



Contact:

Gina Kilker

[Amendola Communications](#) for Medicity Inc.

480-664-8412 ext. 17

gkilker@acmarketingpr.com

FOR IMMEDIATE RELEASE

HIE STRATEGY BEST PRACTICES DETAILED IN NEW ISSUE BRIEF

Strong strategy essential to take organizations to meaningful use and beyond

SALT LAKE CITY – April 27, 2010 – With healthcare organizations throughout the United States focusing on getting electronically connected to meet requirements for federal stimulus funds, a strong health information exchange (HIE) strategy is more important than ever. Best practices for building and deploying a “future-proof” HIE that will rapidly take providers to meaningful use and beyond are detailed in a new issue brief published by Medicity, an HIE pioneer.

Key Components of a Successful HIE Strategy presents an HIE deployment approach that enables physicians, hospitals, health systems, communities, and states to rapidly and cost-effectively exchange health information and coordinate care. The approach builds a solid exchange foundation on which subsequent functionality can be added based on the HIE’s needs and timelines. The brief also outlines technology advances that support this approach.

Though “all health care is local,” there are common needs across communities and states that, once understood and addressed, can accelerate the pace at which HIE is adopted and successfully leveraged to enhance patient care. The issue brief identifies five essential elements that will advance any HIE effort.

HIE organizers are also advised that the technology selected must enable providers to meet meaningful use requirements today and prepare for new care delivery models, such as accountable care organizations (ACOs) and the patient-centered medical home, while also preparing for changing reimbursement guidelines as proposed by CMS.

The best practices featured are based on Medicity’s documented, repeatable and measurable successes in planning and implementing HIE initiatives over the past ten years. “The proliferation of HIEs in recent years, fueled now in part by ARRA funding, has united local and regional entities with the goals of improving the quality, safety, cost-effectiveness and efficiency of our healthcare system,” said Kipp Lassetter, M.D., CEO of Medicity. “As the pioneer and leader in HIE strategy and technology, we feel a responsibility to share our knowledge with the physicians, hospitals, and other organizations embarking on this effort to lay a sustainable foundation for HIE and the future of healthcare.”

About Medicity

Medicity, the industry standard for health information exchange (HIE), is the leading innovator and largest provider of HIE technology – with more than 700 hospitals and 250,000 physicians in its connected ecosystem. Medicity’s solutions empower hospitals, physicians and HIEs with secure access to and exchange of health information – improving the quality and efficiency of patient care locally, regionally and nationally. For more information, please visit www.medicity.com or follow us at twitter.com/Medicity.

###