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American Telephony, Inc. specializes in providing computer automated patient appointment reminder systems. The product is called PAM2000 and has evolved over ten years to be a very cost efficient and effective way to reduce NO-SHOWS and help medical providers to eliminate some of the tedious hours that are necessary to communicate with their patients.

**How does it work?**

For its most basic function, appointment reminder messages, PAM2000 interfaces with the end user's computer scheduling program. It uploads the patient information: name, phone number, appointment date and time, provider name and appointment type. This operation is very efficient. American Telephony offers at no extra cost an interface from the practice management system directly to the PAM2000 system. PAM2000 delivers a message reminding patients of their appointments and giving special instructions based on their appointment type. What would often take a staff person all day is reduced to a few minutes.

The messages are recorded via a telephone hookup usually by one of the office staffers so the patient hears someone with whom they are accustomed to speaking with. When the messages are delivered they include the patient's name, the date and time of the appointment and optionally the provider that they will be seeing and special instructions concerning their specific appointment. Messages can be delivered in English, Spanish or French. Once the patient selects a language the system remembers that preference for future calls.

The end user sets the parameters for their calls including the time of day when the calls are made and how many repeat tries for calls not answered. PAM can call after office hours and stop calling at a specified time; the system runs unattended.

Recently, an e-Mail option was added called eMMa, e-Mail Message Assistant. This program can run as a stand-alone program or work in conjunction with the PAM2000 product.

**Contact:** Leonard M. Moeller    [lmoeller@pam2000.com](mailto:lmoeller@pam2000.com)    888-275-0703    [www.pam2000.com](http://www.pam2000.com)

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- When you do the research for your EHR solution, are you asking about true implementation time?
- Are you concerned that you have to restructure your office workflow in order to adapt to a traditional EHR?
- Are you prepared for the extra time and cost you will need to get a traditional EHR fully implemented within your office?
- Are you worried that an EHR will slow you down?

Take a look at Drs Enterprise! It is designed to adapt to your workflow. Drs Enterprise is your complete solution for an electronic health records system. Going paperless saves you time, space and money every year by eliminating all the costs of creating, storing and retrieving paper charts. With the many easy-to-use features such as Narrative Writer, Prescription Writer, Physician Orders Writer and Lab Interface Engine, Drs is so much more than an EHR solution – “It’s a medical office revolution!”

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The Healthcare Technology Alliance (HTA) is a consortium of practice management vendors that have joined together to cooperatively develop PM software that is affordable, powerful, flexible and, most importantly, branded and marketed by the individual vendor.

The vendor (referred to as "members" at HTA) is free to name the product, establish the pricing structure and determine whether it will be deployed on a local server or over the Internet.

The software itself is extraordinarily flexible with the ability to "extend" functionality, if an individual member's requirements vary in their region or marketing niche. Source code is available, should a member's long-term needs diverge from those of the overall HTA group.

The HTA membership concept and software is the result of the combined knowledge of four primary vendors, each with over twenty years in the business. It is in use across the country by over a thousand physicians in virtually every specialty.

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The Kodak logo is displayed in its signature red, bold, sans-serif font. It is centered between two horizontal yellow bars that serve as decorative elements.

Eastman Kodak Company's Document Imaging business manufactures high-quality desktop- to production-level scanners, micrographics equipment and media for customers to aid in the capture, management, merging, sharing, and storage of data and images. Leveraging Kodak's legacy in image science, Document Imaging from Kodak helps customers create more efficient operations, stay competitive, and maximize their return on investment. Through Kodak, companies and institutions eliminate the "paper chase" and achieve greater flexibility and security for their valuable information.

**Kodak** Service & Support delivers world-class, single-source convenience for **Kodak** Products and OEM equipment. Kodak's highly trained service techs handle over 1,000 products from 100+ manufacturers, including capture and storage equipment from Fujitsu, Panasonic, Canon and many more.

Kodak works with imaging partners like 1<sup>st</sup>-in-Scanners' **SoftLink** program to make it easier for resellers to offer **Kodak** Scanners on the reseller's own Web site. Through **SoftLink**, resellers can sell **Kodak** Scanners without having to create or maintain the Web site or be a scanner expert. In this way, the reseller provides a complete hardware/software solution without having to join a group or expend capital.

