

Press Release

Applied Geographics to Develop Health Net Mapping Application for the Mid-America Regional Council (MARC)

BOSTON – January 2008 – The Mid-America Regional Council (MARC) has awarded Applied Geographics, Inc. (AppGeo) a contract to develop a Health Net Mapping application. The project will use the latest in Internet mapping technology to present health clinic locations and attribute data (hours of operation, types of services offered) for the benefit of customers and social service agencies. Health clinics are facilities that provide health and wellness treatment services to uninsured and underinsured children, adults, and families. The Health Net website will be launched prior to the 2008 *Cover the Uninsured Week*, April 27-May 3.

“We look forward to expanding our presence in the Midwest through this project,” said Rich Grady, President of AppGeo. “Our approach to Web-application development is well-suited to the MARC Regional Health Care Initiative’s objective of creating an easy-to-use, custom application that will allow the public to locate and discover information about health clinics in the Kansas City area.”

AppGeo’s role will be to design and develop the application in collaboration with MARC’s GIS and Regional Health Care Initiative staff as well as community stakeholders so that it is seamlessly integrated with an existing website, and to support MARC staff in launching and managing the site which will be based on ESRI’s™ ArcGIS Server product and the Google Maps API. The application is intended to provide a base or template for future Web-mapping applications required by MARC.

MARC is the association of city and county governments as well as the metropolitan planning organization (MPO) for the bi-state Kansas City region, and it represents the interests of nine counties and 120 cities in Missouri and Kansas.

About Applied Geographics, Inc.

Applied Geographics, Inc. (AppGeo, www.appgeo.com) has been providing high quality GIS services and innovative solutions to government and private sector clients since 1991. AppGeo empowers its customers to put GIS to work through the intelligent use of geographic data and applications that improve work flows and business processes. AppGeo provides a full range of GIS consulting services: GIS strategic and implementation planning, data development, custom applications, training, cartography, implementation assistance and technical support. AppGeo services are available through a variety of state blanket contracts and nationwide through its GSA IT Schedule 70.

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