

Technology transitions

Nearly all physicians and practice managers indicate a pressing need to improve efficiencies and financial results, while continuing to improve patient care and service. At the same time, the national health care system is undergoing dramatic changes to mandate the use of technology in physician offices and hospitals.

- Reimbursement is declining
- Physicians, even within the same practice, have different work flows
- Many physicians are seeking to provide additional diagnostic services and searching for time efficiencies
- Patients want improved service and communication
- By 2015, Medicare will begin reducing reimbursement rates for providers who are not meaningful electronic medical record users

Solid solutions

Beginning in 2011, each physician will have access to \$40,000 in incentives for electronic health record transition costs. As health care becomes technologically dependent, HealthLINC is committed to ensuring that the needs of southern Indiana physicians, hospitals, and rural patients are met with the best products and services.

- Already a successful clinical messaging provider, HealthLINC is incorporating e-prescribing and working toward becoming a federally qualified electronic medical record provider
- **Joining HealthLINC now will ease the journey toward meaningful use of a qualified EMR.**

HealthLINC, the regional leader for transition to electronic health care systems, provides necessary infrastructure and tools for physician practices to thrive in today's dynamic health care environment. HealthLINC became operational in 2007 and now includes 200 providers and 30 practice partners, along with two EMR interfaces. As more partners join, the more valuable the collaboration becomes.

WHO WE ARE

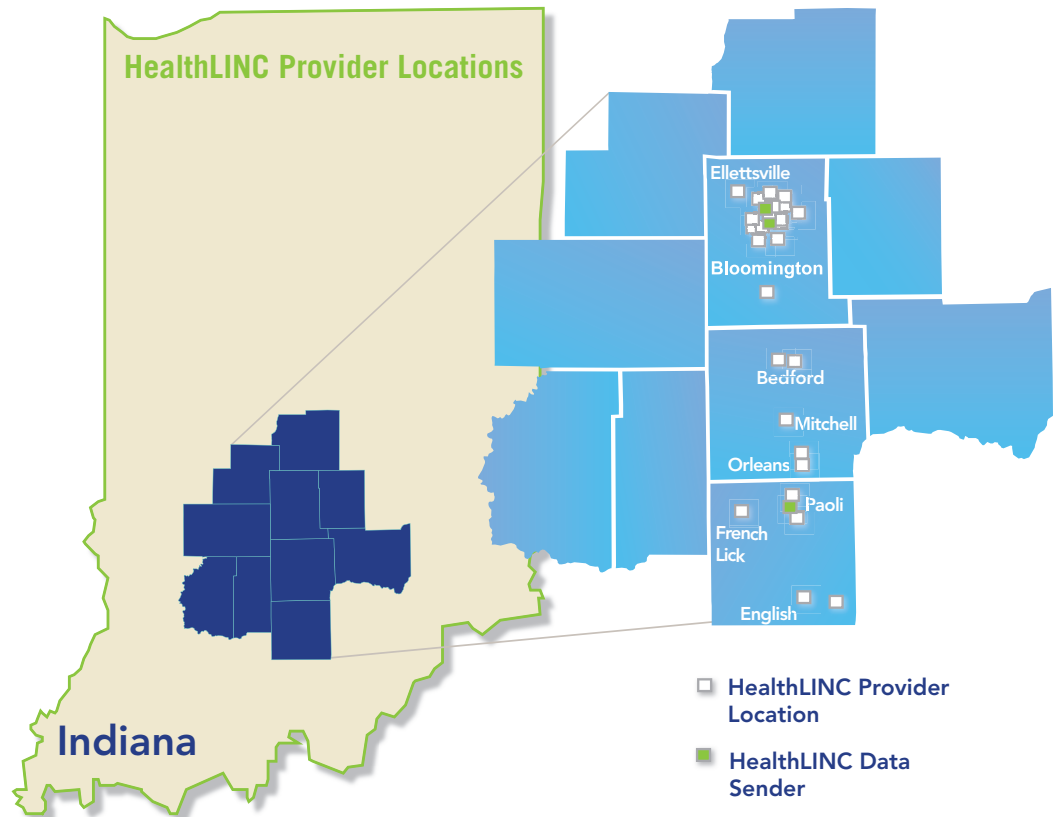
HealthLINC is a collaborative organization committed to improving the health care system for patients and providers through technology. Key result are reduced costs, decreased medical errors and improved efficiencies.

HealthLINC is one of the only Health Information Exchanges (HIEs) in the U.S. to serve a rural area. In it's core communities, 90 percent of physician practices are members.

Clinical Messaging

Providing a secure and private, electronic infrastructure to automate the delivery of health data, clinical messaging is a method used for health information exchange. It sends lab and radiology results, transcribed reports, patient demographics and insurance information with speed and reliability from physician to physician or from hospital to physician and back. Providers

electronically access patient data as soon as it's available and exchange real-time information with colleagues.



HealthLINC's clinical messaging solution provides a secure and private system through easy-to-use web-based software:

- Internet access is the only requirement to exchange clinical messages
- HealthLINC staff provide clinical staff with simple on-site training
- Flexibility allow providers and staff to adapt clinical messaging to current practice workflow and pace
- Increases the ease to transition to additional computer-based systems in the future
- HealthLINC partners with HealthBridge, one of the nations' largest HIEs, to provide clinical messaging

Clinical Messaging Services:

- Inbox management: allows physicians and staff to easily manage all incoming data.
- Workflow management: options provide automation and one click buttons to route and process documents based on type, patient or result
- Health alerts: arrive electronically, immediately from public health
- Referrals and consults: delivered electronically, directly to the specialist
- Auto print processing: reports and results still needed for paper chart filing can be automatically printed.
- COMING SOON: e-prescribing connected through SureScripts for nation-wide compliance.