

Care360™ EHR with Data Exchange: A Solution that Delivers ROI

Use Technology for a Competitive Advantage

The Care360 solution connects your physicians quickly, efficiently, and cost effectively.

Success for a healthcare enterprise, in light of federal acts that include healthcare reform, such as ARRA, HITECH and ACA*, will lie in the effective deployment and adoption of information technology infrastructure. At MedPlus®, we recognize that you are looking for a cost-effective solution to connect ambulatory physicians, encourage provider loyalty, and drive referrals.

Together, Care360 EHR with Data Exchange addresses your top business priorities and solves the most challenging problems faced by hospitals – to increase revenues and market share, while delivering ROI quickly.

Care360 EHR:

- Implements quickly, reducing rollout time to less than 30 days and shortening the time for your hospital to see results.
- Includes tools for comprehensive documentation to ensure your network receives appropriate reimbursement.
- Provides a lower total cost of ownership with MedPlus serving as host instead of on-site data storage, eliminating the cost of hardware, software licenses, release purchases and monthly maintenance.
- Utilizes a Software as a Service (SaaS) subscription model that makes it affordable for small practices or feasible for hospitals to subsidize it for their affiliated physicians.

Care360 Data Exchange:

- Connects your hospital immediately to physicians currently on the Care360 network.
- Offers interoperability and clinical data exchange with popular acute EHR/EMRs, including Epic®, Cerner®, Eclipsys/AllScripts™, Meditech® and many others.
- Scales easily as your network grows, allowing you to add physicians as you gain affiliation commitments.

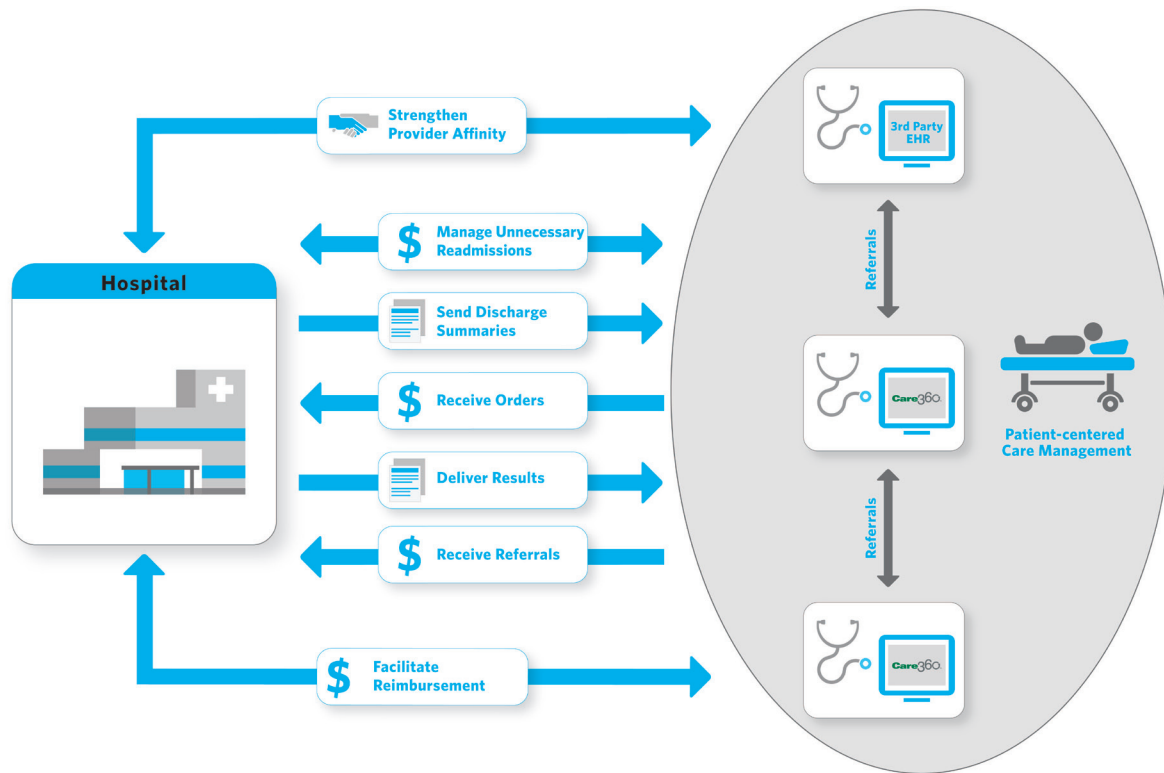
*ARRA: American Recovery and Reinvestment Act, enacted Feb. 2009; HITECH: Health Information Technology for Economic and Clinical Health Act, enacted Feb. 2009; and ACA: Affordable Care Act, enacted March 2010.



“The learning curve was really reduced with the similar design (to Care360 Labs & Meds); this made a big difference in how quickly our office was up-to-speed. Dr. Sherman can function more efficiently now.”

