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TEN YEAR REVIEW REVEALS SUPPORT AFTER SALE TOP SELLING POINT FOR DOCTORS DEPLOYING ELECTRONIC MEDICAL RECORD

Internal Review by MediNotes Reports on 4,300 U.S. Medical Offices That Deployed MediNotes' EMR System For Past 10 Years

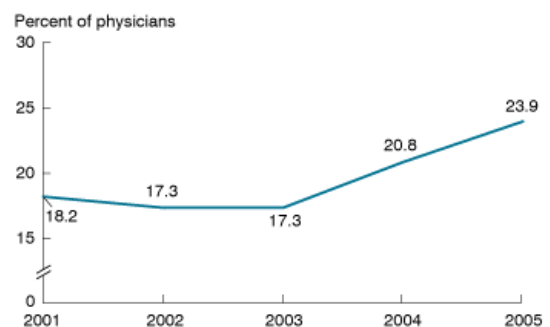
WEST DES MOINES, Iowa – (Aug. 20, 2007) – MediNotes Corporation, the leading provider of Best of Breed electronic medical record solutions for small to medium primary care and specialty medical practices, announced today that live person-to-person support and training after the purchase of an EMR system became the top selling point to doctors considering a switch from paper to electronic medical records, according to an internal review of 4,300 U.S. medical offices over the past ten years. This finding comes after internally reviewing ten years of sales to over 4,300 U.S. medical offices and healthcare providers.

Established in 1995, MediNotes spent a decade evaluating their EMR and the small to midsize medical practice industry. Having surveyed the data it was determined that successful implementation of an EMR system directly correlates to the live training and support healthcare providers and medical teams receive when deploying an EMR. In order for a successful implementation to occur, MediNotes instituted the industry leading 'Practice Success Team,' a team of individuals solely focused on guiding the implementation and training of new clients.

“Some industry stories give the impression that the cost associated with implementing an EMR is the main issue regarding the

implementation and successful deployment of an EMR system, but we have found this not to be the case, which is why we developed our Practice Success Team,” offers Donald G. Schoen, CEO

Figure 1. Percentage of office-based physicians who report using electronic medical records: United States, 2001–05



NOTES: Trend is significant (p < .05). Includes nonfederal, office-based physicians who see patients in an office setting. Excludes radiologists, anesthesiologists, and pathologists.
SOURCE: CDC/NCHS, National Ambulatory Medical Care Survey, 2001–05

and President of MediNotes Corporation. “Regardless of whether a practice is small to mid-sized, or larger, the main concern truly is ‘Are we going to be able to successfully implement and effectively use this system?’ MediNotes has taken the time to ensure that we have addressed this issue, and we are able to do so with a product that is extremely affordable, whether for a sole physician practice or a clinic. Issues such as cost don’t even enter into the equation if an EMR can’t be successfully deployed by users who understand how the system works.”

MediNotes implemented their ‘Practice Success Team’ in January 2006, and since that time they have achieved an implementation success rate of 94 percent for EMR deployment with new clients who follow their implementation plan – one that that far exceeds the average with industry estimates indicating that anywhere from 40-60 percent of implementations fail. MediNotes’ review also revealed the top five concerns medical and health professionals at more than 4,300 U.S. medical offices have regarding the purchase of an EMR:

- 1) Successful implementation and support for the EMR
- 2) Pricing – Total cost of ownership over a three to five year period
- 3) Functionality and interoperability of the EMR
- 4) IT expertise
- 5) Time necessary to make the transition from paper records to EMR

Data suggests that overall adoption of EMRs may be around twenty percent (see Figure 1 above).

However, the number varies considerably by size of practice and specialty, and between doctors employed in hospital settings, large clinics and HMO’s and independent physicians. In general, the smaller the practice, the lower the EMR adoption rate (see Figure 2). MediNotes states this is a function of several things including the often incorrect perception of cost, lack of IT expertise, and staffing available to support

Figure 2. Percentage of physicians using electronic medical records and using electronic medical record system by practice size: United States, 2005

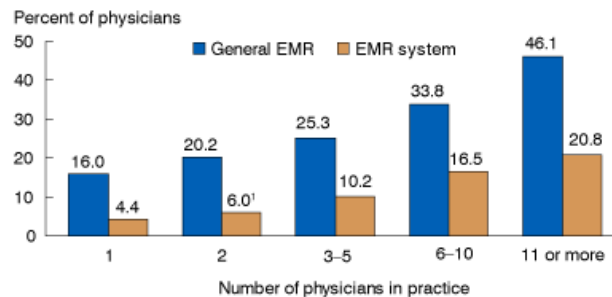


Figure does not meet standard of reliability or precision.
NOTES: Both trends are significant ($p < .05$). EMR is electronic medical record. General EMR is positive response to single question on full or partial EMR use. EMR system is a positive response to four minimal features: computerized orders for prescriptions, computerized orders for tests, test results, and physician notes. Includes nonfederal, office-based physicians who see patients in an office setting. Excludes radiologists, anesthesiologists, and pathologists.
SOURCE: CDC/NCHS, National Ambulatory Medical Care Survey, 2005.

systems that do not provide it as part of their overall package.

While the decision to implement an EMR may seem more risky for smaller physician practices and other independent healthcare providers, MediNotes has found that even sole practitioners have realized a return on their investment within the first month due to the affordability of their system. Customers have found that the deployment of MediNotes e increases overall efficiency while decreasing overall costs related to transcription and filing, as well as assisting with properly identifying and assigning billing codes which speeds up the reimbursement process for providers.

MediNotes EMR also successfully addresses other factors such as customization of the EMR and interoperability that often delay the decision of deploying an EMR. As the MediNotes EMR provides support to a variety of medical specialties, including 17 separate disciplines, as well as family practice and general medicine, the system has been designed to include basic components, as well as the ability to fully customize MediNotes e to provide what healthcare professionals need.

“Implementing an EMR should build on the success you have already built in your practice. It should not force you to consider abandoning existing systems, such as a PMS or scheduling system, and it should not make you start over with an “all-in-one” product,” states Jack Callahan, MediNotes Vice President of Corporate Development. “What it should do is change some of the processes and workflows in your office, greatly for the better. Done correctly, EMRs should not take long to be fully assimilated in a practice, even for physicians and staff who consider themselves technology challenged. Having an experienced partner and a commitment to a thorough implementation plan and process will eliminate the conundrum and ensure that the practice deploying our EMR is successful and that they ‘Get it right the first time.’”

About MediNotes Corporation

MediNotes Corporation is a leader in electronic medical record solutions for primary care and specialty medical practices and currently serves more than 4,300 installed sites and more than 18,500 users nationwide. The company’s dedicated employees are driven to create technology solutions that are delivered with the highest level of value and integrity. The enhancements of **MediNotes e** are based on the needs and suggestions of our users as well as the competitive EMR landscape. You’ll *Get it Right the First Time* with MediNotes e.

Visit <http://www.medinotes.com> to learn more about **MediNotes e** Electronic Medical Records.

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