Contacts:

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[www.kodak.com/go/softlink](http://www.kodak.com/go/softlink)

**1st-in-Scanners/Softlink**  
1-800-886-6233  
[www.1st-in-scanners.com/aimsvar](http://www.1st-in-scanners.com/aimsvar)

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The time is right for leveraging the greatest assets of your business – your established relationship with healthcare providers, namely, physicians and hospitals. With \$19 billion in HITECH Stimulus, MCS EHR and integrated Practice Management, Health Information Exchange, Patient Portal, and iPhone / iPad based EHR/PHR is the product suite you want to partner with and take your existing relationship with healthcare providers to the next level. MCS EHR is the only Web based DRT (Digitally Reportable Transcriptions) enabled EHR, CCHIT 2011 Certified for the Meaningful Use, has won 9 TEPR Awards - ever won by any EHR, and is rated as the best Ambulatory EHR by the AC Group, Inc., the Healthcare IT Futurists. MCS offers an attractive business proposition for Channel Partners in terms of revenue sharing and helping create independent revenue stream from the rapidly growing EHR and Practice Management market space. Come by and visit us at our booth:

Contact: Udayan Mandavia [udayan@medcomsys.com](mailto:udayan@medcomsys.com) (732) 325-3330

[www.medcomsys.com](http://www.medcomsys.com)

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Medical Design Technologies provides the most intuitive, innovative, and comprehensive enterprise solutions for physicians and healthcare organizations that leverage wireless and handheld technology.

MDTech's products add value not only to the physician and patient, but also to the overall healthcare system. MDTech draws on the experiences and perspectives of leading physicians to develop innovative wireless and handheld solutions that are practical, usable, and relevant to the needs of healthcare providers.

**Contact: Aron Susman** [asusman@mdtech.com](mailto:asusman@mdtech.com) **949-200-9319** [www.mdtech.com](http://www.mdtech.com)

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**MEDfx Corporation** is a privately-held company established in 1984 in partnership with the healthcare community for the development of standards-based interoperable technology solutions. The MEDfx name originates from the award-winning connectivity framework within which its practice management system solution resides.

The Company provides interoperable solutions and professional services to a complex array of physicians, hospitals, physician and community health organizations, integrated delivery systems and gateways such as HIEs, RHIOs, and the Nationwide Health Information Network (NHIN).

Over the course of its 25-year history, MEDfx Corporation has ranked among the most successful privately-held medical software companies in the United States. Over 10,000 practices nationwide and hundreds of thousands of patient lives have benefited from the innovative design and strategic deployment of the MEDfx Solution Stack.

Within the MEDfx framework, the Company provides integration of 'best of breed' application and technology tools, taking advantage to the extent possible of the use of open-source software, to deliver affordable, scalable results.

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**MEGAS** provides both end-user applications and developer toolkits under the **Alpha II** brand. Currently in use by more than 30,000 physician practices and hospitals, the Alpha II software applications focus on accurate coding, compliance, claims editing, and payment analysis – the components of enhanced reimbursement. The Alpha II superior data content, our decades of healthcare experience, and our commitment to superior support help to ensure the success of Alpha II clients.

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**Proven practice management, EMR and document management solutions from your trusted partner.**

For more than 25 years, Henry Schein Medical Systems has provided stable, mature and affordable software for small practices, large medical groups, community health centers and billing services.

Today, more than 13,500 physicians trust our award-winning MicroMD® solutions to sustain profitability and improve patient care. Exceptionally high client-retention rates give further evidence of Henry Schein Medical Systems' market-leading presence and client-centric focus.

As part of Henry Schein Inc., a Fortune-500 company we are even better positioned to meet our customers' practice needs—from software solutions to medical practice supplies. Led by the original MicroMD management team, we continue to develop the most comprehensive, intuitive solutions available, reflecting our strong commitment to service and the needs of our customers.

**Contact: Robert Fox**   [robert.fox@henryschein.com](mailto:robert.fox@henryschein.com)   **813-978-0476**   [www.micromd.com](http://www.micromd.com)

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**Micro-Office Systems** specializes in enhancing and interfacing software programs for medical practice management systems(PMS), electronic medical records systems (EMR), and more. We have focused on healthcare since 1986, and worked through VARS since 1994. VARS benefit from Micro-Office Systems' vast experience and suite of tools including – full financial and clinical data conversions from a variety of Systems, HL7 Integration, AnyReport, Web Portals and many other useful utilities.

Our premier product is our Patient Communications Gateway (PCG). PCG acts as a gateway for the practice to communicate with patients outside of the office. It includes statements, online patient payments, appointment reminders, recalls, batch eligibility verification, test results, and PHR integration. It communicates with the patients via print/mail, phone calls, texting and email/portal. PCG allows a VAR to provide a single unified service, a la carte, with tight integration with the practice's host system.

