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Request for Information Response

Date: December 9, 2009

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**Response by:**





December 9, 2009

Quang Ngo  
President  
Texas Organization of Community & Rural Hospitals

Dear Quang:

Prognosis Health Information Systems (PROGNOSIS) considers it a privilege to be selected as a participant in TORCH's Request for Information (RFI) process.

We look forward to working with the TORCH Board and its members. If you need any additional information or have any questions, please contact me by phone at (713) 335-4513 or by email at [mpita@prognosishis.com](mailto:mpita@prognosishis.com).

Kind Regards,

Melanie B. Pita  
VP, Business Development  
Chief Legal Officer

## I. COMPANY PROFILE

Prognosis Health Information Systems, Inc. was established in 2006 with a clearly defined mission: Delivering on the vast—yet to date largely unrealized potential—of electronic medical records by providing highly affordable, functional and usable information systems to hospitals and physician practices. As a result, Prognosis aims to improve the quality and safety of patient care in America by making it *easy* for healthcare organizations to tap into the power of technology.

To take this vision from boardroom concept to bedside reality, however, Prognosis leaders realized that they had to go beyond many current EMR efforts, which have failed to deliver on the EMR promise.

Fortunately, Prognosis is not relying on the limited skill set of one founding entrepreneur or the knowledge of professionals from a single industry but instead is putting together a powerful EMR solution by leveraging the broad and deep expertise that its visionary founders bring to the company. As such, Prognosis is able to bring all of the pieces necessary for EMR success together including:

***Advanced information technology design.*** Prognosis founders bring advanced technology skills—gained through their trailblazing work in ahead-of-the-curve industries—to the healthcare arena. Prognosis founders built iHotelier, a highly successful online hotel reservation system that is now used by more than 7,000 independent hotels. The system was one of the first advanced applications available to a wide variety of users through web browsers. With this information technology development experience, Prognosis is able to bring sophisticated native web applications to healthcare organizations—instead of merely offering a web based interface. As a result, Prognosis offers a highly affordable advanced online computing experience to healthcare organizations, as opposed to a limited online EMR application or merely an online interface that relies on a server based system.

***Clinical expertise.*** Prognosis also brings the experience of healthcare industry clinicians to the development table. Dr. John Joe, one of the company's founders, has worked with hospitals and clinics helping them select EMR vendors for more than 15 years. Most vendors simply do not offer systems with the functionality and usability that clinicians require when working with patients. But by leveraging the knowledge of clinicians' needs, Prognosis developed a system that exceeds the usability expectations of virtually all of the doctors and nurses who have tried or used the technology.

**Medical records knowledge.** As the founders of Keais Records Service, Inc., a highly successful medical records retrieval service based in Houston, Prognosis leaders also understand the very unique documentation and medical records needs of healthcare organizations. As a result, Prognosis offers the information systems and support needed to meet the administrative, legal and workflow needs of healthcare organizations.

**Patient safety and risk management.** Bringing the experience of legal and clinical professionals together, Prognosis offers advanced patient safety and risk management expertise. By offering access to relevant information at the point of care, Prognosis is helping healthcare organizations move toward the practice of evidence-based medicine. The system's advanced documentation makes it possible to comply with regulatory standards and reduce risk.

With this unique combination of technical, clinical, medical records, patient safety and risk management knowledge, Prognosis developed its premier offering: ChartAccess® EMR. The system is designed to address a long-standing problem in the health care industry: the move from paper records to electronic records. The system, designed by clinicians for clinicians, makes it easy to overcome many of the commonly cited obstacles to EMR implementation. As a matter of fact, the technology makes electronic records:

- Easy to use. ChartAccess provides a user-friendly EMR experience to all clinicians.
- Easy to implement. ChartAccess is up and running quicker than thought possible – while some other systems take years to get off the ground. As a result, health organizations can quickly achieve the “meaningful use” required to take advantage of the funds being made available through the American Reinvestment and Recovery Act.
- Easy to customize. Built on 21<sup>st</sup> century technology—not as a series of acquisitions—ChartAccess is easy to customize to meet the specific needs of users.
- Easy to afford. ChartAccess is reasonably priced. In addition, Prognosis offers a variety of financing options. And, with 21<sup>st</sup> century technology, maintenance requirements are minimized.

