

RMGA CEO Craig Bakken and Medicity VP Doug Arent to Present on EHR Integration Best Practices at MGMA Conference

Market leaders reveal how to achieve care collaboration and quantifiable ROI through health information exchange between hospitals and physician EHRs

DENVER, Colo. (MGMA) – Oct. 12, 2009 – Medicity, Inc., leading provider of health information exchange (HIE) technology, announced today that Craig Bakken, CEO of Rocky Mountain Gastroenterology Associates (RMGA), will co-present with Medicity Vice President Doug Arent at the Medical Group Management Association (MGMA) annual conference from 3:15-4:30 pm Mountain time at the Colorado Convention Center. The presentation will highlight RMGA's success and best practices in enabling healthcare data exchange between physician EHRs and hospitals through its deployment of the Medicity Novo Grid solution.

With the goal of advancing care through rapid exchange of patient information, RMGA – a Denver-based physician practice with 23 physicians across six primary offices and three ambulatory surgery centers – implemented Medicity's Grid solution to improve the connectivity of its ambulatory EHR with an affiliated health system. Medicity's agent-grid technology enables the practice to receive laboratory results, radiology results and transcribed reports directly into the EHR within minutes of that data populating hospital or ancillary service systems.

Arent and Bakken will discuss the challenges of implementing health information exchange in a physician practice, best practices to ensure a successful initiative, and how to build a strong business case to ensure buy-in. They will also address patient privacy issues and review the tangible ROI achieved through implementing the Grid technology: improved timeliness and accuracy of patient information, administrative efficiency, elimination of costly duplicative tests and procedures, and enhanced coordination of patient care.

The Medicity Novo Grid deploys intelligent software agents installed at hospitals and physician practices to form an integrated network that can adapt to any computer system and ambulatory environment. The agents transmit, filter, transform and synchronize data across acute and ambulatory environments so physicians have the clinical data they need when they need it.

About RMGA

Rocky Mountain Gastroenterology Associates (RMGA) is Colorado's largest G.I. Specialty group, comprised of twenty-three (23) Board Certified Physicians serving the Greater Denver Metro area. RMGA provides state-of-the-art facilities and care to

patients, treating diseases and disorders of the digestive tract; and specializing in endoscopy procedures for diagnosis and cancer prevention. For more information, please visit www.rmgacolorado.com.

About Medicity

Medicity is the market leader in enabling clinicians to access, exchange and share patient-centric clinical information locked in disparate computer systems across multiple care locations. Medicity's adaptable, scalable and secure Care Collaboration Platform connects physicians to physicians, physicians to hospitals and hospitals and physicians with communities nationwide. For more information, please visit www.medicity.com.

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M E D I C I T Y 

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