2015 Annual Conference
Washington, D.C.
Practice Insight empowers software developers, resellers, billing companies and clearinghouses to manage EDI in ways no one else can. Our flagship product, EDIinsight™ offers flexibility and features simply not found elsewhere. By partnering with Practice Insight, you can offer many time-saving, revenue-enhancing features that sell themselves.

With EDIinsight, your provider customers can:

• Get real-time claim status and electronic eligibility verification
• Catch errors before they go out with integrated claim scrubbing in 24 categories—even custom edits
• Instantly create electronic secondary claims with one click
• Challenge underpayments successfully before it’s too late with powerful ERA and denial tools, including remittance auto-posting
• Ensure no task or no claim is forgotten with flexible, easy-to-use workflow management

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UDVAR-HAZY AIR & SPACE MUSEUM
(separate registration required)

Meet in Hotel Lobby at 10:00 AM

Are you helping your customers conquer their revenue cycle challenges?

Healthcare is facing unprecedented change and mounting cost containment pressures. Alpha II partners with developers to integrate efficiency and accuracy into the revenue cycle of healthcare providers nationwide.

Make the right move towards more accurate coding, billing and reimbursement with Alpha II.

www.alphaii.com
Welcome back to our Nation's Capital.

I am honored to have had the opportunity to serve as your AIMSVAR President for the last two years and I look forward to a successful 11th Annual Membership Conference.

Our theme for this year, “The opportunity in change”, could not be more appropriate to the times. In our current situation, the health professionals we serve throughout this nation currently face many challenges resulting from the tough regulatory, economic and political climate. As a direct result, many of our businesses have struggled to survive. Thus the need for changing how we approach this ever changing industry. We are again honored to have a distinct panel of speakers to help us through this process. In addition, this year’s mix of exhibitors will expose us to a number of new and exciting product and service offerings that can contribute to the continued success of our members businesses.

It is also important that we take this opportunity to encourage greater involvement from the members of AIMSVAR, and recognize our own need to diversify our ranks and draw more participants in. As volunteer organization we are only as strong as the involvement of our members.

I hope you will share my pride in AIMSVAR for all that it has accomplished over the years and for its vision to continue moving forward by providing increased learning and networking opportunities for our members.

Thanks
Truman Clemons
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<td>LURAY ROOM \nMEMBERS SOCIAL HOUR \nSponsored by Practice Insight</td>
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The Impact ICD-10 can have on Revenue

Speaker: Mark Bennehoff

As a Healthcare Consultant with SVA Healthcare Services, LLC, Mark works with clients to ensure compliance with federal and state regulations and third-party payer contracts and policies. Mark provides contract analysis, billing workflow analysis, compliance education, and facilitates the development of compliance policies and procedures with clients. He has worked for more than 20 years in the healthcare industry. With experience at healthcare providers and third-party payers, he is uniquely qualified to assist clients minimize risk and maximize their healthcare reimbursement.

Mark Bennehoff
Healthcare Consultant

Data Analytics

Speaker: Jared Krawcyzk

Mr. Krawczyk has extensive experience in healthcare analytics, with a focus on physician practice profiling for complex medical claim audit reviews. He consults with both hospitals and large medical practices on a variety of evidence-based management processes including: compliance plans, provider productivity/efficiency, provider compensation modeling and fee schedule creation.

Drawing from an advanced academic background in mathematics has allowed him to focus on ranges from data mining and analysis, predictive modeling, applied statistics and evidence-based decision support. Jared have lead a team of IT developers and compliance professionals in the creation of a comprehensive compliance platform that mimics claims audit methodologies used by Government and Commercial payers to identify aberrant billing patterns.

Jared Krawcyzk
Mathematician
### AIMSVAR 2015
### CONFERENCE AGENDA
### EXHIBITS & PRESENTATIONS
### FRIDAY APRIL 24th

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Success Strategies for VARS

Speaker: Dave Jakielo

Dave Jakielo has over 30 years of hands on management experience. His background includes twelve years in hospital patient finance and, subsequently, over two decades of managing physician practices nationwide.

Dave has been speaking, consulting and teaching business methods to managers, clerical staffs, business owners and other professionals throughout North America and in Europe and Asia.

He has extensive experience in sales, marketing, customer service, business start-ups and turnarounds, due diligence process and acquisitions assimilation.

He is co-author of four books:
- The Sales Coach...Tips from the Pros
- Information Technology for the Practicing Physician
- Real World Customer Service Strategies
- Conversations on Success

He is also a regular columnist.