Ruth Darmanin, Office Manager
Rimma Sherman, MD
Livingston, NJ

Care360™ Delivers Connectivity for Financial Success



Enable Seamless Clinical Transactions

Use secure, robust, and structured data exchange to push and receive data, increasing physician and staff productivity and eliminating courier services, time wasted looking for missing data, and time spent requesting and manually sending data.

Data Exchange also improves revenue opportunities as physicians refer patients to your hospital for laboratory and radiology services, and refer patients to specialists and surgeons who utilize your hospital for inpatient care.

The average annual net revenue to a hospital generated by affiliated physicians across all specialties was \$1.5 million in 2010.¹ Using Care360™ EHR with Data Exchange, you can drive clinical transactions to maximize your physician relationships.

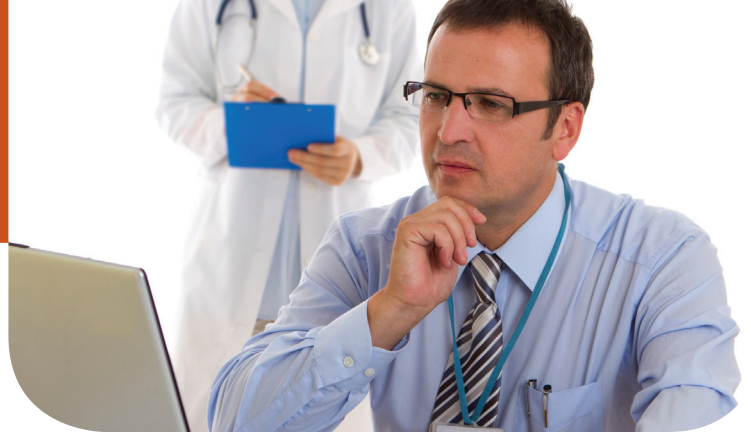
- Secure e-referrals between primary care physicians, specialists and hospitalists
- Lab and imaging orders and results electronically transmitted between hospital and physicians
- Discharge summaries transferred automatically to primary care physicians for follow-up, reducing unnecessary readmissions

Average Annual Revenue Generated by Top 10 Specialties¹

Specialty	Average Revenue
Neurosurgery	\$2,815,650
Cardiology (Invasive)	\$2,240,366
Orthopedic Surgery	\$2,117,764
General Surgery	\$2,112,492
Internal Medicine	\$1,678,341
Family Practice	\$1,622,832
Hematology/Oncology	\$1,485,627
Gastroenterology	\$1,450,540
Urology	\$1,382,704
OB/GYN	\$1,364,131

These figures represent average annual revenue earned by the hospital as a result of affiliation with these specialists.

deliver



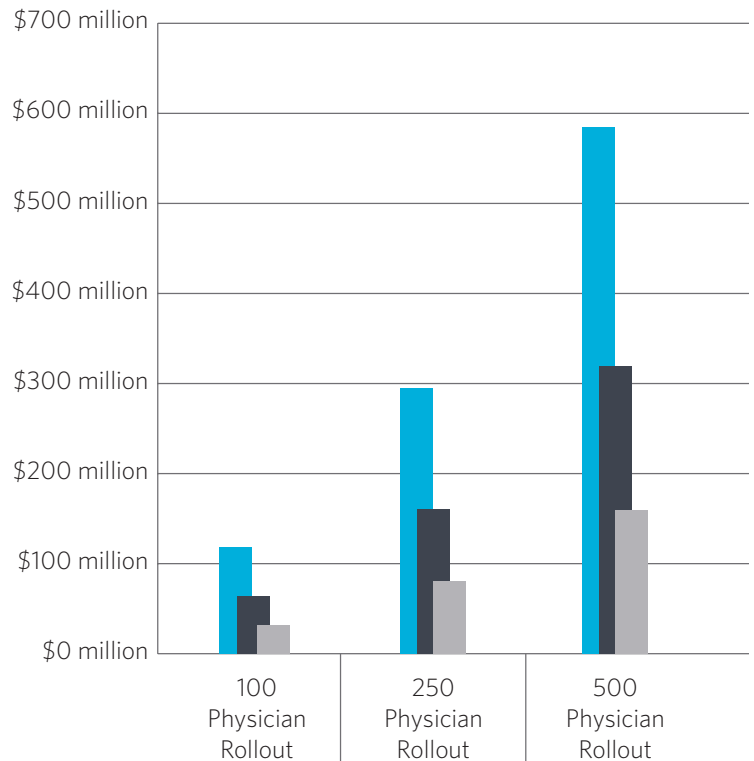
Implementation with MedPlus® Offers Quick ROI

For many EHRs, implementation is measured in months. That's not the case for Care360™ EHR with Data Exchange. With on-site, online and virtual training options, physicians train at their pace. When combined with Care360's intuitive interface, most physicians are comfortable within 30 days. One recent group was up and running in just 16 days.

