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“13 Microsoft Nominations in 8 years”

## **NYC Clinic Goes Paperless With MedInformatix/ZirMed System, Sees 35% Cut In Accounts Receivable Days**

*Lenox Hill Radiology COO Credits Combined Clinical Patient Information Solution  
For Helping Practice to Grow 200% Without Hiring Additional Office Staff*

**LOUISVILLE, KY and LOS ANGELES, CA – October 7, 2008** – Since opening its doors in 1988, Lenox Hill Radiology has prided itself on being the innovation leader among Manhattan radiology clinics. It was the first center in the borough to offer direct digital x-rays, the first to install a Philips 3.0T MRI, and the first to be accredited for PET scans by the American College of Radiology.

Yet for Lenox Hill, staying in front of the competition means more than embracing the latest clinical technology. “Back in 2003 we realized the potential in going paperless,” said Donovan Spamer of Lenox Hill. “There’s no doubt that a computerized practice management system is greener, more cost-effective and more efficient. The only question for us at the time, was which system to go with.”

After a careful search, Spamer and his team chose the MedInformatix RIS (Radiology Information System), an end-to-end clinical and business package. “The RIS enabled us to integrate scheduling, registration, eligibility, workflows, EDI, collections—our entire patient lifecycle,” Spamer noted. “It also supports customization, allowing us to tailor the package to our unique work processes.”

MedInformatix, based in Los Angeles, is a provider of a full range of Enterprise Practice Management (EPM) and Electronic Medical Records (EMR) software. As with its similar products for oncology, cardiology, orthopedics and other specialties, MedInformatix’ RIS is a standards-based package that operates from a single Microsoft SQL database.

Once installed at Lenox Hill, the various RIS modules allowed Spamer’s office staff to easily track patient records as well as employee workflows at every stage. “We use the Scheduling, Technologist, PACS Integration/Dictation, and Billing/Collection modules, which cover all our key touch points,” Spamer stated. “The system has done a lot for us—while our patients aren’t directly aware of the system, for example, a number have commented on how efficient our practice is, which of course is important to us.”

Efficiency took another major step forward when in April of 2007, MedInformatix recommended that Lenox Hill enhance its RIS with the ZirMed Web-based revenue lifecycle management system.

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ZirMed, a specialist in revenue cycle management and EDI clearinghouse solutions for healthcare providers, extends the power of EPM by facilitating each stage of the payment process from eligibility to remittance—even to check and credit card processing.

“The MedInformatix/ZirMed integration lets us quickly verify insurance eligibility. The fast turnaround of denials is a major plus,” Spamer noted. “The combination of ZirMed and MedInformatix also lets us start transactions right from the point of scheduling, even before the patient comes to the office.”

According to Spamer, Lenox Hill has seen a reduction in accounts receivable days of roughly 40% since integrating ZirMed with MedInformatix’ RIS. Since going paperless, the practice has grown by 200% without hiring additional office staff; what’s more, workflow efficiency has actually increased. “Our average check-in time has dropped from six minutes to just one,” he commented.

The return on investment for the MedInformatix/ZirMed combination has helped Lenox Hill to maintain profitability and extend its footprint in the metro New York market. “As we expand, we plan to roll out our paperless system to other locations,” said Spamer. “From appointments to records, eligibility to collections, MedInformatix and ZirMed are a single, seamless solution that has transformed our business.”

#### **About ZirMed:**

Founded in 1999, ZirMed is a nationally recognized leader in delivering revenue cycle management solutions to healthcare providers. ZirMed enables healthcare providers to leverage the power of technology to cure administrative burdens and increase cash flow. ZirMed solutions include eligibility verification, credit/debit card processing, check processing, claims management, coding compliancy and reimbursement management, electronic remittance advice, patient statements, patient e-commerce solutions, provider credentialing, and lock box services. ZirMed solutions are designed to complement provider workflow and to provide innovative, creative and flexible solutions for healthcare’s most pressing administrative challenges. For more information about ZirMed, visit [www.zirmed.com](http://www.zirmed.com).

#### **About MedInformatix:**

MedInformatix, Inc. ([www.medinformatix.com](http://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. The product suite is designed on a single database using Microsoft SQL. Whether the installation is a single physician who went Live in 1994, a national Cardiology practice, the busiest Radiology practice in Manhattan, or one of 15 other specialties they service, they accommodate their needs. See why so many practices from various specialties choose to use their award winning products: 13 Microsoft nominations in 8 years. MedInformatix can turn the dream of a paperless, integrated practice into a reality.