**Contact: Norman Efroymsen**    [normane@micro-officesystems.com](mailto:normane@micro-officesystems.com)    **(800) 929-1170**  
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OpenPM is a web-based practice management system that can be installed on a local server in a practice office or hosted at a remote data center. The software can be licensed for sale or offered as SaaS – Software as a Service. It is programmed in Java and can be configured to run on commodity Linux servers with MySQL databases.

OpenPM has integrated claim status, real-time eligibility, and electronic remit processing. It includes a robust, rules-based appointment scheduler that interfaces to appointment reminder services. Interactive balance management and AR reports provide the ability to drill down to view individual patients and services.

OpenPM was developed by Open Practice Solutions, an Etactics company. We are looking to partner with VAR's who share a commitment to customer service and support.

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Since 1977, we, the founders of **Practice Insight, LLC** have been among the pioneers in the evolution of healthcare automation, devoting our entire careers developing, marketing and supporting medical practices. We have been leaders in the healthcare industry, migrating from mainframes to micros, paper claims to developing a claims clearinghouse and from Unix to Microsoft and Linux based products. We understand how a practice works, and our software is designed to be cost effective and intuitive right down to the user's keystrokes.

In today's complex healthcare market, your practice requires an integrated solution to streamline your workflow and experience an increase in efficiency and productivity. Our products are offered on traditional in-house servers as well as an Internet ASP platform to meet your unique needs. Practice Insight will deliver the products and services to assist your success.

The Practice Insight mission is to develop superior, intuitive, secure, and cost-effective software solutions and services designed for healthcare professionals to improve their patient care and practice productivity.

**Contact: Jim Goerlich** [jgoerlich@practiceinsight.com](mailto:jgoerlich@practiceinsight.com) **832-476-9030** [www.practiceinsight.com](http://www.practiceinsight.com)

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Find and communicate with patients, collect payments and process balances into cash with **PSC Info Group's DATAExpress™** Healthcare Solutions. PSC provides patient statement/letter processing and distribution; address standardization and correction services; and automated return mail management solutions. PSC also features an array of web-based services including **PAYMENTExpress** online bill presentment, eStatement delivery and payment processing to streamline the collection of patient self-pay and co-payment balances. With Eastern and Western US Processing facilities, PSC is your single-source solutions provider.

**Contact: Mark Snow**    [msnow@pscinfo.com](mailto:msnow@pscinfo.com)    **610-650-3955**    [www.pscinfo.com](http://www.pscinfo.com)

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## Rachel Systems



***Connecting the Provider, Patient and Payor at the Point of Care***

Rachel Systems focuses exclusively on optimizing the healthcare industry revenue cycle. Its R3k suite of web-based solutions are designed by practice managers and healthcare billing professionals with over 15 years of hands-on experience.

**R3k Eligibility Plus!** provides one of the most robust, all-payer eligibility responses in the industry. With integration to leading scheduling systems and real-time payer access delivering action responses, practice managers can move eligibility to the front of their patient check-in process where it can provide the most benefit. **Eligibility Plus!** quantitative analytics track real results and highlight additional opportunities for improvement to keep the benefits coming.

**R3k OneSource** delivers all the reference information the front and back office staff need without book subscriptions. It simplifies navigation through the maze of codes in filing insurance claims with the latest information from public and private sources. By leveraging **OneSource** office staff and practitioners can maximize reimbursements and patient satisfaction.

Rachel Systems is expanding its channel delivery system with substantial emphasis on value added resellers in the small-to-medium and enterprise practice markets. Let us help you and your customers achieve real results.

Contact: Julie Volcheck [jvolcheck@rachelsystems.com](mailto:jvolcheck@rachelsystems.com) 888.891.6058 [www.rachelsystems.com](http://www.rachelsystems.com)

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Venyu protects and manages multiple petabytes of data making business continuity possible for healthcare organizations nationwide. Our solutions not only answer compliance requirements like HIPAA, but enable protection of critical patient data and infrastructure systems. Every healthcare business is different which is why we custom-craft each data protection and business continuity solution by leveraging our portfolio that includes AmeriVault data backup and recovery, PACS/data archiving, and server virtualization. Venyu is backed by geographically-diverse commercial datacenters, highly-qualified technicians, and iron-clad security controls – Your Data Made Invincible.

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