



**M E D I C I T Y**

**THE Standard for Meaningful HIE**

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# Why HIE?

**HIE is no longer just an option.** To achieve meaningful use of health information technology and receive your share of ARRA stimulus funds, you must exchange information to coordinate care electronically and collaborate with other members of your patients' care team.

## What is HIE?

Health information exchange (HIE) is the secure exchange of health information among authorized stakeholders in a healthcare community – such as care providers, patients, and public health agencies – to drive timely, efficient, high-quality, preventative, and patient-centered care.

## Why is HIE important?

Every day physicians are faced with making medical decisions based on limited information. HIE changes all that. When all members of a patient's care team have patient health information available at the time and place they need it, they can provide better, more cost-effective care. That's why the federal government is making billions in stimulus funds available to physicians, hospitals, and communities to get health information exchange (HIE) up and running.

And while HIE is a requirement for demonstrating meaningful use today, it also prepares you for the future of healthcare as delivery models and reimbursement regulations are transformed.



## HIE Success

The key to HIE success is choosing an innovative partner to get you connected, get you collaborating, and to get you to meaningful use and beyond.

Medicity is THE standard for meaningful HIE – nationwide. Who better to partner with for HIE? As the industry's largest and most experienced HIE vendor deploying solutions to hospitals, health systems and communities, we'll get you there – and beyond.

“Medicity technology is the cornerstone that will enable Spectrum Health – and other healthcare providers in west Michigan – to demonstrate the health information exchange requirements of meaningful use.”

**PATRICK O'HARE**  
CIO, Spectrum Health

  
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# Get HIE? We do.

Medicity was founded more than a decade ago by an Emergency Department physician frustrated by the lack of patient information available when needed to make critical – often life and death – clinical decisions.

Determined to change the situation and improve patient care, he assembled a team of brilliant technologists and IT services professionals to create software solutions that:

- Enable healthcare providers to access patient information anytime, anywhere
- Empower the secure exchange of patient information locally, regionally, and nationwide
- Enhance physician-to-physician collaboration to improve patient care while reducing costs
- Engage patients and their families to proactively manage their health

Long before anyone envisioned that government funds would be available to electronically exchange health information between physicians, hospitals, and other providers, Medicity made its mark as an innovator in the HIE market.



**We've never stopped innovating and we've never lost our focus on what's best for the patient and the provider.**

“One of our physicians recently said to me, ‘This should be called a Health Improvement Exchange, not a Health Information Exchange.’ He recognized immediately how clinicians could use the information available in the Medicity system to improve the quality of patient care.”

**DR. JAMES MCILWAIN**

President & CEO, Information & Quality Healthcare (Mississippi Coastal Health Information Exchange)

That's why Medicity has become the de facto leader in the HIE movement. With hundreds of thousands of users across the broadest spectrum of hospitals, health systems, physician practices and communities, our ground-breaking solutions are THE industry standard for HIE.



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# Make Your Play for HIE

Your goal is straightforward – **achieve meaningful use of health information technology and, in the process, enhance patient care, improve efficiency and reduce operating costs.** But the challenge can be daunting. Where do you start? How do you realize both immediate and lasting value from the new technology?

**The clock is ticking to meet federal requirements for stimulus funds, and Medicity will get you started – faster and more efficiently than you ever thought possible.**

Leveraging our vast experience with both public and private HIE initiatives and our flexible and innovative solutions, Medicity guides you through the deployment and activation process incrementally – delivering value at each step along the way.

Our unique, approach to HIE deployment enables you to:

- **Realize immediate value** – by quickly establishing a flexible and adaptable foundation for information exchange across a secure network of providers.
- **Adopt new technology at your own pace.** Whether you want to start at a walk or a run, you get the solution that meets your organization's specific needs and timelines – from a single technology platform.

“Medicity’s HIE solution enabled us to deliver clinical results from every major healthcare provider to physicians across the state of Delaware within six months.”

**GINA PEREZ**

Executive Director, DHIN

## Here is our Playbook:

### Go wide

Successful HIE first requires that providers be electronically connected and that health information flow securely across the network. Getting on the Grid establishes a foundation for HIE. In record time, the Grid electronically connects a broad network of providers throughout the community and automates exchange of data such as orders, results, transcribed reports, demographic data, and referrals. The Grid integrates discrete data within EHRs while supporting paper-based practices with web-based information access.

### Go deep

Once you've established your Grid foundation and health information is flowing freely throughout your community, you can expand the functionality of your HIE initiative – layering the right mix of applications and services onto the Grid to meet your organization's goals.