Dave received his CHBME (Certified Healthcare Billing & Management Executive) in 1998. His professional membership includes being a Past President of the Healthcare Billing & Management Association (HBMA). In addition he is past President of the National Speakers Association - Pittsburgh Chapter, and also holds membership in the International Brotherhood of Magicians.

Dave is a graduate of University of Pittsburgh and received his Masters in Management from Carnegie Mellon University. He is a certified trainer and has trained at the Buckley School of Public Speaking. He is President of his own Seminars & Consulting Company.

2015 MU2 and PQRS

Speaker: Mark Norris

Mark is a collaborative and passionate HIT professional with a history of working with providers, EHR software vendors, hospitals, state and federal agencies for Meaningful Use compliance. He came out of the Regional Extension Center Program in Ohio, where he was one of seven directors for the Ohio Health Information Partnership. He designed and implemented Northeast Ohio’s Regional Extension Center, (NEO HealthConnect) serving 350 primary care physicians, including six hospital systems across four counties, in their march forward towards Meaningful Use compliance.

Prior to joining NEO HealthConnect as their Executive Director, he spent the previous 20 years working with payors, practices and software developers in various roles ranging from database administration to training, implementation, sales and product development.

With the ending of the grant period and the closing of the Regional Extension Center’s in February 2014, he opened a private consulting firm where he focuses on Meaningful Use compliance for the small - to - medium sized ambulatory care practices. His services range from compliance assistance to Meaningful Use audit representation.

He is a contributing author to Medical Economics on Privacy and Security, HIPAA Compliance and Meaningful Use.
## AIMSVAR 2015
### CONFERENCE AGENDA
#### EXHIBITS & PRESENTATIONS
##### SATURDAY April 25th

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
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<tbody>
<tr>
<td>7:00 AM</td>
<td>(7:00 to 8:00) BREAKFAST VISIT WITH OUR EXHIBITORS</td>
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<tr>
<td>8:00 AM</td>
<td>(8:00 to 10:00) Dave Jakielo Sales &amp; Marketing</td>
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<td>&quot;SUCCESS STRATEGIES FOR VARS&quot;</td>
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<td>Best Practices, Tips &amp; Tricks</td>
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<td>VISIT WITH OUR EXHIBITORS</td>
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<td>Mark Norris CEO Medical Records Services, LLC &quot;2015 MU2 &amp; PQRS&quot;</td>
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<td>VISIT WITH OUR EXHIBITORS</td>
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### Timeline:
- **7:00 AM**: Breakfast and visit with exhibitors.
- **8:00 AM**: Presentation by Dave Jakielo on Sales & Marketing.
- **9:00 AM - 9:15 AM**: Success Strategies for VARS.
- **10:00 AM - 10:30 AM**: Visit with exhibitors.
- **11:00 AM - 12:15 PM**: Talks by various speakers.
- **12:15 PM - 1:30 PM**: Lunch and visit with exhibitors.
- **2:00 PM - 5:00 PM**: More presentations and visits.
- **5:00 PM**: Conference ends.
## Alphabetical Listing of Exhibitors/Sponsors

<table>
<thead>
<tr>
<th>Name</th>
<th>Sponsorship Level</th>
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<tbody>
<tr>
<td>Advanced Data Systems Corp.</td>
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<td>Alpha II</td>
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<td>Myriddian, LLC</td>
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<td>Practice Insight</td>
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<td>ThoughtSwift Medical Assessments, LLC</td>
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**Advanced Data Systems and the Medics Solutions Suite**

Personalized to the specific automation you need, in your desired format, for your clients' specialties.

MedicsDocAssistant™ EHR / MedicsPremier™ PM / MedicsRIS™

Comprehensive ICD-10 and Stage 2 MU Compliant Systems

Time-tested solutions in Cloud / ASP or Customer Hosted formats

Visit us at the 2015 AIMSVAR Conference and see why thousands of physicians rely on systems from ADS

(800)899-4237 ext. 2264 • info@adsc.com • www.adsc.com • The ADS Building, 15 Prospect Street, Paramus NJ 07652
About Meditab Software

Meditab is the developer of IMS - Intelligent Medical Software, a powerful clinical automation solution that helps physicians to prepare today for their practice tomorrow. IMS enables providers in the ambulatory setting the ability to create, manage and disseminate relevant patient information. It also assists physician practices in streamlining and improving workflow with information technology designed to address their unique needs.

IMS is an on-premise (client server) or web-based application fully integrated with a patient portal that enables the practice to communicate directly with the patient. The simplicity of sharing patient records, approving refill requests and obtaining lab results strengthens the physician-patient experience, reduces costs and improves quality.

