

## Arrhythmias is Kickin' Apps

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Abe Balsamo & Co. today announces Arrhythmias 1.8.7, an update to their proprietary medical app for iOS devices. Now a Top 40 Medical App for the year of 2011, Arrhythmias helps to diagnose and treat very complicated medical problems, allowing medical practitioners to make quick, informed, peer-reviewed decisions that are in line with the standards of care. All information within this Apple-based iPhone app is cited with links to original and compiled research.

Taos, New Mexico - "Arrhythmias" are abnormal heart beats that can kill. Now out, the proprietary app by Abe Balsamo & Co by the same name. "Arrhythmias", the iPhone/iPod/iPad App has a new update, now featuring 22 different arrhythmias. The app has been downloaded more than 75,000 times since it's release...and the app is getting better every day!

According to a recent study, more than 75% of medical providers (Physicians, Physician Assistants, and Nurse Practitioners) are using handheld, mobile devices as resources when treating their ailing patients. With this in mind, Abe Balsamo & Co. has set out to provide peer-reviewed, point-of-care medical information to these providers.

The Arrhythmia App has been ranked in the Top 100 in every week since it's release in early 2011 and is currently ranked in the Top 40. It contains information that HAS SAVED LIVES! Used by emergency personel, medical doctors, and everyone in between, the app had BEEN SHOWN TO SAVE TIMES AND LIVES ALIKE!

Arrhythmias has been a Top 100 App in 60 countries! It has been a Top 10 app in over 15 countries! The app is KICKIN' APPS all over the world! Check it out, write about it, get it...while it's HOT.

"We are eager to help medical practitioners make quick, informed, peer-reviewed decisions that are in line with the standards of care. We hope to provide affordable (\$0.99) peace-of-mind to doctors, PAs, and NPs, as well as EMS professionals, when making decisions at the bedside or even in an ambulance. Our application helps to diagnose and treat very complicated medical problems, such as heart problems, in the case of 'Arrhythmias'," states Abe Balsamo, president of Abe Balsamo & Co.

The first application of it's kind, "Arrhythmias", has already been downloaded more than most other medical applications in the Apple Store. It is inexpensive and high quality, with an intuitive display and easy to use format. The application is updated regularly and strives to only provide relevant, informative, and even, life-saving medical information.

Abe Balsamo & Co. provides easy-to-use products that help to prevent medical errors; errors that could potentially hurt or even kill a patient. All information within our Apple-based iPhone app is cited with links to original and compiled research.

"Clear, concise explanations of the essentials of Arrhythmias and findings on electrocardiograms. A great app for those working in all areas of medicine, especially those taking care of patients with heart problems," says Armando Sanchez of the University of New Mexico, Department of Electrophysiology Cardiology.

### Device Requirements:

- \* iPhone, iPod touch, and iPad
- \* Requires iOS 4.2 or later
- \* 10.3 MB

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**Pricing and Availability:**

Arrhythmias 1.8.7 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Medical category.

**Arrhythmias 1.8.7:**

<http://www.AppsByAbe.com>

**Purchase and Download:**

<http://itunes.apple.com/app/arrhythmias/id429796356>

**Screenshot:**

<http://a1.mzstatic.com/us/r1000/075/Purple/1e/14/9a/mzl.bsxqicok.320x480-75.jpg>

**App Icon:**

<http://a4.mzstatic.com/us/r1000/102/Purple/3b/0a/ed/mzl.xkugpxgq.175x175-75.jpg>

Located in Taos, New Mexico, Abe Balsamo & Co. is a small, niche firm intent on providing point-of-care applications for medical providers. This small company has writers, editors, programmers, and doctors on the board of directors. Copyright (C) 2012 Abe Balsamo & Co. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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