**II.**  
**BIOGRAPICAL INFORMATION OF KEY CONTACTS**

**Robert Ramsey Evans, MBA –Director, Board Member and President**

Serving as Prognosis' President, Ramsey Evans is responsible for directing the daily operations of the company. Evans has more than a decade of experience managing and building young companies. Prior to helping found Prognosis Health Information Systems, Evans worked as the CEO and CFO of a medical records retrieval and analysis company. That company, Keais Records Service Inc., is now one of the nations' most respected records vendors. Evans received his finance degree from the Cox School of Business at Southern Methodist University and his MBA from the Bauer School of Business at the University of Houston. He is a member of the American College of Healthcare Executives. Evans is an avid hunter, golfer and father of two wonderful children.

**Dirk A. Cameron, MBA – Director and President of the Board**

Mr. Cameron delivers strength to the Prognosis team through his insightful market analysis and keen business development. Cameron is the CEO of our sister company, Prognosis Solutions, Inc. (PSI), a performance improvement software company, that provides its solutions to over 75 facilities. He served as the Vice President of Strategic Planning for TravelCLICK Interactive, a wholly owned subsidiary of TravelCLICK, Inc. ([www.travelclick.com](http://www.travelclick.com)) - a leading service provider in the hospitality industry. Prior to that, Cameron was one of the co-founders of Webvertising, Inc. where he served as the Chief Operating Officer and as President of the principal division, iHotelier, a reservation technology and marketing service company for the hospitality industry. While at the helm of iHotelier, Cameron grew the hotel client base from 10 hotel clients in 2000 to over 750 hotel clients in Mid-2003. Cameron oversaw the sales, account management, and overall strategic direction for the division and played a major role in the direction of the product development of the iHotelier system. In June 2003, Webvertising sold the iHotelier division to TravelCLICK Inc., a leading service company in the hospitality industry.

Prior to Webvertising, Cameron worked at El Paso Energy Marketing where he was a member of the Mergers and Acquisitions team, and at Reliant Energy, where he helped manage Reliant Energy's international investments and joint ventures. He spent four years working in Quito, Ecuador for a privately held oil trading company, Tripetrol Oil Trading, as the assistant Director of Finance and

Controller, Cameron was involved in most aspects of the company's financial and operating matters. Cameron started his career as a staff accountant for Deloitte & Touche. He holds a B.B.A. in Accounting from Texas Tech University and an M.B.A. from the Jones School of Management at Rice University and is a certified public accountant (CPA). He is married with two children. He is fluent in Spanish.

**Weldon Guest, MD – Director and Board Member**

Dr. Weldon Guest has thirty years experience in entrepreneurial healthcare business, primarily with diverse start-up ventures, and an international business background that includes eight years in Europe working with various corporate clients and government agencies. He is proficient in French and has a working knowledge of several other languages.

In 1999, he founded Prognosis Software (later, Prognosis Solutions) where he served as board chairman and director. In 2005, he co-founded Prognosis Health Information Systems, L.L.C.

Previously, he served as a Co-CEO and a director of PhotoBioMed Corporation. He was the founder, and through its first several years, Chairman of Biodynamics, Inc., which underwent a name change in 1998 to Tutogen Medical, Inc., (AMEX:TTG). Tutogen Medical, Inc., together with its subsidiaries, engaged in processing, manufacturing, and distributing specialty surgical products made from human (allograft) and animal (xenograft) tissue. Tutogen products are distributed internationally in over forty countries through such strategic corporate partners as Zimmer, Inc. and Mentor Corporation. In 2007, TTG merged with Regeneration Technologies to form RTI Biologics, the leading provider of sterile biological implants for surgeries around the world.

Dr. Guest has business and technical experience in several specialties of medicine and surgery, including cardiovascular medicine and surgery, nephrology, cosmetic plastic and burn surgery, neurosurgery, general orthopedic and spine surgery, and various subspecialties dealing with transplantation. He obtained a BA/BS Plan II honors degree in Languages and Chemistry from the University of Texas at Austin and an MD degree from the University of Texas Southwestern Medical School at Dallas.

### **Thomas L. Carlson, CPA, MBA – Director and Board Member**

Tom Carlson has over 30 years of experience in a financial and management capacity for a variety of industries including Health Care, Medical Products R&D and Distribution, Biotechnology, Commercial Banking, Oil and Gas, Real Estate. He has served as Chief Financial Officer and Chief Administrative Officer for various companies. He serves as president of his 100% owned company. His expertise includes operating businesses, valuation of businesses, setting up financial models, preparing materials for loan and grant applications, raising funds via equity and debt financing, negotiating with investors, strategic partners, employees and suppliers, and setting up accounting and administrative structures.