Contact: Teresa Rump teresar@meditab.com 786-556-6820 www.meditab.com

Notes:______________________________________________________________________________________
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Practice Insight is a partner-centric EDI technology company that focuses on developing/supporting EDI technology and connectivity for our partners to deliver best-in-class revenue cycle management tools for medical practices and facilities nationwide. Our solutions suite is designed to optimize the revenue cycle, in conjunction with your billing software application, resulting in increased revenue & net profit improvement in the short and long-term future.

- **Task Manager:** Automate revenue cycle work flows by user, application, status, etc.
- **ICD-10 Tools:** ICD-10 read. Test claims accepted.
- **Eligibility Manager:** Batch and single real-time eligibility verification to eliminate reject claims.
- **Claims Manager:** Accelerate, track, and manage claims data in a single location.
- **ERA & Denial Manager:** Receive/analyze ERAs and reduce denials.
- **Lockbox & conversion:** Digitize/centralize data-Convert paper EOBs to digital 835 with EFT.
- **Statement Manager:** Automate paper processes or expand into e-statements/payments.
- **Patient Payment Services:** Reduce patient A/R & collections.
- **Dynamic reporting:** 360 degree view of the Entire revenue cycle view with performance indicators.

Contact: Jim Goerlich jgoerlich@practiceinsight.net 713.333.6000 www.practiceinsight.net

Notes:______________________________________________________________________________________
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ThoughtSwift  Electronic Medical Assessments are patient produced informational gathering tools which help health care providers understand and treat their patients in a more impactful way. ThoughtSwift Medical Assessments provide industry standard diagnostic tools health care providers can use to assess the following symptoms: Alcohol Dependence, Anxiety, Depression, Functional Impairment, Opioid Risk, Somatic Symptoms, and ADHD. Screening for Depression and Alcohol Risk is mandated by ACA for every patient, private pay or Medicare in all states and Medicaid in some, and is not being done my most physicians.

Annual Wellness Visits are designed to help Medicare beneficiaries and their doctors develop personalized prevention plans, at no cost to the patient. ThoughtSwift has developed the Annual Wellness Program, a patient driven questionnaire that once completed will provide all the needed data for a provider to develop a plan of care for the next 5 to 10 years. By asking simple to answer questions using ThoughtSwift technology, patients not providers, can develop a complete health risk assessment containing, family medical history, mental and cognitive assessment, everything a provider needs to build a wellness plan and get reimbursed between $118.00 & $178.00.

CMS (Medicare) now allows primary care providers to bill for non-face-to-face services under a new code of Chronic Care Management (CCM). Providers may bill $42.60 per 30-day period for providing 20 minutes or more of non-encountered care, for any patient who may have two or more chronic conditions. Most PCP’s are already providing the quality of care management but need a tool to track the time spent by all staff members who provide this care. ThoughtSwift has developed The Chronic Care Tracker a simple web-based tracking tool that does the tracking for them.

Contact: Derek Esty  Derek@thoughtswift.com  888.282.0713   www.thoughtswift.com

Notes: __________________________________________________________

The Medics Suite from Advanced Data Systems (ADS) brings together a dynamic, exciting and unbeatable combination of solutions designed to enhance the workflow - and cash flow - of medical practices and revenue cycle management (RCM) companies.

• Operating as a single, unified solution or separately as needed by your clients
• MedicsPremier™ for comprehensive PM and our MedicsDocAssistant™ for Stage 2 certified EHR are both ICD-10 compliant, highly specialty-specific solutions
• Excellent for the full range of primary care and specialty practices
• Also ideal for behavioral health and anesthesiology
• Our MedicsRIS™ is exceptional for your diagnostic and interventional radiology clients, along with its radiology-specific EHR
• The Suite is available in Cloud / ASP or customer hosted (client server) formats
• There is no more perfect solution than MedicsRCM™ for your clients who prefer to outsource their RCM needs

The Medics Suite has several game changing, built in features including:
• Medics FlowText™ for voice-to-text-to-data entry EHR navigation
• A 99% success rate on first-attempt clearinghouse claims
• The Medics ICD-10 Code Converter
• The Medics Claim Denial Manager and Vision™ Claim Tracking (both in real time)

Contact: Sheryl Miller, VP   Sheryl.miller@adsc.com 908-930-2989 www.adsc.com

Notes: __________________________________________________________
Alpha II is a collaboration between MEGAS, a leader in healthcare software development, EDI transactions, and systems integration and Unicor Medical, a leading coding software developer and publisher of ICD coding material. We support coding, compliance, claims editing, and revenue analysis for more than 60,000 professionals and institutions—from physician offices to some of the largest healthcare organizations in the country.

