



## FOR IMMEDIATE RELEASE

### **iMedica and Doctors' Administrative Solutions Partner to Accelerate Electronic Health Record Adoption**

*DAS to boost physician adoption of EHRs, starting with Tampa, FL, Region*

**DALLAS and TAMPA, FL – April 30, 2009** – [iMedica Corporation](#), a leading developer of healthcare software solutions for medical practices, today announced a sales and marketing partnership with [Doctors' Administrative Solutions](#) (DAS), a Tampa, Florida-based company and 2009 Tampa Bay CEO Magazine "Tampa Bay 100, Most Influential Businesses in Tampa" honoree, wherein DAS will offer iMedica's Patient Relationship Manager™ ([PRM 2009](#)) and new [Transition](#)™ EHR (Electronic Health Record) systems to physician practices.

DAS provides people-based technology solutions for physician practices through products, services, training and the creation of a connected healthcare community. As an iMedica value added reseller, DAS aims to boost EHR adoption among physician practices in the Tampa area and beyond. In the midst of the American Recovery and Reinvestment Act and the HITECH Act, DAS is working with physicians to help them access stimulus funds for EHR adoption and creating new jobs in the process.

"This partnership with iMedica will help us provide physicians with the EHR and practice management solutions that best suit their needs, and with the quality service they expect," said David A. Schlaifer, President and CEO of DAS. "As the federal government begins to offer more incentives to physicians through the stimulus plan, we believe this partnership will help us bring one of the best designed and supported EHR products on the market to physicians in this region and beyond."

DAS will offer iMedica's PRM 2009 and the recently unveiled Transition EHR. Both products are offered as hosted solutions, allowing physicians to access the best software at an extremely reasonable cost, without the need to employ additional IT resources.

PRM 2009 is the latest version of iMedica's award-winning single-database integrated EHR and Practice Management solution that utilizes Microsoft's .NET technology. It is tailored to address the business and clinical needs of small- to medium-sized medical practices.

Transition is a new EHR and PM system. It eliminates long-standing implementation and cost barriers raised by physicians. In addition, Transition speeds the adoption of EHRs within small to medium-sized physician practices. As an alternative to PRM 2009's full-fledged EHR/PM system, Transition offers e-prescribing, document management, lab

results, automated PQRI capabilities and more, without PRM 2009's full note documentation capability.

"Physician practices in DAS' region will be especially gratified to know that they can enhance reimbursement through features such as iMedica's PQRI (Patient Quality Reporting Initiative)," said Michael Nissenbaum, President and CEO of iMedica. "Once physicians realize that tools such as the iMedica PRM 2009 and Transition can actually improve reimbursement and strengthen practice profitability, they'll feel more confident about coping with other implementation barriers such as practice downtime, staff training and the transition from paper to electronic records."

The partnership between iMedica and DAS combines iMedica's award-winning solutions with DAS's integrated local support and training for physicians and their practices, bringing the agility of both companies to bear in a market that demands quick turn-around and responsive service.

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#### **About iMedica Corporation**

Founded in 1998, iMedica is an innovator in the development of electronic health records and practice management solutions for physician practices. Based on its comprehensive study of physician practice workflow and extensive consultations with practicing physicians, iMedica has developed Patient Relationship Manager™ (PRM 2009), a single-database integrated EHR and PM solution that utilizes Microsoft's latest .NET technology. PRM 2009's unique template-free design adapts to a physician's workflow and sets the benchmark for ease of use and deployment, speed and portability. iMedica has also developed Transition™, an alternative to a full-fledged EHR/PM system that offers a standard set of features without forcing providers to perform full note documentation, a traditional barrier to EHR acceptance. For more information, call 866-960-6890 or visit [www.imedica.com](http://www.imedica.com).

#### **About Doctors' Administrative Solutions**

Tampa, Florida-based Doctors' Administrative Solutions (DAS) offers people-based technology solutions for physician practices to improve the safety, security, cost and convenience of health care delivery. Playing an active role in the community, DAS is an anchor partner and primary driver of the Tampa Bay's connected healthcare community. Connecting physicians, home health care providers, laboratories, diagnostic centers, payers, hospitals and other key healthcare stakeholders, DAS is establishing Tampa Bay as a leading edge healthcare community, saving lives and money in the process. For more information, visit [www.dr-solutions.com](http://www.dr-solutions.com).