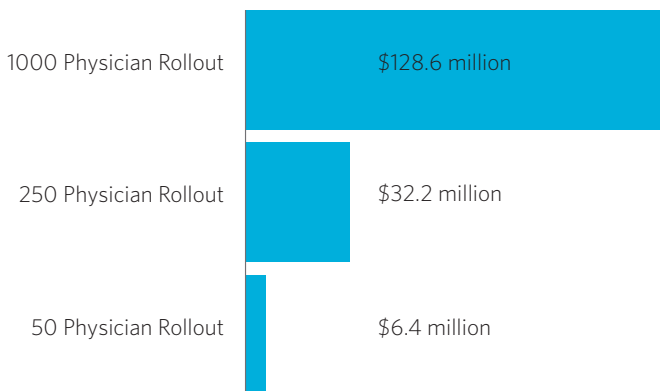
Care360 EHR with Data Exchange, scales quickly and grows as you add physicians to your affiliated network. At MedPlus, we add more than 1,000 new users each month. We remove the burden on your IT staff so you won't be limited by the speed at which your team could onboard new physician practices.

Using a basic scenario, the graphs on this page illustrate estimated revenue opportunities inherent in a rollout of EHR to ambulatory physicians. Capitalize on revenue opportunities by on-boarding your affiliated physicians more quickly and cost effectively with Care360 EHR with Data Exchange.

Year One Revenue Opportunity¹



Value of Each Month of Acceleration¹



- 30-day Rollout MedPlus Solution (11 Months of Revenue)
- 6-month Rollout (6 Months of Revenue)
- 9-month Rollout (3 Months of Revenue)

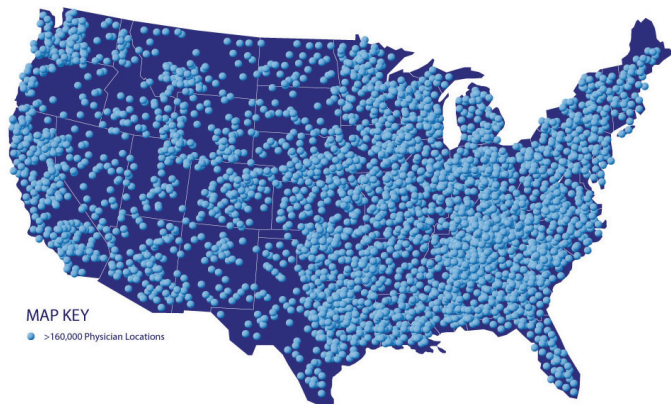
¹These data estimates are based on an average of \$1,543,788 annual referral revenue for a hospital from all physician specialties, according to the Merritt Hawkins 2010 Physician Inpatient/Outpatient Revenue Survey (http://www.merrithawkins.com/pdf/2010_revenuesurvey.pdf). Different specialties offer referral revenue between \$0.7 million (nephrology) and \$2.8 million (neurology). Real results will vary.

Existing Network Ready for Affiliation

The majority of ambulatory physicians have not yet adopted an EHR due to their concerns about cost, implementation or workflow disruption. This presents significant opportunities to bring unconnected and unaffiliated physicians into your network.

With decades of experience serving ambulatory practices as a healthcare provider, MedPlus® built the Care360™ network of more than 160,000 physicians in 70,000 locations. Care360 EHR is a natural, intuitive transition for these physicians, fitting into their practice without disrupting workflows and empowering them to adopt tools at their pace.

With enhanced provider satisfaction and loyalty to a software program that connects them to your hospital in a meaningful and tangible way, Care360 can become a vital part of your physician recruitment strategy and affinity program across all settings.



Meaningful Use ONC-ATCB Certified

This Complete EHR is 2011/2012 compliant and has been certified by, the Certification Commission for Health Information Technology (CCHIT®), an ONC-ATCB, in accordance with the applicable certification criteria for eligible providers adopted by the Secretary of Health and Human Services. This certification does not represent an endorsement by the U.S. Department of Health and Human Services or guarantee the receipt of incentive payments. Quality measures certified are all 44 Eligible Provider measures.

Date Certified: March 31, 2011. Product version: 2011.2. Certification number: CC-1112-936980-1.



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Care360 Reduces Your Total Cost of Ownership with SaaS Model

We understand that you must balance competing financial priorities in determining the appropriate investments in healthcare IT for your organization. Care360 offers a cost-effective solution with a lower total cost of ownership by reducing both capital and operating expenses.

Care360:

- Offers 24/7/365 monitoring and maintenance for improved security, reliability, business continuity, and recovery capabilities, with no backup software, hardware maintenance, or port costs.
- Requires minimal investment, if any, in hardware, eliminating capital costs, such as servers and monitoring devices. Physicians need only Internet access and a browser.
- Consolidates your IT infrastructure by storing data in an off-site centralized location, reducing space constraints and power usage and providing one vendor to contact for support and troubleshooting.
- Reduces workload on IT staff, enabling them to focus on end user and core business support instead of maintenance.
- Scales without an investment in additional servers or hardware. And upgrades as updates become available without new version releases to increase compliance with regulations and accreditation.
- Comes equipped with functions physicians want and use, such as ePrescribing, population management and evidence-based clinical decision support, without purchasing add-ons.
- Includes interface options to connect to third-party systems and the IT infrastructure you already have to avoid costly overhauls or conversions.

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or call 800.444.6235