

VISIONARY Connections



Volume 4 Fall 2008

UPCOMING EVENTS

FOMA 09/12/08 - 09/14/08
Florida Osteopathic Medical Association
Grand Hyatt, Tampa Bay • Tampa, FL
www.foma.org

VA MGMA 09/14/08 - 09/16/08
Virginia Medical Group Medical Assoc.
Virginia Beach Hilton • VA Beach, VA
www.vmgma.org

NACHC 09/12/08 - 09/16/08
Nat'l Assoc. of Community Health Centers
Hilton Riverside • New Orleans, LA
www.nachc.org

AAP 10/11/08 - 10/14/08
American Academy of Pediatrics
Hynes Convention Center • Boston, MA
www.aap.org

MedTrade Fall 10/28/08 - 10/30/08
Durable/Home Medical Equipment
World Congress Center • Atlanta, GA
www.medtrade.com

GAFP 11/06/08 - 11/07/08
GA Academy of Family Physicians
Cobb Galleria Centre • Atlanta, GA
www.gafpachc.org

Visionary Connections is published and distributed quarterly. Newsletter contributions can be emailed to:
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New Medicare Incentives . . .

On July 15th, Congress rejected President Bush's veto of legislation protecting doctors from a 10.6 percent cut in their reimbursement rates when treating Medicare patients.

The bill, soon to become law, will bring several changes in Medicare provisions, including financial incentives for using e-Prescribing technology (e-Rx). E-Prescribing improves the quality of care, lowers administrative costs and its widespread use would reduce medical errors. Mike Leavitt, U.S. Department of Health & Human Services Secretary, recently was quoted as saying, "Illegible physician handwriting on prescriptions results in drug errors that cause adverse reactions for 1.5 million Americans every year and requires pharmacists to make 150 million phone calls annually to doctors to decipher their prescription."

Starting in January 2009, HHS (Health and Human Services) is authorizing two separate incentives to encourage physicians to utilize e-Rx products. There will be a 2% increase in CMS payments for providers using e-Rx products, followed by a 1% increase in 2010. Under the PQRI program (Physician Quality Reporting Initiative), there will be additional .5% increased payments in 2011, and 2012, culminating in an overall 4% increase by 2013.

After 2012, doctors who do not use e-Prescribing systems will be hit with an unspecified reduction in payment, according to Leavitt.

Currently, only 50,000 physicians (approx. 10%) use e-prescribing systems. HHS estimates that the overall cost for implementing e-Prescribing in a typical practice to be \$3,000, including adoption, training, etc. It also estimates that ongoing charges for connectivity and maintenance should run between \$80 and \$400 per physician, per month.

CMS (Centers for Medicare and Medicaid Services) will hold a conference in Fall 2008 at which the details regarding the e-Prescribing program will be finalized. Regardless of the specifics, the trend is clear. The U.S. Government will incentivize physicians to use e-Prescribing beginning in 2009 making digital prescribing a necessity for providers.

Will you be ready to reap the benefits of e-Rx in time? Contact your Account Manager today to find out about our e-prescription offering which is certified by RxHub, the nation's only network providing authorized physicians with secure access for more than 200 million patient records with prescription coverage.

Visionary's User Group . . . a Day at the Beach!

From “Sunrise to Sunset”, customers spent a day at the beach with Visionary Medical Systems. On May 16, 2008, Visionary held its Spring/Summer User Group Meeting at the lovely Tradewinds Island Grand Beach Resort in St. Pete Beach, Florida. Seventy-five participants, including approximately 50 customers, attended the all-day event.

Visionary Office sessions included Q&A, hot tips and tricks, and a review of recent enhancements and upcoming releases. DREAM® EHR sessions presented background and historical perspective of electronic health records in the healthcare technology industry, Q&A, and a demonstration of DREAM® by Dr. Aaron Sudbury, an existing customer.

The exuberant atmosphere was established as soon as participants registered for the day; leis were presented to participants as they entered a wonderland of tropical paraphernalia that included colorful beach towels, buckets, and moon sand! Lunch and refreshments were served throughout the day and a cocktail reception featuring Visionary's signature libation, “DREAM on the Beach,” capped the event.

We thank all of those who provided feedback about the event; we appreciate the honest, candid notes about the areas in which we can improve. And, we are grateful for the compliments about areas in which participants noted our successes! This feedback will prove invaluable as we prepare for our next event. We look forward to the next User Group Meeting and working toward meeting the needs of all of our valued customers!

