



**FOR IMMEDIATE RELEASE**

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## **New Ridgecrest Company focuses on Trump Administration Healthcare initiative for Telehealth**

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**Ridgecrest, California** - [Pertexa Healthcare Technologies](#), California-based [telehealth](#) company announces they have formed a separate and independent company, Approach Robotics, Inc (ARI), for further R&D, development, assembly and manufacture of its flagship product RITA (Remote Intelligent Telehealth Assistant). Pertexa will continue to focus on the marketing of its other flagship software Radekal. With the new Trump Administration initiative to reducing health care costs and increase access, technologies such as Radekal and RITA are poised to lead the way. Pertexa has become recognized as a national leader in the development of innovative healthcare solutions. These state-of-the art technologies will be deployed across the nation including critical need areas such as the Veterans Administration.

Over the last three years, the organization has evolved as a world class R&D Team. ARI's CEO Brenda Dawson, a long time Ridgecrest resident will be joined by four key Ridgecrest employees/ partners and one outside of Ridgecrest.

The company is currently working on a number of projects. One is to develop a mobile telemedicine work station for Nurse Practitioners. The second project involves collaboration with a Canadian company for integration of a mobile chronic care management into a telehealth platform. Later this month ARI will deploy 2 RITA's, one to a research facility in North Virginia and the second to a large educational medical research facility in Texas.

Congressman Tom Price, a physician and President-elect Trump's nominee for HHS stated yesterday in his confirmation hearings before the US Senate, that rapidly expanding telemedicine is a key instrument in reducing the delivery costs of medical services across the nation. This is particularly applicable in rural and underserved areas. Kishor Joshi, The CEO of Pertexa agrees with this assessment.

"For three years, I have watched an endless parade of medical technologist from across the US visit our small Ridgecrest R&D facility and they have all left in amazement at what our small team has done. Most remark that it has the feel of Steve Jobs 35 years ago, in his Apple garage." Brenda Dawson, CEO of ARI.

### **About**

Pertexa, Inc. is a next-generation medical technology company headquartered in Ridgecrest, California that creates and distributes advanced technology including RITA and RADEKAL, the nation's leading Physician's Productivity Tool, which has been shown to increase productivity by 30%. By combining both hardware and app development for worldwide medical use, Pertexa is an innovative brain trust, advancing disruptive transformational technologies for an evolving healthcare environment.

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