



Aprima and Health Care Strategies Join Forces to Improve the Financial Health of Physicians

Dallas, TX (August 10, 2011) — Aprima Medical Software announced today the acquisition of Health Care Strategies (HCS), a leading provider of Revenue Cycle Management (RCM) services to physician offices throughout the U.S. HCS has consistently achieved significant gains in receivables collection rates and days sales outstanding (DSO) for their customers. HCS' customers enjoy, on average, a 20% improvement in DSOs vs. industry standards.

Aprima offers a fully integrated, single application, single database practice management/ EHR solution, as well as complete Revenue Cycle Management services. The no-template design is chief – complaint-driven with an adaptive learning capability based on the provider's style and habits. The intuitive knowledge base included suggests appropriate content based on the chief complaint and provider's documentation.

HCS has been instrumental in providing critical billing services to a number of Aprima clients over the past five years. Aprima's RCM offering, featuring HCS' service component, has demonstrated higher collections and improved financial performance for Aprima's customers. Covington Cardiology in Louisiana saw a greater than 200% increase in collections with the service. "Choosing AprimaRCM is the best decision we ever made," says Stacy Perez, practice manager. "Every month, our collections just go up and up."

Aprima CEO Michael Nissenbaum said, "HCS has been an important strategic partner to us. Margaret White and her team bring tremendous expertise in billing for physician practices of all sizes and a wide range of specialties, as well as remarkable skill in customer service. The acquisition is a natural extension of our long-term partnership. We believe that by formally combining our offerings, we will be able to leverage our technical expertise and provide an enhanced business solution to our customers. We're very excited to have HCS officially become part of the Aprima organization."

"We have a long history and strong trust with both the leadership and staff at Aprima," says Margaret White, president and founder of HCS. "Becoming part of Aprima will benefit both

organizations and all of our customers, as we'll be able to make the most of both companies' complementary strengths."

The acquisition will enable the combined company to offer RCM and other value-added services as one integrated company, expanding Aprima's growth potential and positioning it to improve market share over the long term. The resulting organization will continue to offer the innovative software and excellent customer service both companies are known for.

About Aprima Medical Software, Inc.

Aprima Medical Software, Inc., provides innovative electronic health record, practice management and revenue cycle management solutions for medical practices. The Aprima EHR+PM is an integrated electronic health record and practice management 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. Repeatedly, Aprima has been tested and proven as one of the fastest EHR tools available. Aprima is one of the few companies with a 12 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, all development, support, and implementation is U.S.-based.

About Health Care Strategies

HCS has offered billing services to physician groups of all sizes at a competitive rate for 15 years. HCS is dedicated to its role of solving customer problems and increasing productivity through billing expertise and technological innovation. The company's clients cover a range of specialties and geographies.

More information

To learn more about how Aprima and HCS 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