For over 30 years our experienced healthcare professionals have worked together to gather, analyze, and interpret healthcare coding and billing rules and regulations. This continuing effort has produced the industry’s most comprehensive content database and rules engine available.

Because of this, our solutions are perfectly positioned to help healthcare providers nationwide maintain compliance and achieve accurate reimbursement.

We are proud that Practice Insight has chosen our ClaimStaker solution as the claim scrubbing component of their EDIinsight Claim Manager. In fact, many resellers at this conference utilize our claim scrubber via Claim Manager.

Please stop by our table to learn how our solutions can work for your organization.

Contact: Marla Harmon mharmon@megas.net 800-476-8477 www.alphaii.com

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eDist Business is an industry leading wholesale distributor of speech recognition solutions, dictation devices and business machines. As a true value added distributor, eDist assists resellers in a dynamic and lucrative market by leveraging its relationships with premier manufacturers including Nuance, Philips, Olympus and Brother, among others. Value Added Services for eDist Resellers:

- Free Marketing Services
- Expert Product Trainings
- Professional Technical Support

As North America’s leading distributor of Dragon® Medical Practice Edition 2, Philips Speech Processing, and Olympus Professional Dictation, and as a legacy distributor of Brother business machines, eDist brings it all together.

Contact: Jeremy Vicedomini JVicedomini@edist.com 866.460.7101 x5351 http://business.edist.com/

Notes:______________________________________________________________________________________
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FreedomPACS’ Server-PACS and Cloud-PACS solutions virtually eliminate access boundaries by delivering anywhere/anytime access to your digital images. The systems are easy to implement and affordable, providing enterprise-wide diagnostic viewing solutions.

FreedomPACS offers quality, efficiency, affordability and easy access for small to midsize healthcare facilities since 2001.

- Both FreedomPACS Server-PACS and Cloud-PACS enable interpreting physicians and referring physicians to securely access images and patient information when they want, wherever they want.
- FreedomPACS is easy to deploy and easy to use with unlimited user access anytime anywhere all in a controlled secured environment.
- FreedomPACS Workflow Management tool will expedite the image reading process that will give your referring physicians quicker results, better service, and improved patient care.
- FreedomPACS images are available within a single powerful web-based that can be accessed at any workstation, tablet or smartphone providing physicians the right tools for their review, no matter where they are located.
- FreedomPACS seamlessly integrates with every legacy systems and devices.

**NO MORE CD's!!! Save Time and Money with FreedomPACS ImageShare software that will integrate with your current PACS allowing you to send/receive studies electronically and never worry about lost or unreadable CD's again.

Contact: Jim Paone  jpaone@freedompacs.net  978.961.0501  www.FreedomPACS.net

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HealthFusion Company Profile

- Employees: 100+
- Users: 40k+

HealthFusion, headquartered in San Diego, was founded by two primary care physicians in 1998. Being founded by physicians, we know firsthand the challenges that doctors face in their daily work. We know what it’s like to have to cut through the red tape just to do what you were trained to do – make your patients better.

Our mission has been the same from the start – to make the practice of medicine simpler for physicians and their staff, by finding novel methods of utilizing the internet. We began ‘in the cloud’ before most people knew what the cloud was, and we have hosted web-based physician software solutions ever since. HealthFusion is dedicated to inventing solutions that make the practice of medicine more rewarding in every way possible, and we are honored that each day thousands of providers use our healthcare software to help make someone's life a little better.

Contact: Lauren Denning  ldenning@healthfusion.com  706-767-0527  www.healthfusion.com
**Micro-Office Systems** specializes in enhancing and interfacing software programs for medical practice management systems (PMS), electronic health records systems (EHR), 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 service 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 a Patient Portal. 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 Efroymson  
normane@micro-officesystems.com  
216-297-0160  
www.Micro-officesystems.com

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Hello Aimsvar!

“I’m very excited to be reconnecting with you all. I’ve decided to take my 30 years of health care revenue cycle experience to join a fast growing national professional staffing company.”

Warm regards,

Sheila Jacobs

Led by Dr. Merlynn Carson, Myriddian Staffing Solutions is a women owned staffing and recruitment firm based in Columbia, MD. Specializing in Health Care, I.T., and Finance. I want to give you this information for two reasons. First, I couldn’t be happier to be a part of such an exciting and fast growing company, and secondly I thought it important to peak your interest on the opportunity to join in the growth through our organization.

The staffing industry has been one of the fast growing, with one of the highest profitability returns in the last decade. Additionally, staffing and recruiting are currently outpacing economic growth and labor market improvements.