Carlson began his career with a commercial bank, he worked for seven years as a consultant for a Big Four Accounting firm, served as CFO of two private investment companies for 20 years, and is currently a co-owner in a private investment company. Carlson is a Certified Public Accountant certified to practice in the State of Texas. He holds a BBA in Finance and an MBA in Finance and Management from the University of Texas at Austin. He is an active deacon in his church, has been married for 33 years and has two successful sons.

### **Melanie B. Pita, JD – Chief Legal Officer**

In her role as Chief Legal Officer, Melanie B. Pita consults with Prognosis clients on matters such as Federal and State regulatory risks, quality assurance and patient safety initiatives, grant programs, malpractice risk reduction, and insurance coverage issues. She also provides educational programs for clients based on their needs.

Prior to joining Prognosis, Pita worked as a medical malpractice defense attorney for some of the nation's largest healthcare organizations where she managed healthcare claims and litigation and provided risk management assistance to physician groups, hospitals, and insurance clients nationwide. She defended and tried law suits on behalf of Texas hospitals, its staff and physicians for more than 10 years. In addition to overseeing all legal matters at Prognosis, she serves as a board member and consultant for MedLaw Claims Corporation, LLC. Pita received her Bachelor's degree in Speech Communication with Highest Distinction from Indiana University and her Juris Doctorate degree with Honors from Drake Law School. She is a member of Phi Beta Kappa and Phi Alpha Delta. Pita has been

named to *H Texas Magazine's* "Top Attorneys in Houston" and *Texas Monthly's* "Rising Stars - Top Lawyers Under Forty" in the past. She is a member of the Greater Houston Society for Healthcare Risk Management, Houston Young Lawyers Association, Houston Bar Foundation, and Heroes for Children (a Texas non-profit organization helping support families of children battling cancer). Pita is a runner, wife and mother of 19-month-old daughter Abigail.

#### **Isaac N. Shi – Chief Technology Officer**

As Prognosis' Chief Technology Officer, Isaac N. Shi is responsible for the development and deployment of the company's innovative technologies. He has more than a decade of software development experience. Since joining the company in 2004, Shi has led the development team for Prognosis' hospital business software products as well as for Prognosis' clinical software. Prior to joining Prognosis, Shi worked for TravelClick where he was an author and chief architect of the iHotelier web-based Central Reservation System (CRS), a system that is currently used by more than 7,000 hotels in over 120 countries. Mr. Shi has extensive experience in browser-based application design, database design, and data mining. His programming skills include ColdFusion MX, SQL Server, Oracle, Ajax, and J2EE. He holds a Bachelor of Science in Software Engineering. Shi married and is a father of two young girls. He is a US History buff.

#### **Roy A. McFadden, III – Professional Services Manager**

Serving as Professional Services Manager, Roy A. McFadden leads client organizations to EMR success through his vast knowledge of systems integration delivery. McFadden, a former Big 5 Consultant, has more than a decade of experience in the both custom and packaged system implementation initiatives. The core competencies and methodologies in project management and solution delivery that McFadden acquired during his years as a Big 5 consultant are tools that are utilized in every implementation to facilitate increased client efficiencies and investor optimization. The value position offered by our Professional Services practice is anchored on skill sets that McFadden has mastered throughout his professional career: software selection, planning & analysis, business process improvement, design & development, testing, training, deployment, IT governance, deployment, and support (on-shore & off-shore models).

In addition to his EMR expertise, McFadden is experienced in various accounting practices and is highly proficient in the order-to-cash processes, AR & AP procedures, revenue accrual planning, and mark-to-market accounting. Thus, Prognosis clients benefit as McFadden is constantly evaluating the billing implications of every technical solution and process re-design effort that is considered during the implementation. Additionally, he has engineered change management ingenuities that have increased technology adoption and mitigated workflow disruption for both small to mid-sized clients in the health care industry and beyond. McFadden received a Bachelor's degree in Business Administration from Texas State University. McFadden is a husband and father of three girls. He is an active runner and spend weekends coaching his daughter's little league baseball team.

