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Nashville Healthcare IT Startup Unveils New Name and Brand Identity

eClinic Healthcare Changes Name to Clarus, Launches New Website and Logo

Nashville, TN – January 11, 2016 – eClinic Healthcare, developer of enhanced physician /patient after-hour communication tools, announced today the company will begin operating under a new name and will be known as Clarus immediately. At the same time, the company unveiled a new identity and redesigned Web site, www.claruscare.com. The new site prominently features the company’s focus on revolutionizing the process of after-hour physician/patient engagement. The company’s ownership and staff have not changed.

CEO Andy Patton said, “As we continue to expand our presence, we wanted to make sure our name and brand accurately reflect the value we bring to physician groups seeking to improve healthcare communications. We wanted a name that fully captures the value of OnCall as creating a new standard for clarity and visibility in after-hours patient-provider communication and documentation. We also wanted a name that is flexible enough to cover the additional products we plan to offer that will raise the bar of clarity in healthcare communications, as OnCall is doing. We found that name in Clarus, the Latin word for clear, a word that defines our goal of providing better communication to facilitate better care.”

Clarus OnCall, and future Clarus products, will continue to provide better communication, better communication, better privacy, and better workflow. Through the process of streamlining after-hours call management, physician practices can focus on what they do best – caring for patients.

About Clarus

Clarus develops Clarus OnCall, a platform that securely documents details of a patient's after-hours emergency and transcribes the message directly to a physician's smartphone, tablet or email. Physicians minimize time spent relaying information to third parties, and engages, privately and securely, directly with the patient. Clarus solutions reduce risk, improve revenue, and minimize third-party errors while providing better communication and better care.