

MedInformatix, PhoneTree Integrate Health Practice Products Via New Partnership

*Companies Now Provide EMR/EPM Software With PhoneTree® HealthWave™ Messaging;
Integration Delivers Reliable Voice and/or e-Messaging Using MedInformatix Database*

LOS ANGELES, CA and WINSTON-SALEM, NC – (October 5, 2010) – [MedInformatix](#), a leading provider of software solutions for the healthcare industry, and [PhoneTree](#), a developer and manufacturer of automated telecommunication tools for organizational use, today announced a partnership aimed at integrating MedInformatix' [Electronic Medical Records](#) (EMR) and [Enterprise Practice Management](#) (EPM) platforms with [PhoneTree Patient Messaging](#)™. The combined solutions, now available, allows clinics and other healthcare practices to issue automatic reminders and announcements to patients based on information in their MedInformatix EMR/EPM database, thereby increasing their day-to-day efficiency and overall quality of care.

PhoneTree HealthWave™ Messaging is one of the best-known messaging products on the market today. In service since 1991, the system allows clinics to issue voice and/or email messages to patients automatically, based on parameters set by the practice. Patients can be quickly notified about [upcoming appointments](#), recalls, [past-due accounts](#), [pre-registration information](#), [post-consultation care](#), [lab results](#) and other topics, saving staffs hours of routine phone call time each week.

“The PhoneTree/MedInformatix partnership is a perfect example of two complementary technologies that together can powerfully improve healthcare practice operations,” said Houston Hastings, Executive Vice President for PhoneTree. “By integrating our PhoneTree HealthWave Messaging with MedInformatix' EMR and EPM systems, our clients simplify their communications and optimize the patient experience.”

MedInformatix [integrated EMR and practice management systems](#) have been proven effective in over 17 years of real-world use. The user-friendly platforms uniquely offer mix-and-match modules to fit the needs of individual practices; modules range from scheduling, imaging and dictation/transcription to reporting, data analysis, referral management and more. The systems' high level of connectivity also allows users to link both locations and staff functions to ensure data accuracy and better patient care.

“MedInformatix and PhoneTree have spent the last several years perfecting this technology integration to ensure reliable, convenient operation. We believe this combined solution to be the most complete and rock-solid integration of automatic messaging with any core clinical system,” said Cal Wessman, President of MedInformatix. “With time pressure and labor costs being two of the most pressing concerns for clinics today, this integration will be of immense value to practices of all sizes.”

The PhoneTree/MedInformatix integration is bi-directional, enabling users to execute messaging tasks from either product dashboard. Clinics are able to customize their messaging as desired, e.g.,

setting pre- or post-procedure instructions for specific procedures, or specifying a response mechanism (“Press 1 to confirm”) to ensure that patients have received and understood their instructions.

To learn more about PhoneTree HealthWave Messaging, visit www.phonetree.com/health.

Additional information about MedInformatix EMR and EPM software systems can be found at www.medinformatix.com.

About MedInformatix:

MedInformatix, Inc. (www.medinformatix.com) is a leading national provider of fully integrated Electronic Health Records. The products have been built around MedInformatix 25 years of workflow expertise. MedInformatix suites of products are designed on a single database using Microsoft SQL. Whether the client is a single physician who went live in 1994, a 13-location cardiology practice, the busiest radiology practice in Manhattan, or one of 15 other specialties it services, MedInformatix accommodates their needs. See why so many practices from various specialties choose MedInformatix. With 13 Microsoft nominations in 8 years, MedInformatix can turn the dream of a paperless, integrated practice into a reality.

About PhoneTree:

Since 1989, Personal Communication Systems has manufactured and sold high quality PhoneTree automated messaging systems to a wide variety of organizations. PCS currently has over 40,000 systems that are being used by churches, faith-based organizations, medical and dental practices, civic organizations, libraries, schools, businesses of all sizes and many government agencies. All PhoneTree systems are proudly designed and manufactured in the United States.

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