**III.**  
**HOSPITAL CLIENTS**

Prognosis: ChartAccess Inpatient EMR

Sweeny Community Hospital, Sweeny, TX  
Parkview Hospital, Wheeler, TX  
Hemphill Community Hospital, Canadian, TX

Prognosis: Resolve CRM

Trinity Mother Frances, Tyler, TX  
St. Anthony's Health Center, Alton, IL  
Medical Center of Arlington, Arlington, TX  
Good Shepherd Medical Center, Longview, TX  
Mountainview Regional Center, Las Cruces, NM  
West Houston Medical Center, Houston, TX  
St. Vincent's Medical Center, New York, NY  
Midland Memorial Hospital, Midland, TX  
Salder Clinics, Conroe, TX  
Knapp Medical Center, Weslaco, TX  
Santa Clara Valley Medical Center, Santa Clara, CA

**IV.**  
**CONTRACTUAL PARTNERS**

**We have third-party vendor partnerships with:**

First DataBank – Drug Information Frame Work

Excellence in Healthcare – Core Measures Data

Elsivier – Patient Education Materials with Netter Illustrations

Our vendor partnership products are updated automatically when system upgrades and releases are distributed. The costs of these partnership products are included in our pricing.

**We have software partnerships with:**

Prognosis Solutions Inc. (PSI) – Patient Satisfaction, Employee Performance, Patient Safety

Customer Software Systems (CSS) – Financial, Lab, Document Management and PACs

**We have hardware partnerships with:**

Ingram UI – Mobile Computing, Servers, Work Stations

**V.**  
**COMPETITORS**

Our competitors in the rural and community hospital market include:

1. CPSI
2. Healthland
3. HMS
4. Meditech
5. OPUS
6. McKesson
7. Siemens
8. Cerner
9. QuadraMed

**VI.  
REFERENCES**

1. Ann Fagan-Cook, RN, BSN, CFO, CEO  
Parkview Hospital  
P.O. Box 1030  
Wheeler, TX 79096  
806/823-3201  
Email: [annfagan-cook@centramedia.net](mailto:annfagan-cook@centramedia.net)  
Beds: 16  
Joined TORCH: 8/23/1990
  
2. Bill Barnes, Administrator / Stewart Butler, Director of IT  
Sweeny Community Hospital  
305 N. McKinney St.  
Sweeny, Texas 77480  
979/548-1595  
Email: [wbarnes@sweenyhospital.org](mailto:wbarnes@sweenyhospital.org)  
[subtler@sweenyhospital.org](mailto:subtler@sweenyhospital.org)  
Beds: 20  
CAH: Yes  
Joined TORCH: 11/11/1997
  
3. Christy Francis, CFO  
Hemphill Community Hospital  
1020 South 4<sup>th</sup> Street  
Canadian, TX  
Email: [christy@hchdst.org](mailto:christy@hchdst.org)  
  
Beds: 26  
CAH: Yes  
Joined TORCH: 10/28/97

**VII.  
COMPANY FINANCIALS**

**CONFIDENTIAL INFORMATION:** The below information is confidential and/or privileged. It is intended to be viewed only by the TORCH organization and its Foundation Board Members. Any review, dissemination, copying, or emailing of this information is prohibited and beyond the scope of the Non-Disclosure Agreement between TORCH and Prognosis.

The valuation of Prognosis' ChartAccess Software, given the current functionality and certification status, is \$35M. Prognosis is a privately held and financed corporation. The net worth of our private investors exceeds \$100 million dollars. The Prognosis shareholders are determined to provide its clients high quality EMR products that also help them achieve "meaningful use."

**Prognosis Group  
As of December 31, 2008**

	Combined 12/31/08
<b>ASSETS</b>	
<b>Current Assets</b>	
Total Bank Accounts	\$ 310,803
Total Accounts Receivable	\$ 2,363,138
Total Other Current Assets	\$ 992,571
<b>Total Current Assets</b>	\$ 3,666,512
<b>Total Fixed Assets</b>	\$ 2,192,462
<b>Total Other Assets</b>	\$ 570,047
<b>TOTAL ASSETS</b>	<b>\$ 6,429,020</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
Total Current Liabilities	\$ 1,687,313
Total Long Term Liabilities	\$ 532,785
<b>Total Liabilities</b>	\$ 2,220,098
<b>Total Equity</b>	\$ 4,208,923
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 6,429,020</b>

## VIII.

### DESCRIPTION OF SERVICES(S) OR PRODUCT(S) OFFERING; IMPLEMENTATION PROCESS; DESCRIPTION TRAINING, SUPPORT AND EDUCATION; AND PRICING STRUCTURE.

#### **Prognosis Product Backgrounders**

**Please See Attached Document (Exhibit A).**

ChartAccess EMR is a web native software application that provides clinicians with a complete view of patients and their data to support optimal and safe patient care.

