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Aprima and Pacific Medical IT Partner to Provide Electronic Health Records to Physician Practices

Pacific Medical IT to provide Aprima EHR/PM solutions to California's central coast

DALLAS, TX – February 22, 2010 – [Aprima Medical Software](#), a leading developer of electronic health record (EHR) and practice management (PM) systems for medical practices, today announced a value-added reseller agreement with Pacific Medical IT Inc., a California-based leader in providing local medical practices with state of the art IT support.

“Partnering with Aprima allows us the opportunity to provide better resources to the medical practices of this county,” said Howard Horne, co-founder of Pacific Medical IT. “Aprima’s single application, single database solution provides physicians and practice managers with the technological capabilities they need to run a smooth practice.”

Pacific Medical IT is a full-service provider that markets, implements, maintains and supports Aprima’s EHR/PM solutions for physicians along California’s central coast.

“Aprima’s EHR provides a flexibility and ease of use that is unparalleled,” said Victor DiMascio, co-founder of Pacific Medical IT. “After working with over 300 doctors in my IT career, I have seen many of them struggle with template-based EHRs. We at Pacific Medical wanted to provide a complete solution that also has complete support for our clients. Aprima offers us this combination and more.”

Howard Horne and Victor DiMascio founded Pacific Medical IT in September 2009, bringing over 40 years of combined IT experience to the company. As a value-added reseller, Pacific Medical IT will maintain a local focus, providing Aprima’s solution to hundreds of practices within the central coast of California.

“Our partnership with Pacific Medical IT will be a great benefit to medical practices in the coastal California area seeking to integrate the various technologies required to effectively automate today’s physician offices,” said Michael Nissenbaum, CEO of Aprima. “Pacific Medical IT’s deep technological expertise will provide full support to practices who desire portability and accessibility for their clinical information.”

Unlike template-based EHRs that force individual providers to conform to practice-wide standards, Aprima’s template-free electronic health record software enables providers to follow their own protocols. Its adaptive learning feature speeds adoption and

deployment, a critical capability as medical practices seek to meet “meaningful use” standards for government stimulus fund reimbursements. Furthermore, as a single EHR/PM application built on a single database, Aprima affords users with the fastest access to clinical and financial data. Its licensing plans make sense for everyone from a solo rural practitioner to a multi-specialty urban group.

About Pacific Medical IT, Inc.

Pacific Medical IT, Inc. is a leader in providing medical practices with state of the art IT support and Electronic Health Record solutions. Reach Pacific Medical IT at 888-948-1110, sales@pacmedit.com or online at pacmedit.com.

About Aprima Medical Software, Inc.

Aprima Medical Software, Inc., develops innovative electronic health record and practice management solutions for medical practices. Reach Aprima at 866-960-6890, salesinfo@aprima.com or online at aprima.com.

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