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Oklahoma Bankers Association Backs iB Web Service
Commits to help Docvia register Oklahomans in all 77 counties

OKLAHOMA CITY, Okla. – The Oklahoma Bankers Association (OBA) has announced one of its most ambitious community initiatives in its 112-year history. In an effort to improve the health and safety of all Oklahomans, the OBA has entered into a two-year agreement with Docvia to promote the invisibleBracelet.org (iB) Emergency Health Registry through member banks located in all 77 Oklahoma counties.

The iB Web service helps people communicate during medical emergencies. Licensed medics access a member's vital emergency health data through a personal identification number that can be found next to a driver's license, ID card or on a keychain. Text or e-mail messages are also sent to designated In Case of Emergency (ICE) contacts to notify *where* and *when* the member was transported. EMSA, Grove EMS and 14 other ambulance services will be actively supporting iB beginning in November for more than two million Oklahomans.

“During the 20th century, OBA member banks helped shaped the development of our state by partnering with local innovators,” said Roger Beverage, OBA president and CEO. “By partnering with companies like Docvia, we believe we can strengthen the Oklahoma economy by enhancing the health and safety of our local communities.” The idea of partnering with a century-old banking network was intriguing to Docvia.

“I’ve often described Docvia as ‘online banking for health care,’” says Noah Roberts, Docvia CEO. “Thanks to the OBA, we can offer online health care *through* banking.” The partnership between Docvia and the OBA was formed shortly after the Oklahoma Employees Benefits Council announced that the State of Oklahoma would begin offering iB memberships as a voluntary health benefit to 78,000 state employees and dependents.

“Reaching the most populated areas and serving state employees was an important first-step for Docvia.” Beverage said. “We believe the OBA will make its impact by connecting this life-saving service to every Main Street and country road in Oklahoma.”

Back in April 2009, Arvest Bank in Tulsa was the first major employer and bank to offer iB memberships as a voluntary health benefit to all of its 700 Tulsa-based employees.

“A commitment from the OBA will benefit the entire state and hopefully move Docvia one step closer to their dream of establishing iB as a national registry,” said Don Walker, president and CEO of Arvest Bank Tulsa. “Partnering with a network of trusted banks is a great way for Docvia to earn the respect of local communities and grow their business.”

The OBA was created in 1897 by 25 banks operating in the Oklahoma territory. Today, the OBA consists of more than 250 member banks with nearly 1,300 branches located in 77 counties.

For more information about the iB Web service, please visit invisibleBracelet.org. Additional details about the OBA partnership with Docvia will be available at OBA.com.

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