#### **ChartAccess Inpatient EMR**

ChartAccess® Inpatient EMR is designed to help healthcare organizations overcome all of the commonly cited barriers to EMR success. With this innovative system, cost, usability and workflow obstacles no longer prevent healthcare organizations from tapping into the potential of information technology.

ChartAccess was one of the first six Inpatient EMRs to earn certification status from the Certified Commission for Healthcare Information Technology, which ensures that the system meets a rigorous set of basic functionality requirements, thereby reducing the risk associated with implementing EMRs.



Prognosis volunteered for and was selected by CCHIT to participate in the 2009 Inpatient EMR Certification Pilot study.

#### **ChartAccess Inpatient EMR Core Functionality**

*Admission, Discharge, Transfer, Registration  
Bed Tracking  
Multi-Disciplinary Clinical Documentation  
Physicians, Nurses & Ancillary Services  
(Includes PT & Cardio Documentation)  
Flowsheet Documentation  
Electronic Forms, Notes, H&P, DC Summaries, etc.  
Transcription Integration -- eases transition to the EMR for  
physicians  
Closed-loop Computerized Provider Order Entry (CPOE)  
Medical Necessity  
Electronic Medication Administration Record (eMAR)  
Medication Administration Verification (Point of Care)  
Patient Acuity  
Workflow Management (Clinical, Pharmacy, Office)*

*Medication Alerts*  
*Clinical Decision Support (CDS)*  
*Coding & Reimbursement Data (Patient Financial System)*  
*Creation & Review of Scanned Documents*  
*Referral Management*  
*Release of Information/Audit Trail*  
*Core Measures Reporting/Analytics/Data Repository*  
*Enterprise Scheduling*  
*Master Patient Index*  
*3 Standards-Based Integrations (lab, rad, or other HIS)*  
*Web-Native Platform Allows Physician Access*  
*Anytime/Anywhere*  
*Functionality Required to Meet "Meaningful Use"*

### **ChartAccess Pharmacy Core Functionality**

*Security & Confidentiality*  
*Multiple Security Levels*  
*Labels*  
*Automatically Generated Prescription Labels*  
*IV labels (single pt or pt group)*  
*Patient Consultation Messages*  
*Professional Consultation Messages*  
*On-line Access to*  
*Pt Medication Profile*  
*Pt information (height, weight, age, allergies, admitting dx)*  
*Lab Result Viewing*  
*FDB Data Drug Database, with Quarterly Updates*  
*Complete Drug Database with Generic Options*  
*Therapeutic Class Grouping*  
*Electronic Medication Administration Record (eMAR)*  
*Complete Closed Loop Medication Administration*  
*Medication Verification*  
*Medication Rescheduling*  
*Medication Dispensing*  
*User Defined Drug Schedules*  
*Patient Billing Transactions as Byproduct of Order Entry*  
*Medication Verification*  
*Medication Rescheduling*  
*Reporting*  
*Medication Administration Record*  
*Drug Utilization*  
*Patient Medication Profile*  
*Print Monograph by Order*

## **ChartAccess Emergency Department Core Functionality**

ED Whiteboard  
*Patient Status Tracking*  
*Med/Lab/Rad Status & Result Tracking*  
ED Triage  
Physician & Nurse Documentation  
Order Entry  
*1 Click (Drag & Drop Style) Quick Order User Interface*  
*Order Tracking*  
*Results Viewing & Interpretation*  
Bed Management  
Waiting Room Management  
Patient Disposition  
*Admission and Discharge*  
Automated Charge Capture  
Discharge Instructions  
Core Measures Management  
Ad Hoc Reporting/Analytics  
Scanning/Digital Imaging  
Seamless Integration with ChartAccess Inpatient & Ambulatory  
EMR  
Complete ED Record Online

## **Prognosis ChartAccess Outpatient EMR**

ChartAccess Outpatient EMR makes it possible for healthcare organizations to offer seamless access to information across the health enterprise. A web-based system, clinicians can easily access the outpatient module from any location – from clinic to hospital to home. Because it is accessed from any computer with a browser, health organizations can easily implement the system without large capital investments in hardware or software. The outpatient system can be customized to meet the needs of any specialty from nephrology to obstetrics-gynecology to pediatric psychiatry to plastic surgery.