In addition, I am introducing WellTrackONE to the Aimsvar membership. I truly believe everyone will be very excited about their reseller offering. They have a unique opportunity that generates additional revenue to providers of care involved with Medicare patients.

I hope to see everyone at the coming event in DC, and I personally look forward to sharing these two reseller opportunities with you.

**Contact:** Sheila Jacobs  
sjacobs@myriddian.com  
443.364.9500  
www.myriddian.com

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NewWave Technologies is a full service distributor of document and data capture hardware, software, and support services.

We are here at AIMSVAR in partnership with Plustek, a leading scanner manufacturer with a portfolio of over 50 different models including film, document, book, mobile, and flatbed scanners.

**Contact:**  (800) 536-5222  www.newwavetech.com

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**WellTrackONE**

WellTrackONE is the industry leader and has been providing their AWV services for almost 4 years. Their client portfolio includes over 1,100 physicians, 13 hospital systems and 12 ACO clients. Their clients are generating significant revenues by leveraging WellTrackONE solution and the Medicare Annual Wellness Visit.

- WellTrackONE provides a full-service business model by confirming Medicare patients’ eligibility, marketing & promoting the AWV on behalf of the practice, scheduling eligible patients, providing the software to complete the AWV in your exam room, generating the mandated reports and identifying Risk Factors for follow-up care.
- WellTrackONE is a comprehensive system that does not change a physician’s work-flow and minimizes additional work for practice staff.
- We generate all required Medicare documentation and produce a detailed physicians and patient report following the AWV.
- WellTrackONE captures over (280) data points that physicians can use for in-depth analysis, risk factor analysis and patient trending via our Reportal.
- WellTrackONE data can be extracted via our CCD generator and inputted into any Meaningful Use Certified EHR.
- WellTrackONE does not charge any up-front fees, start-up fees or monthly fees and furthermore, the practice bills Medicare for the AWV and any medical necessary follow-up treatments identified by our Clinical Triggers.
- WellTrackONE provides a written Guarantee that their reports will pass any CMS audit.

**Contact:** Bill Archer  barcher@welltrackone.com  210-601-0743  www.welltrackone.com

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Notes: __________________________________________________________

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Is your waiting room working as hard as you are?

**Electronic Assessments**

Patient produced information gathering tools help primary care providers understand the needs of their patients.

- Increase billing without adding anymore staff.
- Mandated by Affordable Care Act.
- Limited patient copay or deductibles.
- Assessment results sent to you instantly.

**Chronic Care Management**

*Easy to use web based portal tracks and documents all staff interactions with patients that qualify for Chronic Care Management.*

- No need to change EMR / EHR programs.
- Get paid for work you are doing now.

**Annual Wellness Visit**

Automate the time consuming task of gathering required information for the patients annual wellness visit.

- Frees staff for more productive work.
- Develop a treatment plan for your patients.
- Manage patient care more thoroughly.
Product Categories and Exhibitor Cross Listing

Claims Management / EDI / Clearing house:
  - Practice Insight
  - Advanced Data Systems Corporation

Clinical Claim Scrubbing:
  - Megas - Alpha II
  - Practice Insight / Megas

Credit Card Processing Solutions
  - Practice Insight

Custom Applications (Including HL7 Interfaces) and Data Conversions:
  - Micro-Office Systems, Inc.

Data Analysis and Report Generation:
  - Micro-Office Systems, Inc.

Electronic Medical Record (EMR) / ePrescriptions / Document Management/Medical Assessment Systems:
  - Advanced Data Systems Corporation
  - eDist (Dragon Medical)
  - Health Fusion
  - Meditab
  - ThoughtSwift

On line Eligibility Verification
  - Micro-Office Systems, Inc. (PCG – Batch Eligibility Verifications)
  - Practice Insight

PACS System
  - FreedomPacs

Patient Appointment Reminder System
  - Micro-Office Systems, Inc. (PCG)
  - Meditab

Patient Portal:
  - Meditab
  - Micro-Office Systems, Inc. (PCG)
  - Practice Insight

Patient Statement Processing and On Line Bill Payment:
  - Micro-Office Systems, Inc. (PCG)
  - Practice Insight (through various vendors)

Practice Management Software:
  - Advanced Data Systems Corporation
  - Health Fusion
  - Meditab

Professional Recruiting and Staffing:
  - Myriddian, LLC

Scanner Manufacturing and Servicing:
  - NewWave (Plustek Technology, Inc.)

Specialty / Augmenting Services for practices:
  - ThoughtSwift
  - WellTrackOne
AIMSVAR BOARD OF TRUSTEES

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Intelligent Medical Software (IMS)

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