Additions might include:

- Aggregating patient information from across the community to create longitudinal health records
- Transforming, translating and standardizing patient data for consistency across locations and disparate information systems
- Establishing gateways to exchange information with other HIEs, registries, government organizations, and public health agencies
- Applying analytic services to turn the raw data into information for measuring outcomes and improving performance

**This proven deployment strategy – applied successfully across hundreds of HIEs nationwide – generates immediate benefits and serves as a catalyst for rapid adoption and expansion of your HIE initiative.**



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# The Secret Sauce for Care Collaboration

Medicity's Care Collaboration Suite is the secret sauce for improving care quality, safety and efficiency in your organization and community. No other healthcare IT solution delivers a more robust "bang for the buck" in a rapid timeframe. Our solutions set the standard for connecting healthcare providers in a patient-centered model – powering improved care coordination across a highly secure network of acute and ambulatory care locations.

Day in and day out, our physician, hospital, and HIE customers rely on our technology infrastructure, cloud services, and applications and modules to enhance workflow, improve patient care, and demonstrate meaningful use of health information technology.

**You can, too.**

Here's a quick behind-the-scenes tour of the software ingredients you can leverage to meet your HIE needs:

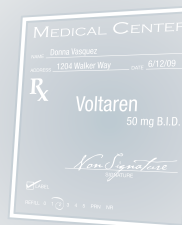
## Novo Grid

The Novo Grid – Medicity's revolutionary distributed technology – is the HIE foundation for achieving meaningful use and creating a social network of providers across a community of care to improve care coordination and collaboration. The Grid connects disparate systems across multiple inpatient and ambulatory care locations for the seamless exchange of health information. The Grid integrates data with ambulatory EHRs and even enables electronic information exchange with paper-based practices – while creating a secure peer-to-peer network for provider-to-provider communication, collaboration, and care coordination.

## MediTrust Cloud Services

MediTrust Cloud Services enable essential HIE services "in the cloud" to improve data quality and consistency across a network of connected providers. MediTrust leverages the Grid's data acquisition and exchange capabilities to aggregate, transform, translate and standardize data as needed to meet specific HIE objectives across a community of care. MediTrust Cloud Services include:

- **Data Services:** Innovative data enhancement, transformation, and normalization based on industry-standard communication protocols that integrate data from disparate systems while accounting for technology, nomenclature, data-element and coding-transactions standards
- **Identity Management Services:** Accurate patient-identity reconciliation across inpatient and ambulatory care locations that transcends disparate systems – establishing a true longitudinal patient record containing all relevant patient encounters for an individual
- **Data-staging Service:** Service that builds a clinical data repository (CDR), or series of repositories, with data staged for clinical use and rapid retrieval and display by end-user applications – to create complete longitudinal patient records within a highly secure and scalable environment
- **Record Locator Service:** A complement to Identity Management Services that rapidly locates patient information across a confederated deployment of



multiple databases containing information from disparate hospitals, health systems and communities – to construct a virtual community health record

- **Gateway Services:** A suite of services that enable information to be exchanged with external data sources such as personal health records, patient portals, payers, research organizations, and government entities

“With Medicity, physicians have access to patient information - anytime, anywhere. The solution has reduced duplicate testing and variances in care and enables clinicians to collaborate.”

**DENNIS NIESS, MD**  
CMIO, Wheeling Hospital

## The iNexx Platform

iNexx is the first open, modular, Health 4.0 platform for healthcare IT app design and delivery – bringing robust content, proactive care communities, and meaningful applications together in a coherent, connected environment.

iNexx puts revolutionary flexibility in the hands of physician practices by offering access to a store of modular apps developed by a wide range of healthcare vendors and partners. Once downloaded, these apps work together as a composite solution to meet the practice's specific needs. With this approach, providers can achieve meaningful use quickly and cost-effectively through certified EHR modules – and they can expand their solution by adding apps as desired. With the iNexx platform's native HIE capabilities and Health 4.0 solutions, physicians have 360° peripheral vision of patient health – in a professional social network that empowers them to communicate, collaborate and coordinate care like never before. Now that's meaningful.

## Applications and Modules

With Medicity's solutions, you can select and implement the applications and modules you need to enhance workflow and achieve meaningful use of health information.

- **ProAccess Enterprise:** A single point of access to enterprise health information – anytime, anywhere – through an easy-to-use and highly secure web-based clinical application
- **ProAccess Community:** A single point of web-based access to acute care and ambulatory patient information – acquired and aggregated from multiple systems throughout the community, across care settings and organizational boundaries – through an easy-to-use and highly secure web-based clinical application
- **ProAccess Health IQ:** A flexible and robust business intelligence solution to quantify and analyze a broad set of quality and administrative performance measures
- **Lab Orders:** Automated lab order initiation and communication between the ordering clinician and the organization filling the order – to eliminate communication errors while improving workflow and efficiency
- **Scheduled Orders:** Automated scheduled order initiation and communication between ordering clinicians and the organizations filling the order – eliminating communication errors while improving workflow and efficiency
- **Referrals:** Electronic referral of patients between providers, facilitating exchange of pertinent patient information among authorized members of the patient's care team – to improve care coordination and close the gaps in the continuity of patient care
- **ProScribe:** Comprehensive ePrescribing capabilities – including drug and allergy interaction alerts, views of therapeutic alternatives, embedded formulary checking, and seamless integration with practice management systems – to improve workflow and enhance patient safety



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# Medicity – The 24/7 Company

**Patient care is 24/7 and so are Medicity's solutions and customer support. We understand that your patient health information is critical and must be available in real time.**

With Medicity you can focus on patient care instead of on keeping your HIE solution up and running. We offer complete professional services, support, and managed data-center services to ensure a 100% successful, highly secure and massively scalable HIE deployment.

