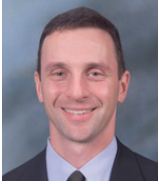


# Featured Partner

A leading provider of clinical software, connectivity and information solutions that physicians use to improve healthcare.



An interview with Dan Michelson  
Chief Marketing Officer



**Q: Why have you chosen MedAxiom as a way to communicate with the cardiology practices?**

A: MedAxiom and Allscripts share a common philosophy of transforming healthcare through the adoption and use of Electronic Health Records (EHRs) to improve the flow and accuracy of information, and ultimately, the care of patients. As leaders in our respective fields, this partnership was a natural fit. MedAxiom maintains a membership of and continues to attract leading cardiology groups from around the country, many of whom are also Allscripts customers.

**Q: How does your business currently interact with cardiology practices?**

A: Allscripts is the EHR provider of choice for leading cardiology groups nationwide. For the Cardiology practices, our solution aggregates diagnostic findings, tracks procedural results, and documents medical histories for a complete health and disease management. In addition to being a MedAxiom Strategic Partner, we support industry and professional organizations such as the American College of Cardiology, often participating as a premium sponsor.

**Q: What primary products are utilized by the practices?**

A: Cardiology practices across the country use our award-winning EHR, Practice Management (PM) and Document Imaging solutions. We offer two EHR/PM Solutions, TouchWorks™ and HealthMatics®, designed to meet the unique needs of practices of different size practices.

**Q: What differentiates your organization from others?**

A: Allscripts offers world-class solutions, supported by a team of exceptional professionals with a passion to transform healthcare. Our commitment to provide physicians with solutions that become an indispensable part of the way they practice medicine is evident in a longstanding philosophy at Allscripts, "If Doctors Don't Use It, Nothing Else Matters". Allscripts has become known in the industry as the safe choice and the best choice for clinical and financial automation.

**Q: How do you intend to add more value to your customers in the next 12 months?**

A: Our products allow for increased clinical excellence and measurable return-on-investment. In fact, our clinical solution is often referred to as "The EHR That Pays You Back." The latest versions of all our solutions include unprecedented levels of decision support tools and content, all designed to make the system easier and more efficient for physicians.

**Q: What new products or services can we expect to see released in the next 12 months?**

A: Allscripts continues to invest development resources and capital into our products and capabilities. For example, TouchWorks will soon have a unique integration capability called Universal Applications Integration (UAI), which will allow devices and software to directly import into the system through an open-source approach. Version 11 of the TouchWorks solution will also include device integration, and software enhancements such as a fully customizable clinical desktop to support cardiology-specific views and workflows; customizable referral letter templates increasing productivity; and a pathway for future "best of breed" devices and applications to bring new value to the TouchWorks EHR well into the future.

HealthMatics EHR delivers a robust cardiology knowledgebase and specialized content for medications, short lists and templates. Additionally, HealthMatics EHR will soon feature a Coumadin Management module to support quick assessment and plan capabilities for the patient on anti-coagulant therapy. The module will include alerts for overdue labs, trending of physiologic response to therapy and longitudinal views of parameters critical to this high risk therapy.

Within the upcoming year, MedAxiom members can expect improved and expanded direct integration of cardiology devices through our UAI device for third party application providers such as WelchAllyn, Midmark and Heartlabs within both TouchWorks and HealthMatics EHR product lines.

**Q: What are your long-term goals in serving the cardiology practice arena?**

A: At Allscripts, our commitment to transforming healthcare remains at the forefront of everything we do. To that end, we will continue to be the leading provider of electronic health record, practice management, electronic prescribing, document imaging, emergency department and care management solutions for all practice sizes – from the solo practitioner, to large multi-specialty clinics.

**Q: Who should the MedAxiom practices contact with questions about your company or products?**

A: Please forward any questions to:  
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