## **ChartAccess Outpatient EMR: Core Functionality**

*Clinical Visit Notes*  
*Transcription Integration -- eases transition to the EMR for physicians*  
*Integration of Phone Messages*  
*Electronic Prescriptions*  
*Problem and Medication Lists*  
*Lab and Vital Sign Data Analysis*  
*Health Maintenance and Medication Alerts*  
*Disease Management Reports*  
*Patient Lists for Business and Clinical Purposes*  
*Patient Referral Management*

*Patient Education*  
*Workflow Management*  
*Document Management with Integrated Scanning*  
*Elimination of Paper Charts*  
*Modification of Templates Per Physician Preference*  
*Web-Native Platform Allows Physician Access Anytime/Anywhere*  
*Seamless Integration with ChartAccess Inpatient & ED EMR*  
*CPT Coding Advisor, Electronic Charge Capture and Rules Engine for Reimbursement*

### **ChartAccess Mobile for Anytime, Anywhere Patient Care with iPhone**

The ChartAccess Mobile iPhone Application allows providers to have access to patient information even when they cannot be at the hospital or the patient's bedside. Not only is the access to medical information secure, but providers using ChartAccess Mobile can ease into using an EMR. It is very intuitive and does not require an instruction manual.

ChartAccess Mobile gives providers constant access to patient information. This enables lab values to be delivered and reviewed in real time, physician orders to be easily signed off and vital statistics to be viewed in real time. Nursing staff are not pulled away from patient care to track down charts. A reduction in chart deficiencies is immediate.

ChartAccess Mobile enables hospitals and providers deliver care in a more efficient and productive manner – while keeping their finger on the pulse of the patient.

## **ChartAccess EMR Technology Overview**

ChartAccess is built on 21<sup>st</sup> century technology. Developed from start to finish by the Prognosis development team—instead of being pieced together via a series of technology acquisitions—ChartAccess is a web based software application that provides clinicians with a complete view of patients and their data to support optimal and safe patient care. ChartAccess can be hosted by Prognosis, behind an organization’s firewall, or a third-party application service provider. Installation is seamless. The system can be accessed via a web browser, negating the need for software. ChartAccess utilizes a SQL Server database and accepts third-party plug-in databases for clinical content and reference information such as clinical practice guidelines, consent forms, drug and formulary information, and reimbursement rules.

ChartAccess uses HL7 and XML standards to integrate with billing, laboratory, picture archiving, radiology, and other information systems. When integrated with such systems, the ChartAccess database serves as a clinical data repository for essentially all clinical information.

Because of this advanced technology, the system can be:

- Accessed anywhere, without having to install the system on every workstation
- Easily upgraded from a central location
- Utilized from any location (home, office, hospital) and accessed via any device
- Implemented and maintained cost efficiently

## **Health Information Exchange**

The National Health Information Network (NHIN) is on the horizon. Some of the funds earmarked by the ARRA HITECH Act are to develop the NHIN and more localized Health Information Exchanges (HIE). ChartAccess’ web-native system is **HIE ready and** can be connected to NHIN via **NHIN CONNECT Gateway**. **We will have a query mechanism (already have a prototype) to push and pull information from HIEs and the future NHIN.**

## VIX IMPLEMENTATION AND TRAINING

### Description of Services

Our experience enables us to be more than just your EMR vendor, we're your solutions partner assisting in architecting and operationalizing innovative ideas to today's healthcare challenges. Optimizing your patient care is the core of our service offerings and we're committed to providing you the leverage necessary to create/increase competitive advantages. Our four service offerings are described below:

- 2) EMR Readiness Assessment** – the degree of which your organization is technically, economically, and physically ready to undertake an EMR project can be evaluated by our experienced team of professionals. We'll examine the interoperability and scalability of your Practice Management System and your existing ancillary applications. Additionally, we'll perform an assessment of your organization's technology infrastructure (e.g. hardware, security, recovery & redundancy) and conduct a strategic workstation placement review. We will also conduct user assessments which will help our team understand your staff's level of technical proficiency. This feedback will be helpful in building the training curriculum. We can also assist with the software selection process of any complimentary applications that need replacement. Finally, we will scope the project and provide a recommended EMR implementation road-map for your review.
  
- 3) Implementation & Execution** – EMR implementation success is dependent on properly scoping, phasing, and staffing the project into discrete smaller work packages of interdependent deliverables. Each work package becomes its own distinct project that contains all of the traditional cycles of software implementation: planning & analysis, design & build, testing, training, and deployment. These smaller/sub-project work deliverables are designed around your organization's dynamics. As an example, the smaller deliverables could be driven by levels-of-care, where the first work package/project begins with Acute Care and several packages/projects later finishes with the ER. Other work packaging drivers that your organization might consider include: user groups, types of care/patient diagnosis, business case prioritization. By simplifying the project into several measurable work packages, we mitigate the risk of EMR shock and increase user adoption. These packages are then deployed and migrated to your production environment where detailed assessments will be conducted prior to the next package of work being released into production.