When implementing new technology, it is a combination of people, process and technology that yields success. Medicity offers complete implementation services to help you manage change and successfully adopt our solutions.

- **Our comprehensive professional services include process redesign, project management, system integration, education, training and go-live support.**
- **Our flexible deployment models range from a self-hosted option to Medicity's on-demand, software-as-a-service (SaaS) deployment. Whatever approach you take, you can be confident that your data is both scalable and highly secure.**

## Our solutions are:

- ✓ Rapidly and massively deployable
- ✓ Highly secure and scalable
- ✓ Always available and reliable

# 24/7.

“At all stages of the process, Medicity focuses on the customer experience and strives to achieve the highest standard of service. **The level of personal attention and the great follow through and support we have gotten from them has far exceeded our expectations.** I am particularly impressed by their attention to detail and their drive to understand our needs down to the level of the individual physician – they even conducted interviews with our physicians to understand their workflow. We consider Medicity to be a strategic partner for Henry Mayo.”

### CINDY PETERSON

Vice President/CIO, Henry Mayo  
Newhall Memorial Hospital



  
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# What our Customers are saying about Medicity.

“With Medicity’s solution, we have seen both an increase in physician adoption of technology and **increased physician satisfaction** within our hospital. We are expanding our use of Medicity technology as we undertake our HIE initiative to share data with affiliated physicians and other stakeholders in the community.”

**CINDY PETERSON**  
Vice President/CIO



Henry Mayo  
Newhall Memorial Hospital

“Our experience with Medicity has been excellent – a smooth implementation and a terrific partnership.”

**MARC PROBST**  
CIO



Intermountain  
Healthcare

“Medicity has been responsive to the unique EHR interface requirements that we have encountered throughout the implementation process. They are also becoming partners with us in developing new, needed functionality to offer our physician community.”

**BILL VAN DOORNIK**  
RHIA, Information Services Director



SAINT MARY'S  
HEALTH CARE

“As specialists, we treat patients who have other physicians involved in their care. Medicity allows our physicians to get the full treatment picture for the patients we see. Access to this kind of information on a timely basis has a real and continuing impact on treating patients – in terms of both quality of care and cost-effectiveness.”

**CRAIG J. BAKKEN**  
CMPE, CEO, Rocky Mountain  
Gastroenterology Associates



“The solution that Medicity implemented for our HIE works – period! And it has been well-accepted by the provider community.”

**DR. JAMES MCILWAIN**  
President & CEO, Information  
& Quality Healthcare



**MSCHIE**

Mississippi Coastal Health  
Information Exchange



“The most important benefit we have seen from using Medicity is that **we have improved patient care.** With clinical results delivered in a timely manner within a physician’s workflow, our accuracy has improved. This is a huge win for the patient.”

**RYAN SMITH**  
Assistant VP eBusiness



“Medicity has been creative in its development of technology that, while appearing simple, is actually very elegant in its approach to solving complex problems.”

**PATRICK O’HARE**  
CIO

**SPECTRUM HEALTH**



“With Medicity, we save time and money and have essential information available to make effective clinical decisions.”

**EDWARD SOBEL, M.D.**  
Family Practice Associates



“We’re very fortunate to have an organization like Medicity as our partner. Their Novo Grid architecture and infrastructure is very cost-effective and gives us a way to leverage technology to create a flexible HIE foundation for our organization and for our partners throughout the community.”

**WILLIAM LEWKOWSKI**  
Executive Vice President/CIO



“We solved our lab outreach problem with Medicity’s Novo Grid solution for health information exchange and EHR integration. Now we’re bringing in additional revenue from lab referrals. The product just works – it’s humming, it’s never down. The lab keeps rolling it out to more physician practices. It’s great.”

**CLAY BOZARD**  
VP, IT, Integration and Customer Service



## Meaningful use of health information technology? Medicity will get you there – and beyond.

Let us show you how our patented, ground-breaking HIE solutions have created the largest connected network of healthcare providers in the nation – empowering hundreds of thousands of providers nationwide to connect and collaborate as they deliver the highest-quality, most effective, patient-centered care.

**Get HIE. Get Medicity.**

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

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