing facilities in New York State; and the medical staff of a prominent New York City hospital in connection with its reorganization in a Federal Chapter 11 proceedings. Richard is a graduate of the Phillips Exeter Academy; a graduate of Yale University where he earned a Cum Laude B.A. in History; and a graduate of the Harvard Law School, where he served as Editor-in-Chief of the Harvard Law School Yearbook for two years.

#### **Howard Mofshin – Advisor**

A globally recognized direct response marketing icon and emerging growth trends analyst, Howard is the co-founder of one of the fastest growing companies in America – Cash4Gold. He is a noted entrepreneur, in-demand public speaker and successful venture capitalist whose innovations in direct response marketing have resulted in his being featured in numerous articles in national publications that have included *AdAge*, *Smart Business*, *USA Today* and *The Washington Post*, among others. Howard was Nominated for Ernst and Young's Entrepreneur Of The Year Award after engineering the Kellogg Award-winning "Cash4Gold" Super Bowl commercial featuring MC Hammer and Ed McMahon – the first direct response commercial ever to reach such a large audience – Howard is a sought after speaker for direct response and venture growth conferences around the world and is widely hailed for his talent at identifying emerging growth trends in business. He joined MedeFile's advisory board in July 2010 and continues to provide the Company's management team with critical guidance and direction on effectively developing and executing a long term, results-oriented marketing agenda.

#### **Dr. Gurinder Shahi, M.D - Advisor**

The Co-Founder and Chief Marketing Officer of Rhapsody Holdings, LLC, Dr. Shahi has served as an advisor and consultant to the World Bank and the World Health Organization, as well as governments, corporations and foundations on such progressive health issues as health systems, life science technology innovation/ commercialization management and biotech industry development. Dr. Shahi's book, "BioBusiness in Asia: How Asia Can Capitalize on the Life Science Revolution" has been used as a blueprint for biotechnology industry development in several countries around the world. He has also been actively involved in providing strategic guidance to a range of start-up enterprises and in helping a growing number of U.S., European and Australian enterprises to establish strategic alliances and build their operations in Asia. With degrees from Harvard and the National University of Singapore, Dr. Shahi served as the Director of Operations and Program Development of the International Vaccine Institute, and was the founding Executive Director and Coordinator of The Asia-Pacific International Molecular Biology Network, as well as the founding Director of the Global BioBusiness Initiative. The author of over 60 published articles in the field, Dr. Shahi is a frequent presenter and speaker at international healthcare conferences worldwide and is presently working on several new initiatives dedicated to the development of technology solutions for health and wellness management.

### **RECENT NEWS ANNOUNCEMENTS**

Mar 05, 2013 MedeFile Internet-Enabled PHR Management Solution Distinguished as Top 15 Award Recipient of the Allscripts Open App Challenge  
Oct 09, 2012 MedeFile International Completes Reverse Stock Split  
Sept 27, 2012 MedeFile International Announces Intent to Effect a Reverse Stock Split of its Common Stock  
Aug 22, 2012 MedeFile International Issues Financial and Operational Update  
May 16, 2012 MedeFile International Announces First Quarter 2012 Results

### **KEY ADVISORS**

Stock Transfer Agent: Interwest Transfer Company, Inc.  
SEC Counsel: Sichenzia Ross Friedman Ference, LLP  
Auditors: L.L. Bradford & Company, LLC  
IR/PR Counsel: Hanover | Elite

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