

# Virtualizing Healthcare IT

*Bringing together workflow and connectivity to meet today's challenges  
—paving the way for tomorrow's successes!*

## THE NEXT GENERATION OF HEALTHCARE INTEGRATION



The next dimension of interoperability solutions, MEDxConnect is a strategically developed integration and workflow solution based on deep domain knowledge and proven business software tools. The dynamic platform integrates disparate systems, utilizes intelligent routing to collect and present pertinent patient information and employs a user-friendly virtual worklist to fuel collaboration. Our groundbreaking approach to optimized image distribution has the power to significantly boost productivity and enhance physician diagnosis—while specialization, eligibility rules and workload balancing drive the right information, to

the right location, at the right time.

Based on 10 years of proven integration experience and healthcare domain expertise, the solution addresses the “exceptions” and “workarounds” often overlooked in less established technologies. MEDxConnect is a dynamic enterprise platform based on proven business process management architecture, optimizing all resources (people, technology and processes) within healthcare.

Not only does the system establish limitless user configurable capability for enhanced workflow and

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## HEALTHCARE CHALLENGES & MEDXCONNECT SOLUTIONS

*The world of healthcare is in constant flux, challenging organizations to take proactive measures to increase efficiency, maximize productivity and contain costs for future success. Learn how MEDxConnect streamlines integration and workflow processes to solve today's toughest healthcare challenges...*

### Patient Centered Care Inspires Customer Satisfaction

#### CHALLENGE

The rise of consumerism in healthcare has seen patients demand more information on subspecialty expertise, report turnaround times and cost-effective care. This has led healthcare providers to focus on improved patient care, which now involves building a technology infrastructure that inspires efficiency, productivity, cost-containment and patient-centric care.

#### SOLUTION

MEDxConnect enables institutions to improve patient care, along with organizational efficiency. The solution leverages new and existing IT solutions to assure that studies are automatically routed to the right team members at the right time. By collecting and presenting key information from multiple IT systems, a more complete diagnosis can be made and a patient-centric focus achieved.

### Intelligent Management Tools Drive Best Practices

#### CHALLENGE

To effectively compete and remain relevant in today's healthcare environment, all medical enterprises must embrace a new paradigm for conducting business. Outcomes, physician performance and profitability are essential for this ever-evolving formula. What fits one institution does not necessarily represent another, challenging each organization to monitor and manage its own key indicators for success.

#### SOLUTION

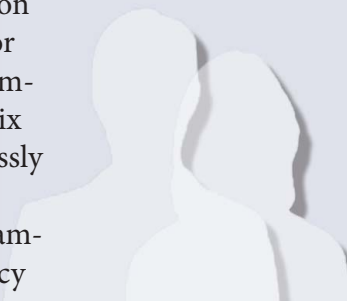
Utilizing industry proven business process management software and analytics, MEDxConnect provides the comprehensive solution for the collection, dissemination and analysis of relevant data. The dynamic enterprise platform presents decision-makers with a unique playbook of data that can be used to benchmark current practices and position their facility to drive best practices.

## Healthcare Challenges & Solutions (continued)

### Strategic Data Distribution Maximizes Productivity

#### CHALLENGE

Healthcare data and patient information tend to be scattered in all directions for many organizations. Often, the most important information gets lost in the mix and in a format that cannot be seamlessly shared. Images and resources need to become connected—transparently, seamlessly, cost-effectively and with accuracy for higher levels of productivity.



#### SOLUTION

MEDxConnect has nailed the requirement of information distribution. The dynamic platform optimizes when, how and what information is moved to assure the right physician has the right information at the right time. The solution strategically optimizes data movement, while also maximizing network bandwidth, leveraging existing on-site technologies and assuring enhanced productivity.

### The Science of Enabling Cost-Containment for Healthcare

#### CHALLENGE

Healthcare costs continue to rise, reimbursement continues to fall and new payment models promoting risk sharing are forcing healthcare leaders to take strategic measures to contain costs. This is especially challenging when seeking to strike a strategic balance between maintaining high levels of care, offering competitive services and measuring the effectiveness of business processes.

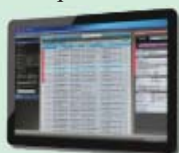


#### SOLUTION

MEDxConnect meets the challenges associated with cost-containment by optimizing the utilization of high-end resources that healthcare is constantly juggling. The customizable platform is based on leading business process management software and SOA architecture that empowers organizations to take the reins and control their own unique integration and workflow needs.

### SOME OF THE BENEFITS & FEATURES OF MEDXCONNECT

1. **MEDxConnect** offers instant access to prior studies, reports and other patient information, helping organizations effectively balance and manage workloads and facilitate subspecialty readings.
2. **MEDxConnect's Enterprise Services Bus** is a service-oriented architecture model that implements communication between different software applications and provides connectivity for messaging, integration & workflow.
3. **MEDxConnect's Patient Work Packet** empowers efficient use of support staff by ensuring all relevant information is readily available to the physician.
4. **MEDxConnect** takes advantage of existing PACS, RIS and voice recognition technologies to fuel automatic and manual control of workflow, ensuring the most efficient use of resources.
5. **MEDxConnect's Virtual Worklist** presents all relevant patient and study information seamlessly—increasing physician efficiency and patient safety.
6. **MEDxConnect** utilizes intelligent routing to collect and present pertinent patient information, and employs a user-friendly virtual worklist to fuel collaboration.
7. **MEDxConnect's** groundbreaking approach to optimized image distribution has the power to significantly boost productivity and enhance physician diagnosis, while specialization, eligibility rules, and workload balancing drive the right information, to the right location, at the right time.



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## USE MEDxCONNECT TO:



### FUEL INNOVATION

with holistic and fully-customizable business management tools to effectively monitor and manage the demands of the future and pave the way for opportunity.

### OPTIMIZE INTEGRATION

by eliminating the barriers of disparate data and leveraging tools to convert data into valuable information to encourage organizational growth.



### INCREASE PRODUCTIVITY

via intelligent data distribution and an intuitive enterprise worklist, while benefiting from real-time patient demographics and prior studies & reports.

### ENABLE GROWTH

with MEDxConnect's flexible, scalable platform that utilizes established business process software solutions to boost efficiency, collaboration, productivity and growth.



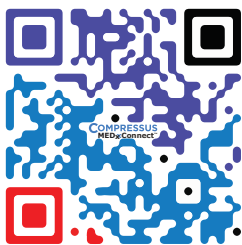
## INTEGRATION

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integration of 3rd party IT systems, it provides a framework for fast and cost-effective growth and expansion. The revolutionary platform exposes administration to each and every business process required to collect necessary data to address today's challenges and pave the way for tomorrow's opportunities.



The virtualization of healthcare IT has the power to remove barriers common with complex data silos and strategically connect departments, facilities, enterprises and expertise. The result is better and more effective patient care, which is only as good as the team of experts available to support the patient. With MEDxConnect, increased efficiency and productivity is only a click away. ■



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