Prognosis implementation philosophy is a combination of tested healthcare best practices, PMP methodology, and "big 5 consulting" system integration models. Each ChartAccess implementation project and associated hospital is evaluated and is appropriately outfitted with the appropriate tools, resources, and urgency to ensure client satisfaction. Central to our implementation success is our iterative phased delivery model. Ensuring successful user adoption requires that the implementation schedule condense the project into several smaller more manageable initiatives. As an example, depending on the hospital's workflow and patient census, it may be prudent to initially focus on only a couple of care levels (e.g. acute care and observation) and user groups (e.g. nurses) for the first phase. This approach allows for the users and project teams to evaluate the success and short-comings of the initial deployment before engaging additional user groups, interfaces, or system capabilities for subsequent phases. The timeline in aggregate using a linear implementation approach would be approximately 15 months. However, with our iterative approach, clients can expect an implementation cycle

between 9 to 14 months – depending on the complexity of the hospital. Despite the possibility for some mild project variability, the structure of every ChartAccess implementation project is structured around the below core elements (the timeline is subject to vary by hospital).

1) **Due Diligence Assessment (2 months)** – includes preliminary data gathering (e.g. formulary, charge master, user roles, workflow, sample charts, etc...). During this phase we complete an infrastructure review, hardware recommendations & procurement, and interface analysis. In addition, Prognosis will work with Medical Records to understand and identify the EMPI schema and any document retention policies that will facilitate data conversion initiatives. We also will formulate the client side of the project team and the steering committee for project issue escalation and notification. When this phase is concluded, Prognosis is able to provide the client with a complete project scope and plan that will be used to drive the project to completion.

2) **Planning & Analysis (3 months)** – during this phase of the project we execute both functional/business oriented tasks and technical action items in parallel. The clinical workflow, hospital policy/processes, and department specific requirements are finalized during this phase. In addition, we will use the interface intelligence (i.e. 3<sup>rd</sup> party vendor specifications) to build and test the key interfaces. Although Prognosis' utilizes a phased approach, the project team will gather requirements for all future phases. This will allow for the optimization of project resources during phases when the project's focus doesn't require the attention of all the project team members. For example, during user testing and training for nurse order entry, our technical project team resources will allocate their efforts on configuration for subsequent project phases.

3) **Nurse Order Entry (3 months)** – typically, the project will identify specific care levels for the initial deployment (e.g. acute care and observation). This timeframe is utilized predominately for user training and testing. As a part of testing, we will parallel test the paper process (e.g. registration, nursing intake, patient charting, MAR, discharge planning, billing, etc...) against the results in the system and review and correct any gaps. During this phase, our more technical project team resources will also spend time preparing an alternative test environment for future levels of care and other user groups.

4) **Deployment & Review (1 month)** – we execute the Go-Live of the nurse order entry project segment for the selected care levels and evaluate the results. The project team will inventory the lessons learned, collect feedback, and make the necessary course corrections prior to closing out this deployment segment.

5) **Nurse Order Entry Continued (2 months)** – order entry is expanded to additional care levels (e.g. ED, Swing Bed, Specialty Care, etc..) and the appropriate training and testing efforts used in phase 3 are replicated in this phase.

6) **Physician Order Entry (2 months)** – after the nurses have become proficient in the system and other ancillary departments are receiving their respective order data via the applicable interfaces; we can confidently engage the physicians to enter their orders. The bulk of this phase is dedicated to training the physicians and helping them reach an acceptable level of system adoption. By having the nurses and other staff

members on the system prior to the physicians it creates a healthy support group for the physicians during times of heightened EMR anxiety.

7) **Close Out (2 months)** – during this phase of the project the Prognosis team will prepare and transition knowledge capital to the hospital’s IT staff (if applicable) for basic user support issues. We will also have the stakeholders and steering committee measure the projects success against various market indicators (e.g. meaningful use, user satisfaction reviews, etc...). Finally, we will educate the entire user community on the support and maintenance process.

