# MEDSTREAMING EXPANDS DIGITAL WHITEBOARD WITHIN LINE OF CARDIOVASCULAR INFORMATION SERVICES SOFTWARE PRODUCTS

## Leading Regional Health Care Provider Estimates Implementation of Company's CVW Has Increased Efficiencies by at Least 25 Percent

**Redmond, WA – June 25, 2013** – Medstreaming, a leading developer of medical information technology (IT) solutions, announced the expansion of the company's cardiovascular digital whiteboard, adding several upgrades within its growing suite of cardiovascular information services (CVIS) offerings including seamless integration into existing electronic medical record (EMR) systems and IT infrastructures. The Cardiovascular Whiteboard (CVW) was developed in conjunction with Waukesha Memorial Hospital, which is a part of ProHealth Care, a community-based health care system located in Wisconsin. The hospital has used the CVW for the past 18 months and expanded the use of it throughout several departments.

"We wanted to streamline our cardiovascular procedure processes while bolstering our quality assurance programs in support of our commitment to excellence in patient care," said Michael Morateck, manager of information technology for Waukesha Memorial. "We turned to Medstreaming because of the company's deep experience in medical software and ability to provide seamless integration of a CVW with our current IT infrastructure. Additionally, we appreciate the ongoing upgrades which help us keep up with our changing needs."

Medstreaming's CVW is a real-time, patient resource scheduling and workflow manager. Designed on top of the Medstreaming Medical Office platform, it completely automates the end-to-end workflow of exam scheduling. It offers the ability to schedule patient exams, capturing associated information pertaining to the clinical exam details and priority. Resource details such as location, equipment and staff can also be captured, with conflict detection mechanisms in place as needed. Medstreaming's CVW solution is fully customized to meet cardiovascular workflow needs. This customization and the breadth of the automated workflow design allow for a health care facility to concisely align their clinical practices with their office workflow basics, resulting in significant increased efficiencies.

"The Medstreaming CVW has not only provided an invaluable communications and key connectivity tool, it has contributed significantly to the efficiency of our cardiovascular patient workflow," said Todd Anderson, RN, BSN, cardiology business analyst for ProHealth Care. "We estimate there has been at least a 25 percent increase in efficiencies across multiple facilities, including the tracking of catheterization lab availability, personnel and equipment. This is especially critical information when a case is flagged as an emergency, facilitating much faster response times for treating these urgent cases."

The web-based user interface allows multiple customizable views, including views that are pivoted by time, location and personnel. This flexibility allows users to aggregate their views to best fit their individual workflows, all in real-time. Scheduled appointments have extensible statuses that are customizable to allow for ease of tracking and status reporting. The role based implementation further enhances the personalization of the system "An institution can adopt the white board technology alone to be used with a current EMR or CVIS," said Wael Elseaidy, founder and CEO of Medstreaming. "Or, it can be blended with a number of Medstreaming CVIS products, such as EMR and PACS. It is an important addition to our growing family of software solutions, and we are pleased to be a part of Waukesha Memorial's and ProHealth's outstanding team of health care providers."

## About ProHealth Care

As a regional specialty and primary care health network, ProHealth Care offers a full spectrum of integrated services at Waukesha Memorial Hospital, Oconomowoc Memorial Hospital, the Rehabilitation Hospital of Wisconsin, ProHealth Care Medical Associates clinics, AngelsGrace Hospice, ProHealth Home Care and Hospice, West Wood Health & Fitness Center, and Regency Senior Communities. ProHealth Care is a not-for-profit organization and the largest health care provider in Waukesha County. For further information, visit www.prohealthcare.org.

## About Medstreaming®

Many challenges confront the medical industry due to an extremely fragmented data management structure. To address this fragmentation, Medstreaming created a Specialty-Based Vascular, Cardiovascular, and Women's Health Workflow Application which functions as a "best of breed" performance layer in the inpatient workflow on top of inpatient electronic medical records (EMR). Using this clinical workflow expertise, Medstreaming has also developed the industry's first "All in One" integrated platform application that runs as an outpatient EMR, image management & reporting, and practice management workflow solution. All Medstreaming solutions act as an aggregator for structuring clinical data which in turn creates powerful data service offerings for multi-purpose, web based, data mining and data analytics. Medstreaming is headquartered in Redmond, WA. For more information, visit www.medstreaming.com.