



August 22, 2012

Fiserv Launches Mobile ID Healthcare Cards

Insurance companies now able to give members more convenience by enabling access to account information from a smartphone or tablet device

Brookfield, Wis., August 22, 2012 - [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today unveiled Mobile ID Healthcare Cards, which enables insurance companies to give members more convenient access to account information. The mobile service allows members to view images of both the front and back of the ID card, including an industry standard barcode, which can be used by the physician's office to automate their office workflow. The images of the card can be easily retrieved from either a web-enabled tablet or smart phone. Additional functionality is available to allow members to email or fax an image of the card to the physician's office as well as order a new physical card through their insurance company.

"It's common practice to be asked for your ID card when you check-in at your doctor's office. We've all had to hunt for our card, especially if the appointment was an emergency. With Mobile ID Healthcare Cards, you don't have to worry whether you have your physical card with you, because you can access a virtual copy of your physical card from your smartphone or tablet device," said Jorge Diaz, president, Output Solutions, Fiserv. "Additionally, you can email or fax your card information to the office staff from your mobile device rather than waiting for a copy of your card to be made. It's an easy way for insurance companies to give members a safe, convenient alternative to access their ID card anytime, anywhere."

Mobile ID Healthcare Cards from Fiserv is available on all smartphone and tablet devices, including iPhone®, iPad® and Android™ devices. Insurance companies can choose to offer the full suite of services offered by Fiserv including View Card, Email Card, Fax Card and Order Card or just select services as part of an existing mobile application.

According to the Global Mobile Health Market Report 2010 - 2015, compiled by research2guidance, smartphone applications will enable the mHealth industry to successfully reach out to 500 million of a total 1.4 billion smartphone users in 2015. Through Mobile ID Healthcare Cards, Fiserv is helping insurance companies meet market demands by responding to the needs of their members.

Additional Resources:

- Research2guidance - <http://www.research2guidance.com/500m-people-will-be-using-healthcare-mobile-applications-in-2015/>

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit www.fiserv.com.

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