Visionary would like to thank all of the participants for their attendance and commitment to Visionary Medical Systems and for those who provided a video testimonial. We would also like to express our gratitude to Dr. Aaron Sudbury for his insightful and enlightening DREAM® presentation.

Congratulations to the winners of our many contests, including on-time drawings, video testimonials, and the chance to win an i-Pod.

We hope that the day met expectations and that everyone was able to “escape to the white sands of St. Pete Beach, experience a day of learning, enjoy a weekend of relaxation, and entice your mind, spirit and body...”

Winners of the day:

Teresa Jackson
Anesthesia & Pain Control Service

Debbie Marshall
Bay Area Surgical

Sudipa Som
Medical Center on the Gulf

Mary Sue Hanna
Drs Rajiv Dhingra & Ratna Dhingra

Sandy Doornbos
Babies and Beyond Peds

Julie Hardy
D.O.T. Endocrine Center

Charlie Abeleda
American Medical Billing, Inc

Mike Ellis
Lynne M. Ellis, MD



Guest Speaker Dr. Aaron Sudbury



Rick & Maryann's Q&A session



Lunch is served



Preparing for an eager crowd

*Watch for news about our next User Group Meeting
so you can plan to attend!*



Another Satisfied Customer!

I just wanted to share some of my experiences with the wonderful company, Soft-Aid. When I came on board, in 2000, I had no clients and was frankly scared to death of what the future would hold. I had been with a corporate company for 10 years, my only full time job, which decided to close it's local office. After deciding not to relocate and take a chance with that company, I decided it was time to take a chance on myself. After reviewing tons of software demo's, I chose Soft-Aid. I initially purchased the TMO, that was housed on my computer. After landing my first client and then my second, I decided it was time to add on to my staff. At this point, it had only been myself running everything. First my husband came on board, allowing for a true family company atmosphere. However, we were working from home and really loved that aspect of our job. So, I decided to upgrade with Soft-Aid and convert my TMO to their TMO ASP product. This would allow me to hire other staff and allow them to connect from any location. What an AWESOME product!! It was the easiest conversion I have ever been through! This would also allow my clients and their staff to connect into their database anytime, day or night. Before it had been a challenge, as I only had so many "phone lines" into my system. It was the BEST decision I ever made. Since then, I have had nothing but GREAT respect for all of Soft-Aid's staff. They are always up to date on everything new coming to our industry. The ease of transitioning to the new HIPAA guidelines and then the most recent, NPI conversion was remarkable!!! I have to certainly mention, in my opinion, the BEST software programmer on board, Hector Valero!! He has ALWAYS been available for me day or night, weekends, you name it, he is on it!! If by some fluke he doesn't have the answer immediately, he will take the time (quickly, I might add!) and solve my problem!! Because of this wonderful relationship I have had with Soft-Aid for over 8 years now, we are taking our company to the next level, with Soft-Aid. We are in the process of offering our clients to add to the current TMO software, the wonderful DREAM product. This will also be done using the ASP product. I personally like this aspect, as I run a medical billing company, not a computer company! Again, keeping up with the future, Soft-Aid is already there!! I know I could have never grown as quickly as I did and offer the up to date products I have always been able to give my clients without the partnership I have with Soft-Aid!! They are truly the best medical software, from A to Z in the industry!! Thanks Soft-Aid!!

Sincerely,
Christina Griffith
President



Christina Griffith
Healthcare Billing Partners, Inc.
2201 Adventure Lane
Richmond, VA 23102
804-556-2696

New Offers: Online Backup & Remote Desktop Support

Visionary Medical Systems, Inc. now offers two new services for Online Backup & Remote Desktop support.

According to the Florida Division of Emergency Management, almost 40% of small businesses that close during a disaster event never re-open! When disaster strikes, it's important to be prepared! Over 1 million patients lost their medical records after Hurricane Katrina.

As a valued Visionary Online Backup customer, you will have peace of mind knowing that your data Online Backup is being monitored 24/7 by professionals determined to keep you

HIPAA compliant and operational.

- Data stored at 2 locations
- Data encrypted in your office
- Data viewed only with password

With no hardware to purchase, the Online Backup process is monitored, maintained, supported, and installed by certified information technology professionals.

Visionary Desktop Support services provides users easy access to resolve most standard hardware and software problems to help you maintain office productivity and professionalism.

