

• Health Management Technology News •

United Physicians of Charleston Picks Encrypted Communications Platform

FORT LEE, N.J., Sept. 8, 2009 – MaxMD, a provider of interoperable encrypted network technology for the healthcare industry, announced it has been selected by United Physicians of Charleston, the largest independent physicians association in South Carolina, to provide encrypted communications and other web-based services for the association's clinical integration initiative. According to officials from United Physicians, the IPA is among the largest in the country to implement a clinical integration program.

"MaxMD provides the encrypted communications and system interoperability needed to support our move to clinical integration," said Beth Crowder, Executive Director of United Physicians. "Most importantly, the technology is very affordable and does not require costly interfaces for all our physicians to communicate securely. Unlike other CI programs we've seen, ours is quick, easy and inexpensive to get physicians connected."

"MaxMD will also produce significant savings in time and money for every practice in the IPA and allow patients, providers, and insurers to communicate in compliance with HIPAA." Crowder said the IPA's membership encompasses 750 physicians in more than 300 independent practices serving some 600,000 patients.

According to Crowder, implementing clinical integration is a process that includes adopting healthcare information technology that improves patient outcomes and administration of care while reducing healthcare costs.

"We believe our program can be a cost effective model for communities and providers across the country," said Crowder. "Although our goal is to have all physicians on electronic medical records, the beauty of this program is that even without 100% of physicians using an EHR, we can still implement clinical integration now."

MaxMD president and CEO Scott Finlay said, "Our technology is the connective tissue that binds together all the elements, including electronic health records and a clinical data repository, needed to achieve clinical integration. We provide the first and only platform that allows both patients and providers to initiate secure information exchange via email. Our technology works with or can readily be integrated into any medical practice's legacy system or new software the practice might install in the future," he said.

Finlay said that while thousands of physicians and healthcare organization already utilize the MaxMD platform, United Physicians is the first IPA to choose MaxMD for a group-wide implementation.

"The '.md' domain offers value well beyond the obvious naming advantage," said Finlay, whose company is also the exclusive provider of web addresses ending with .md. "When experts talk about implementing patient-centered health information technology to improve outcomes and the administration of care, it implies having the kind of interoperable communications network that currently only MaxMD provides."

Crowder of United Physicians said that MaxMD was working in concert with eCast and MyCatalyst, two other health information technology companies, in providing technology and consulting for the clinical integration program.