Our professionals can provide staff augmentation during the implementation of your EMR where applicable. Typically, we’re prepared to staff the following roles on the project. Depending on the needs of your organization, our resource allocation will adjust accordingly to ensure adequate coverage:

- Project Manager
- Solutions Architect
- Technical Architect
- Testing Coordinator
- Training Coordinator
- Migration Manager
- Clinical Subject Matter Expert
- Business/Systems Analyst

4) **Training** – Our Delivery Specialists understand the investment and associated expectations your organization inherits with the purchase of an EMR solution. The training and change management initiative is central to facilitating the success or failure of any EMR software implementation. We provide a customized training plan tool-kit that is aligned with achieving your business case objectives and yet considerate to the various user technical proficiency levels within your organization. Our delivery team will assess your existing patient care and related business processes to identify areas for increased efficiency. Whether your goal is to improve patient safety, streamline point-of-care processes, or to provide greater patient chart transparency, we’ll partner with you to eliminate ineffective practices and archaic policies & procedures as a part of the implementation cycle.

As a valued customer, your training tool-kit will include the following:

- On-Site Training Sessions
- Train-the-Trainer Methodology
- User Proficiency Assessments
- Lesson Plans, Job Aides, & Instructor Notes
- On-Line Help Files
- Roll Out & Deployment Recommendations
- Lessons Learned & Feedback Appraisals

- 5) **Support** – Your organization can rest easy knowing that our help desk is NOT tucked away in some remote part of world that does not understand the critical nature of your clinical or administrative dynamics. Instead, our support operations are located in Houston, TX. We are available to assist in your navigation of troubleshooting issues, root cause analysis, and solution engineering. We will guide you through selecting a support model that is scalable and best optimizes the use of your resources. Our support options include: 24/7 programs, on peak and off peak coverage. Additionally, we support synergistic shared models for organizations that participate in networks or exchanges. As functionality upgrades and new features are released, our delivery team assists with an on-site presence to facilitate a successful training and implementation deployment.
  
- 6) **Education** – We enjoy working with our clients and TORCH as we all learning more about health informaiton techonology. Prognosis closesly monitors topics such as: ARRA/“Meaningful Use”, Nursing Informatics, Advances in Clinical Decision Support, Process Improvent, Quality Improvement, Interoperability, Mobile Computing, CPOE and Gaining Physican Buyin.

Since the signing of the HITECH Act, Prognosis has embarked on a proactive customer education campaign via webcasts and live events. In response to customer inquiries, we have provided explanations on: the complexities of the legislation; the HIT stimulus payout estimates; and timelines to help ensure our customers understand the complete ARRA picture as we await the forthcoming details associated with meaningful use and certification. We will continue to work with our customers and all of TORCH as the Health Information Age advances.

What else can you expect from us moving forward? **Partnership.** Deep customer intimacy and partnership – the phase of working together to assess your state of I readiness and customizing meaningful use roadmaps based on each customer’s unique situation and environment. We expect that many of our customers will be considered meaningful users well in advance of the deadline. We would like to host an ongoing webcast series to share in the best practices of EMR adoption, implementation and “meaningful use” with TORCH and its members as we embark on this journey together.

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**DESCRIPTION (OVERVIEW) OF THE TECHNOLOGY/TECHNICAL OR PRODUCT(S) FROM YOUR COMPETITORS. WHAT MAKES YOUR PRODUCT(S) OR SERVICE(S) SUPERIOR? WHAT ARE THE ADVANTAGES OF YOUR PRODUCT(S) OR SERVICE(S) OVER THE REST?**

**Superior Technology and Products**

- ChartAccess® is a web based software application, it can be installed inside hospital's network, or deployed as ASP/Cloud Computing, Installation is seamless. No client software is needed besides a web-browser.
- Our development team has accomplished several differentiating enhancements that include the "dial tone" for the National Health Information Network, a new iPhone applications for doctors to use with their handheld devices, a fully functional pharmacy module and a fully functioning Emergency Department module.
- ChartAccess' software architecture is composed of Database, Business Logics and Presentation tiers, 3-tier design with highly normalized db design offers robust software performance, scalability and flexibility.
- ChartAccess adopted AJAX/Flex and other Web 2.0 technologies, making the user experience very interactive and pleasant.
- Fully supports HL7 integration standards, supports two-way interfaces with billing, lab, PACS, Pharmacy and other ancillary systems.

**Superior Implementation/Training and Customer Care**

- ChartAccess provides "white glove" service to every one of its clients. We manage the entire EMR project, which includes assistance with every aspect of achieving "meaningful use". We assist in procuring hardware, negotiating interface fees with third-parties, recommending and vetting other software vendors based on the customer's needs/desires.
- The Prognosis team that works to implement and train a hospital serves as the hospital's customer care team once the implementation is completed. The customer is not transferred to a call service or outsourced customer support center.