

FOR IMMEDIATE RELEASE



Aprima Welcomed over 600 Participants to Dallas for their Fourth Annual National User Conference

Over 600 convened in Dallas – including many former customers of Allscripts MyWay™ – to network, connect with their peers and learn about the latest developments in Aprima EHR, PM and RCM

Dallas, TX (August 13, 2013) – For the fourth year in a row, a record crowd of Aprima users filled the Hilton Dallas Lincoln Center on August 2–4 for the 2013 Annual User Conference. Physicians, nurses, practice managers and other practice staff came from all over the country to learn about the latest developments with the Aprima Electronic Health Records (EHR), Practice Management (PM) and Revenue Cycle Management (RCM). Preceding the conference, many of the registrants opted to participate in one of three ‘boot camps,’ directed at EHR, PM and Power Users within a practice. These one-day sessions were designed to offer a deep dive into their respective topics.

The conference kicked off on August 2nd with a keynote address by [Rosemarie Nelson](#), principal at the MGMA Healthcare Consulting Group. Ms. Nelson discussed Reimbursement Transformation – Strategies for Physician Independence. Her talk included important information about how physicians can look at operational and technology opportunities that can help them maintain profitability and retain their independence. Following Ms. Nelson, Dr. Farzad Mostashari, outgoing National Coordinator for Health Information Technology at the U.S. Department of Health and Human Services, presented a discussion of current and future government healthcare IT initiatives, including Meaningful Use Stage 2, ICD-10 and the challenges facing healthcare providers, via video.

The opening session was followed by a wide range of classes available to all attendees. Participants also took full advantage of their opportunities to meet one-on-one with the Aprima support team, CMO Jeff Hyman, MD and COO Neil Simon, as well as other Aprima staff and executives. Attendees were also able to meet with a wide range of vendors whose products and services provide valuable add-ons to their Aprima system. The conference Diamond sponsor for the 3rd consecutive year was Fujitsu, continuing their close working relationship with Aprima in the areas of Document Management and CDA standards. This year Aprima welcomed Quest Diagnostics as the Gold Sponsor.

With separate breakout sessions targeted at three unique audiences – physicians, other clinical support staff, and office managers – everyone at the User Conference found valuable information and suggestions for using Aprima more effectively in their practices.

This year, for the first time, Aprima welcomed many former customers of Allscripts MyWay™ who had chosen to upgrade to Aprima PRM after Allscripts announced that it would not develop or update the

Allscripts MyWay™ product to be in compliance with government incentives and requirements such as Meaningful Use and ICD-10.

On August 3rd, Aprima hosted a reception for The Children’s Medical Center of Dallas, where attendees and the Aprima team gathered to make fleece blankets for patients in their ICU. Personnel from The Children’s Medical Center were on hand to welcome guests and help them learn more about all the wonderful things they do to help sick and needy children in the DFW Metroplex.

Overall customer reaction to the conference was extremely positive. According to [Dr. Joseph Jenkins](#) of Tri-State Vein Center, “This is the 3rd year in a row that I’ve attended the Aprima User Conference. In my view, it’s the best way to network with other Aprima users, company representatives and the support team. The conference provides the physician’s office with the most current information concerning Meaningful Use, PQRS and ICD 10. It’s also a great way to learn how to better implement the software and optimize its effectiveness for one’s particular practice.”

[Laura Hill](#), nurse and office manager at Great River Pediatric Clinic said, “This is our 4th year with the Aprima family. Going to the Aprima conference is not only educational, it’s also a great opportunity to meet one-on-one with the staff and developers who are looking out for the best interests of our practice. We always leave the conference with a better understanding of our office processes and the assurance that Aprima is behind our clinic 150%.”

Photos of the conference have been posted on the Aprima [Facebook page](#).

About Aprima Medical Software, Inc.

Aprima provides innovative electronic health record, practice management and revenue cycle management solutions for medical practices. The Aprima EHR/PM is an integrated system built on a single database. Aprima uses a fast, flexible design that adapts automatically to a physician’s workflow and sets the benchmark for ease of use, speed and flexibility. Aprima is one of the few companies with a 15-year track record of success, including [InfoGard Certification in 2013](#), [CCHIT Certification](#) consistently every year, as well as [ONC Certification for 2011/2012](#). Thousands of Aprima users are benefiting from improved quality of care, improved patient satisfaction, improved quality of life and an improved bottom line. Based in Carrollton, TX, Aprima performs all development, support, and implementation from the U.S. To learn more about how Aprima can help your practice, please visit www.aprima.com, call us at 866-960-6890, option 7, or email us at info@aprima.com.

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