Some typical problem resolution areas include:

- General Windows
- Systems security & network
- Configuring hardware drivers
- System performance
- Data restoration
- Firewall configuration
- Printer installs and sharing
- Antivirus configuration

For more information on pricing and setup, please contact your Account Manager at 888-895-2466.

Did You Know?

- Visionary's parent company, American Healthcare Holdings (AHH), made the Tampa Bay Business Journal's list of the fastest growing privately held companies in the Tampa Bay area. AHH ranks #17 on the Journal's Fast 50 list.
- American Healthcare Holdings (AHH), parent company of Visionary Medical Systems, Inc, Soft-Aid Medical Management Systems, USMD, Antek

Healthware, and Alteer Corporation was recently recognized as one of the top 100 Healthcare Information Technology Companies by HCI (Health care Informatics) magazine.

- You can reach Visionary Support three ways:
 - Call: 813-594-1033 (9am-6pm)
 - E-mail to: help@visionarymed.com
 - Visit: <http://www.support.visionarymed.com>

New to Our Family

We would like to introduce the newest members of our team.

Joe Amiguet
Executive Sales Consultant

Salman Khan
Account Manager

Mario Siegel
Sales & Marketing
Lead Generator



We're Making A Difference By Going Green... Will You Join Us?

At the beginning of 2008, Jason Patchen, CEO of our parent company, American Healthcare Holdings (AHH), gave us a challenge. He asked us to look at what we do and how we do it, and then find a way to do it better! Many of us became "Agents of Change" as we implemented improvements to the way we worked on a daily basis. We were energized and excited to see that we really could effect change within our company. So, we started thinking about how we could change the world and our Green Mission was born!

AHH... we're lean, we're green... we're THE HIT machine!

This first electronic version of our newsletter is a part of our Green Mission. As we looked at ways to reduce our carbon footprint as a company we decided to replace our paper newsletter with an electronic

format. It's a great way to reduce our consumption of natural resources while keeping in touch with our most valuable resource – you!

More highlights from our Green Mission:

- We're printing only when necessary. In addition to saving paper and its associated waste, it is estimated that 90% of printer ink cartridges wind up in landfills. The plastic used for these cartridges takes over 1,000 years to decompose!
- We're recycling used paper and aluminum cans. We're also donating the money gathered from recycling the aluminum cans to different charities each quarter. See, we really are trying to change the world!
- We're instituting a 4-day commute week for many of our employees.

Will you join us? On average, physicians have 5,000 patient charts at their practice. Conservatively estimating an average chart size of 15 pages, that works out to 75,000 or approximately 150 pounds of paper per physician!

If every physician in our home State of Florida (approximately 40,000) converts to our DREAM® EHR electronic solution, a savings of over 6,000,000 pounds of paper would be realized!

Click or Copy Link:
<http://visionarymed.com/ehrsurvey/> to request an assessment to see how EHR will benefit your practice and help save the planet!



Antek HealthWare® Highly Ranked in KLAS® Report

Visionary's sister company Antek HealthWare®, the provider of LabDAQ®, Laboratory Information System (LIS), was ranked highly in the KLAS® mid-year 2008 Top 20 Report.

The KLAS® Top 20 Report is a biannual report card of healthcare technology vendor performance. The report is a summary of performance data collected over the past 13 months and ranks the top overall vendors, as well as leaders in each market segment.

Antek improved its standing by 5% over the previous year earning a number 2 ranking and clearly positioning itself as a leading LIS vendor in the community hospital and large clinic segments. Over the past three years, Antek has consistently improved its KLAS ranking. This improvement is a

reflection of Antek's commitment to continual product enhancement and total overall customer satisfaction.

KLAS helps healthcare providers make informed technology decisions by offering accurate, honest, and impartial vendor performance information.

KLAS independently monitors vendor performance through the active participation of thousands of healthcare organizations. KLAS uses a stringent methodology to ensure all data and ratings are accurate, honest and impartial. Research results are offered to healthcare providers through:

- A free directory of vendor and product information
- Free online access to vendor ratings for participating providers

- In-depth published reports, discounted for participating providers

Participation in KLAS provides Antek with valuable customer feedback, which facilitates product improvement and assists with maintaining world class customer support.

For more information about KLAS, visit: <http://www.klasresearch.com>.

For more information about the KLAS Top 20 report, visit: http://www.klasresearch.com/top_20.

