

FOR IMMEDIATE RELEASE



Aprima Welcomes Over 1,000 Former Customers of Allscripts MyWay™

Major milestone achieved with over 1,000 former customers of Allscripts MyWay™ choosing to upgrade to Aprima PRM

Dallas, TX (July 17, 2013) – Aprima Medical Software announced today that over 1,000 former customers of Allscripts MyWay™ have chosen to upgrade to the Aprima PRM, its EHR (electronic health record) and PM (practice management) solution, since last October when 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.

Rather than migrate to Allscripts Pro™ – which requires a change in systems, plus a potentially arduous data conversion and retraining period, potentially creating mental, physical and financial disruption to the practice – these providers are taking advantage of the Aprima Rescue Plan™ for customers of Allscripts MyWay™. Since the announcement by Allscripts, Aprima has exceeded the 1,000 provider milestone, with the potential for significantly more providers to choose Aprima by the end of the calendar year.

Customers who have already taken advantage of the Aprima Rescue Plan™ are eager to recommend Aprima to peers who are still on the fence about whether or not to migrate to Allscripts Pro™ or another EHR vastly different from Allscripts MyWay™.

Some of our new customers have told us they were concerned that they would lose their financial data if they converted to Allscripts Pro™. For customers of Allscripts MyWay™ who have upgraded to Aprima, this has consistently proven to be a non-issue.

For Dr. Lauranne Harris, the financial benefits were almost instantly apparent. For months before upgrading to Aprima, her practice had struggled with the Allscripts MyWay™ billing module. The situation was immediately resolved after upgrading to Aprima. “The day after the practice went live a professional trainer arrived to train us on Aprima. We got \$100K in billing out the door that day and within a week, we had received \$25,000 in payments,” Dr. Harris recalled.

J. Woodson Dermatology & Associates reaped benefits that were nothing less than the driving reason to go paperless. Thanks to Aprima EHR’s “one click” insurance eligibility checking, the practice no longer has to assign a full-time employee to this previously tedious task. “In my opinion, there was nothing comparable to that in Allscripts MyWay™,” practice administrator Lori Haynie said. J. Woodson

Aprima Welcomes Over 1,000 Former Customers of Allscripts MyWay™, continued

Dermatology & Associates is currently scanning all of its images and charts within the Aprima EHR, another functionality that, according to Haynie, Allscripts neglected to train the practice how to use.

“Aprima is very pleased to recognize this important milestone of upgrading 1,000 former customers of Allscripts MyWay™, with many, many more expected in the weeks and months ahead,” stated Michael Nissenbaum, president of Aprima. “I am looking forward to meeting many of them at the upcoming Aprima User Conference on August 2-4 in Dallas.”

The Aprima Rescue Plan™ circumvents the need to switch to another Allscripts EMR product and offers customers the following advantages:

- Free Aprima licenses for each Allscripts MyWay™ license – no need to repurchase software; up to an \$8,500 savings per provider
- Similar look and feel; Aprima has made nearly 1,000 enhancements since it licensed the original source code to Allscripts in 2008, including hundreds of substantive improvements to the PM system
- Minimal learning curve, since it is only needed for the new features
- Minimal downtime compared to what is typical when changing systems and having to re-learn many new workflows
- Existing data remains intact; this is a proven product upgrade, **not a conversion**
- U.S.-based support

For information on the Aprima Rescue Plan™ for customers of Allscripts MyWay™, call 866-960-6890, option 7, go to www.Aprima.com/Rescue or email rescue@aprima.com.

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 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.

###

Contact:

Judy Friedman
jfriedman@aprima.com
(214) 466-8093

Aprima is a registered trademark of Aprima Medical Software. All other trademarks are the property of their respective owners. Allscripts MyWay™ is a product of Allscripts HealthCare Solutions, LLC. Aprima is not affiliated with Allscripts HealthCare Solutions, LLC.