

## MEDSTREAMING COMPLETES MAJOR VASCULAR IT SOLUTION INSTALLATION AT FROEDTERT & THE MEDICAL COLLEGE OF WISCONSIN

New Structured Reporting System Significantly Increases Report Turnaround-  
Time and Allows Physician Reads Anywhere, Anytime

**Redmond, WA – September 18, 2013** – Medstreaming, a leading developer of medical information technology (IT) solutions, recently completed an enterprise-wide implementation of their non-invasive vascular Structured Reporting system at Froedtert & the Medical College of Wisconsin. The new work flow solution allows clinicians to read studies from anywhere at any time and has significantly improved medical report turnaround time.

“We have realized multiple increased efficiencies throughout our vascular department since implementing the Medstreaming Structured Reporting system,” said Zachary Timm, director of Vascular Services at Froedtert & the Medical College. “Along with faster turnaround, we are more accurately coding our diagnoses which helps maximize reimbursement speed and minimize claim rejections. The consistency in the report format and automatic exam prompts enable us to optimize patient care quality as well as communications with the referring physician.”

Medstreaming worked with the professionals at Froedtert & the Medical College to customize templates and reading formats. Worksheets, reports and presentations are now created easily using familiar Microsoft Office tools that form the foundation of Medstreaming Reporting. This provides extreme flexibility in user interface layout and basic system support structure for multiple monitors, storage solutions and networking.

“The Medstreaming system features customizable worksheet templates and reading formats that we utilize on all of our five workstations,” said Adrienne Roffers, lead vascular ultrasound sonographer at Froedtert & the Medical College. “We can quickly and seamlessly transfer images from the imaging system to our IT program along with related measurements. This has resulted in about a 25 percent time savings for our technicians especially by allowing quick technical approval of worksheets with limited time to edit.”

The Medstreaming reporting system provides a strong foundation of interoperability that enables seamless network integration connecting physicians with patients creating an intimate clinical setting whether local, remote or mobile. With the simple, easier, automatically generated reports, quality assurance and accreditation documentation have been greatly improved and streamlined. “We are experiencing highly consistent reports while realizing tremendous time efficiencies since implementing the Medstreaming solution,” said Timm. “We strive to provide the highest quality of care for our patients and to quickly alert our referring physicians to our findings for faster time to treatment and better quality of care.”

“Medstreaming is pleased to partner with such a leading healthcare organization as Froedtert & the Medical College,” said Wael Elseaidy, founder and CEO of Medstreaming. “As part of this important team, it is critical for us to support the hospital’s goal of providing continued excellence in patient care while gaining unsurpassed efficiencies and quality in reporting. We look forward to our ongoing mutual efforts in ensuring these outcomes.”

## About Froedtert & the Medical College of Wisconsin

The Froedtert & the Medical College of Wisconsin regional health care network is made up of Froedtert Hospital, Milwaukee; Community Memorial Hospital, Menomonee Falls; St. Joseph's Hospital, West Bend; and more than 30 primary and specialty care health centers and clinics. Joining the capabilities of an academic medical center affiliated with the Medical College of Wisconsin, Froedtert & the Medical College deliver highly coordinated, cost-effective health care to residents of southeastern Wisconsin and beyond. The network's three hospitals have 772 staffed beds, nearly 40,000 annual admissions and more than 900,000 annual outpatient visits.

## 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](http://www.medstreaming.com).

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