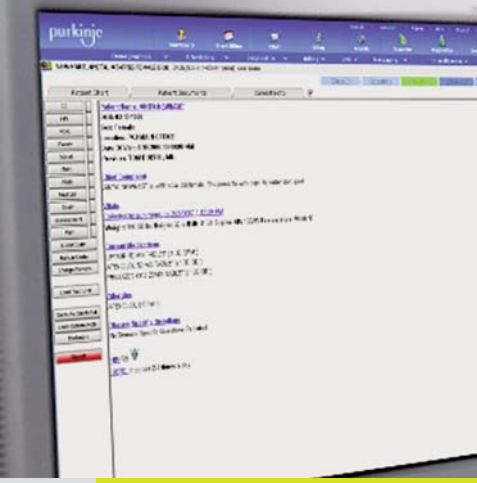


INTERVIEW

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IPA Association of America Chooses Purkinje CareSeries as Preferred System

The IPA Association of America (TIPAAA) recently chose Purkinje's CareSeries integrated EHR and Practice Management software as a recommended system for its members. TIPAAA's CEO, Al Holloway, recently sat down with consultant Keith Belton and explained why IPAs should educate their practices on the benefits of clinical systems. He also identified the valuable role that IPAs can play in the deployment of EHR systems in member practices, and how Purkinje is well-positioned to support them.

Q: WHY SHOULD IPAs BE SO FOCUSED ON DEPLOYING EHR SYSTEMS?

Al Holloway: Our members are telling us that the IPA's relationship with its member practices must evolve. As IPAs are reshaping the landscape of regional medicine, they must continually look at new and innovative ways to strengthen their market presence and their relationship with their existing IPA members.

One of our primary roles at TIPAAA has been to identify new ways IPAs can deliver value added services to their membership. Process improvement and information technology are two fertile areas. We're also telling members that clinical integration – the ability to securely share patient information across the continuum of care – will soon be on the forefront. The clinical system will provide a comprehensive view of current medical history, diagnoses, orders, meds, tests and lab results. We've determined that Purkinje's CareSeries can provide this single view.

TIPAAA is the leading trade association serving Independent/Integrated Physician Associations (IPAs). Founded in 1994 in Oakland, California, TIPAAA (www.tipaaa.com) provides a wide range of products, services, and educational programs designed to help IPAs operate effectively and successfully in managed care. The association has nearly 900 organization members, chapters in nearly 40 states, and represents more than 300,000 U.S. physicians affiliated with IPAs.

Q: WHY IS IT IMPORTANT THAT PRACTICES SHARE CLINICAL INFORMATION EVEN IF THEY OPERATE LARGELY INDEPENDENTLY?

Holloway: Clinical integration positively impacts both patient care and financial performance. If an IPA's physicians are using a single clinical platform such as Purkinje CareSeries, it can make the case that it is collectively providing care as a unified entity. By establishing a unified clinical platform, the IPA can implement treatment protocols, analyze physician prescribing patterns, and more effectively measure patient outcomes and costs.

Physicians can securely share patient information in a meaningful way which will have a positive impact on quality, safety, and cost. If the IPA operates as one entity from an information standpoint, then they are in a much stronger position when negotiating fee schedules with contracted payers.

Q: WHICH FACTORS LED YOU TO CHOOSE PURKINJE AS A TRUSTED PARTNER?

Holloway: The TIPAAA leadership went through a careful selection process. We evaluated vendors on several criteria. We insisted that software be 'best in class' – easy to use so clinicians could learn it quickly and positively impact care. The software had to have a demonstrable financial impact. It was also critical that the vendor's service model was compatible with TIPAAA's vision for an IPA playing a major role in implementation.

CareSeries was a clear leader in all areas. Their ePrescribe system, for example, is the only electronic prescriber that has been shown in studies to lower outpatient medication costs. The CareSeries system has scored highly in independent EHR assessments as well as in our due diligence. Purkinje is the only vendor that has a business model that successfully positions IPAs to implement and train users as well as support its EHR and practice management system. They had the right mindset about empowering IPAs from the start. That caught our attention.

Q: SO HOW DO YOU SEE THE PURKINJE RELATIONSHIP WITH TIPAAA BENEFITING IPAs?

Holloway: For an IPA to install an EHR across its practices, they'll need to be more than a purchasing agent. They need to roll up their sleeves and be an active participant. IPAs know their practices best. We think they are the right organization to be the support team for that clinical system. They just need the right training and support and they'll soon become experts.

In our view, Purkinje is committed to support our vision of IPAs becoming regional centers of EHR excellence. Purkinje is offering a full training and certification program for IPA's clinical support and IT teams. IPA teams will become experts in implementing CareSeries. This is a compelling value-added service that IPAs can offer their practices and further fortifies the relationship with their physician members.

We think that IPAs can add significant value as they take the lead in building and supporting their own health information communities. By partnering with Purkinje, an IPA has, in our opinion, taken the right first step in developing a strategy for success.

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