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## **Doctors' Administrative Solutions Brings Aprima Medical Software to Tampa Bay Physician Practices**

*Premier EHR/PM Provider iMedica rebrands as Aprima; DAS to Continue Delivering Same Outstanding Software and Practice Management Solutions Under New Name*

**TAMPA, Fla. (July 16, 2009)** – [Doctors' Administrative Solutions](#) (DAS), a leading provider of technology and consulting services for Tampa Bay physician practices and local iMedica Corporation Reseller, today announced that iMedica has adopted a new name and is now [Aprima Medical Software, Inc.](#) The renamed company is the leading developer of electronic health record (EHR) and practice management (PM) systems for medical practices.

"We are excited to introduce Aprima to the Tampa Bay market. They offer an EHR product that not only meets physicians' high expectations, but exceeds them," said David Schlaifer, president of DAS, who spearheaded a successful bid to bring a \$3 million software grant to Tampa Bay physicians in 2007. "In Aprima, we have a distinctive partner who provides the technology solutions that can help deliver on industry promises, and fulfill our piece of the national discussion on hope provided by the Obama Administration's Stimulus plan."

With the Obama administration's healthcare IT stimulus package, that distinctiveness is especially important now. Some \$17 billion in incentive payments will be available over five years through 2014 for doctors and hospitals who adopt EHRs. "Our growth has been phenomenal and is accelerating," said Michael Nissenbaum, President and CEO of Aprima. "It just makes sense to do this now with our existing customer base than to wait and incur higher costs to notify a larger customer base down the road."

The new name, [Aprima Medical Software, Inc.](#) ("uh-PREE-muh"), positions the company as the premier EHR / PM software provider for medical practices. "Our core is about fusing innovation and care," Nissenbaum said. "That means our developers and customers collaborate on the vision for our product road map. It means we focus on speed - software that 'gets out of a doctor's way.' It means we respect physicians' individuality by enabling them to maintain their own workflows. And it means we respect practices' individuality with licensing plans that make sense for everyone from a solo rural practitioner to a mid-sized urban group. It means that despite individual challenges in adoption, our professional services team delivers care with the mantra, 'We'll never allow a medical practice to fail.'"

The company is further simplifying its relationship with customers and prospects by adopting the name Aprima for its EHR / PM solution. "We're very close to our customers. They tend to refer to our products by the name of the company. So, we are responding to that reality," observed Nissenbaum. Important industry recognition such as KLAS rankings and CCHIT certification will be updated.

With the new name, Aprima launches a new web site today - [aprimaEHR.com](http://aprimaEHR.com). Customers, prospects and value-added resellers will find a streamlined site that, like the software itself, respects the visitor's time.

Aprima serves thousands of physicians in 43 states. Practice sizes range from solo physicians to those with more than 60 doctors. Aprima employs more than 110 people full-time. Its corporate headquarters remain in Carrollton, Texas. All software engineering and development are done in the United States. Post-sales customer support is provided solely in the USA as well, specifically in Texas, Arizona and California.

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**About Doctors' Administrative Solutions**

[Doctors' Administrative Solutions](#) (DAS) provides people-based technology solutions for physician practices through electronic health records (EHR) and related products, services, training, and the creation of a connected healthcare community. DAS changes the paradigm through a holistic approach that focuses on people and process along with technology, including on-site training and implementation, local customer support, and Total Cost of Ownership program that eliminates the hidden expenses associated with EHR deployment and continuing use. Reach DAS at 813-774-9800, [info@Dr-Solutions.com](mailto:info@Dr-Solutions.com) or [www.Dr-Solutions.com](http://www.Dr-Solutions.com).

**About Aprima Medical Software, Inc.**

Aprima Medical Software, Inc., founded as iMedica in 1998, develops innovative electronic health record and practice management solutions for medical practices. Reach Aprima at 866-960-6890, [info@aprimaEHR.com](mailto:info@aprimaEHR.com) or [aprimaEHR.com](http://aprimaEHR.com).

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