



The Leading Edge



A Newsletter for Users of ExitCare®

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Version 7.5 with the MS-SQL database structure is the current release. Version 6.x will be retired this year.

ExitCare Partnerships: New Partners, ARRA/Meaningful Use, and Consistent Patient Education Choices

Effective and consistent educational communication with patients is and has been the focus of ExitCare since its inception. To effectively achieve meaningful communication of patient education requires concerted efforts and collaboration on many fronts:

- with HIS/EMR/EHR partners;
- with healthcare institutions and organizations for content;
- with patient education and literacy experts; and
- with IT vendors for software and web based solutions and interfaces.

ExitCare's longstanding effort to establish partnerships with healthcare software partners continues. **This quarter we are announcing partnerships with seven new companies**, including large and small companies, international companies, and new-market companies. This extends ExitCare's reach into the lives of many more patients, and allows healthcare enterprises to provide consistent patient education across all care settings and more modalities of information sharing. Regarding ARRA and Meaningful Use, our collaborations provide true meaningful use in terms of content and document tagging, but also access to consistent content across care settings and across multiple software providers (think "care transitions"). (*More on ARRA/MU next time!*)

ExitCare continues to collaborate with leading repositories of evidence based medicine and best practices, including universities, professional associations and government healthcare sources. Plus, we have hired additional content support staff, including a new position to help ensure clinical integrity (see Employee News article).

Finally, ExitCare's programming/development team is collaborating with our partners and other Healthcare IT vendors to develop web apps, web services and interfaces to provide the appropriate connectivity to patient records.

Partner News

More info at www.ExitCare.com/partners.html

Siemens AG

(<http://www.siemens.com/healthcare>)

The Siemens Healthcare Sector is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. By optimizing clinical workflows for the most common diseases, Siemens makes healthcare faster, better and more cost-effective. ExitCare is used in three of Siemens clinical applications.

Clinical Solutions

(<http://www.clinicalsolutions.com>)

Clinical Solutions is a leading vendor of software solutions for **medical call centers**. Their suite of products manage all aspects of a call center including those that provide services for decision support, telephone triage, patient discharge follow-up, health advice, physician/service referral, class scheduling, patient transfer, and other outbound campaigns. This software is easily configurable and integrates with third party systems, including EMR and telephony systems. ExitCare is used to provide patient education.

Alert Life Sciences Computing

(<http://www.alert-online.com>)

ALERT® is a suite of clinical products for all healthcare settings and can be implemented departmentally or across a whole organization, healthcare community or region. ALERT® follows international standards for interoperability and standardization in software development. ALERT® has been adopted by more than 72,000 users, and it has operations globally. ExitCare content will be integrated within its applications.

Smart Source

(<http://www.smartsourcelc.com/>)

Smart Source is THE "Integrated Patient Communications Provider" for Appointment Reminders, *Ongoing Patient Education Communications*, Collection Notices, and Patient Billing. From patient friendly designs to data processing, print production and mailing, Smart Source delivers the highest quality communications (in multiple languages) via "Real Time"; proven solutions on-line and paper.

IOS Health Systems

(<http://www.ioshealthsystems.com>)

IOS Health Systems is a leading provider of web-based electronic health systems with over a 99% customer retention rate. IOS offers an innovative suite of easy-to-use and affordable Medios solutions that include EHR, PM and Enterprise systems, providing immediate, secure accessibility to critical patient information with powerful physician tools 24/7 from any web-enabled device.

PCIS Gold

(<http://www.pcisgold.com>)

The PCIS GOLD® single-source PMS/EMR software, designed by industry veteran DHI Computing Service, Inc., utilizes innovative techniques that enhance clinical workflow, improve cash management, reduce overhead and optimize revenue.

EHS Medical

(<http://www.ehsmed.com>)

EHS has always focused on being more than just a software company to their customers, designing their offerings to achieve greater ROI. The core of their business is helping their customers realize better financial and operational results, delivering what matters most: exceptional clinical outcomes for patients.

Health One Alliance

(<http://www.healthonealliance.com>)

Health One Alliance is an organization owned and governed by local health care providers, working directly with industry for their health network needs associated with their managed group health benefit plan. Health One's goal is to bring healthcare decision making back to the community with physicians and patients in control of their medical care.

Product Update News

See a complete listing at www.ExitCare.com

New & Revised Titles in 2010 Q3 Release

The ExitCare 2010 Q3 content only release, ExitCare version 7.5, includes:

- 94 new **English** titles, including 30 new Easy-to-Read titles in English
- 35 new **Spanish** translations
- 44 new Portuguese translations
- 47 new Russian translations
- 17 new Bosnian translations
- 11 new Korean translations
- 17 new Haitian-Creole translations
- 18 new Tagalog translations
- 1,200 English updated and revised titles

These updates are posted on our website, document titled "Title List Changes/Modifications Qtr. 3 2010".

Employee News

ExitCare is pleased to announce that **Mary Artig, RN**, has joined ExitCare in a new role as the **Director of Clinical Quality Assurance**.

In this role Mary will review ExitCare content to assure that core measures and clinical organization guidelines are followed, and that whenever possible material is based on evidence based medicine and best clinical practices. Mary has over 30 years of nursing and patient education experience. Mary can be reached at MaryA@ExitCare.com or by phone at 800-694-6669, ext 582. *Welcome Mary!*



ExitCare has added another new position, that of

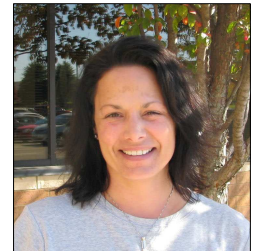
Marketing and Product Manager. We are pleased to announce the addition of **Jennifer Schliesman** in that role.

Jen, with great experience in the healthcare field, will help guide the marketing and appropriate product development of ExitCare during these exciting times of ARRA and Meaningful Use, the continued and increasing growth of our partner-vendor relationships, and the new initiatives on web and mobile device development. Jen can be reached at JenniferS@ExitCare.com or by phone at 651-379-0583. *Welcome Jen!*



ExitCare is very pleased to announce that **Jennine Lundquist** has joined ExitCare as the new Customer Service Manager, a role formerly held by David Olson.

To support the continued growth of ExitCare's direct- customer base and its partner-customer base, the Customer Service Department has continued to grow. Jennine has many years of management and customer service experience and she and her team are excited about serving the continued growth of ExitCare. Jennine can be reached at JennineL@ExitCare.com or by phone at 800-694-6669, ext 578. *Welcome Jennine!*



ExitCare is also very pleased to announce another addition to its patient education content

team. **Nicole Zepper** is our newest MLE (Medical Literacy Editor). Nicole has Bachelor's and Master's degrees in English and Library & Information Science. She also brings significant experiences working with XML (ExitCare's new content standard) and with creating educational videos. Nicole can be reached at NicoleZ@ExitCare.com or by phone at 800-694-6669, ext 581. *Welcome Nicole!*



Lorri Ann Rauschke, a long-time ExitCare Direct Customer Service Representative, will be adding duties with Epic Systems Customers to her other work, which will be reapportioned to accommodate this important role with Epic. Lorri Ann' contact info has not changed. *Congratulations Lorri Ann!*