

Georgia State Medical Association, Inc.

Publication Date: March 4, 2010

FOR IMMEDIATE RELEASE

Media contacts:

Denise M. Brooking

Executive Director, Georgia State Medical Association (GSMA)

PHONE: (404) 752-1564

EMAIL: dbrooking@msm.edu

Mark A. Day

President and CEO, iSALUS healthcare

PHONE: (317) 687-8121, ext 105

EMAIL: markday@isalushealthcare.com

Georgia State Medical Association Endorses iSALUS' OfficeEMR™ as Recommended Electronic Health Record System.

Atlanta – The Georgia State Medical Association (GSMA) announced this week its official endorsement of OfficeEMR™ as a recommended solution for members' electronic medical record management needs. OfficeEMR™ is a unified web-based software solution that is affordable, easy-to-use and is CCHIT certified.

GSMA selected OfficeEMR™ as a provider because iSALUS offers unsurpassed functionality and affordability. According to Denise Brooking, Executive Director of the GSMA, "The system is customizable to meet physicians' needs regardless of specialty and there is no major outlay of cash required for hardware." OfficeEMR's easy-to-use interface mitigates loss of productivity during transition and offers secure accessibility from anywhere through an Internet connection – all important features for GSMA members.

As GSMA members work to serve the needs of the community in Georgia, an effective, affordable practice management tool is essential. In light of recent *meaningful use* criteria being established by the National Coordinator for Health Information Technology, this endorsement will simplify the selection process and make it easier for GSMA members to choose a highly functional EHR system that will meet and exceed federal standards.

"We are proud of the Association's selection of our service for recommendation to their membership. Our goal for over ten years now has been to take the technology risk out of the equation and to deliver cost effective, flexible, and highly capable services to practices around the US and overseas. Physicians deserve solutions that use modern up-

to-date technology that is not over-priced,” said Mark Day, CEO of iSALUS.

The endorsement speaks to both organizations’ commitment to radical change in healthcare for the benefit of patients and dedication to the goals of health IT. On November 12, 2009, Dr. David Blumenthal, National Coordinator for Health Information Technology stated, “Our goal, above all else, is to make care better for patients, and to make it patient-centered. Information policy and health IT policy should serve that goal.” GSMA and iSALUS agree that technology, employed appropriately, can improve patient outcomes and are proving that it can happen with no hardship to physicians.

iSALUS develops and hosts a suite of web-based healthcare solutions that are focused on providing highly secure, easy to use tools that streamline office operations and increase profitability, while complying with patient privacy and security requirements. “The Georgia State Medical Association,” said Brooking, “serves the needs of American physicians and those physicians serving the needs of the community. By partnering in this endeavor these two organizations are making health IT even more accessible for the GSMA members and ultimately improving patient care.”

###

About Georgia State Medical Association

Georgia State Medical Association, Inc., (GSMA) was founded in 1893 under the leadership of Dr. H.R Butler of Atlanta, Dr. G.N Stoney of Augusta, Dr. G.S. Burns of Augusta, Dr. W.H. Harris of Athens, and Dr. A.S. Hartley of Savannah. The original name was the Georgia State Medical Association of Physicians, Dentists and Pharmacists. The Association's name was later changed to the Georgia State Medical Association to be consistent with its true membership. GSMA gives voice to the concerns of physicians and their patients. The GSMA is a non-exclusive organization that works to represent its members in all medical, scientific, legislative, public health and other related matters. Membership in the Association is open to all reputable and legally qualified physicians in the state of Georgia. Working with other organizations, the GSMA is committed to bringing about radical change in healthcare in the state, for the benefit of all of its citizens. For more information, go to gsmanet.org.

About iSALUS healthcare

Based in Indianapolis, Indiana, iSALUS healthcare™ created OfficeEMR™, a web-based, CCHIT Certified, unified Electronic Medical Records (EMR), scheduling, billing and collections solution for physician practices and other healthcare organizations. OfficeEMR™ is deployed in the SaaS (Software as a Service) model. One of the most affordable solutions on the market today, OfficeEMR™ is easy to use, does not require major capital expenditures and offers secure access from anywhere via the Internet or via mobile devices (iPHONE). OfficeEMR™ also provides a practice portal and a Personal Health Record (MyMedicalRecord.com) that each practice can offer to their patients at no additional charge. OfficeEMR™ supports healthcare professionals by allowing them to focus on providing optimal patient care experiences while improving operations and financial performance. iSALUS healthcare customers represent over thirty medical specialties and multiple types of clinical settings. For more information, go to www.isalushealthcare.com or call toll free 1.888.280.6678.