



Wisconsin's Richland Medical Center Switches to Aprima EHR and Practice Management

Physician-owned Medical Center Standardizes on Unified System for Clinical and Operational Requirements

DALLAS, TX (September 26, 2017) – [Aprima Medical Software](#), a leading provider of innovative electronic health records (EHR), practice management (PM) and revenue cycle management solutions (RCM) for medical practices, announced today that Wisconsin's [Richland Medical Center](#) has selected Aprima to replace its legacy systems and support 26 providers across multiple specialties, including Family Medicine, Orthopedics, General Surgery, Obstetrics and Gynecology, Cardiology and more. Richland also offers a free clinic staffed by volunteers from the Richland Medical Center, Richland Hospital and other community volunteers.

“The Aprima EHR and PM is an intuitive system that delivers a wide range of functionality, so it is ideal for a large multi-specialty practice like Richland,” said Monica Maronich, administrator for Richland Medical Center. “The fact that the EHR and PM systems are fully integrated gives us a single workflow that will make us much more efficient while enabling our providers to stay focused on patient care and patient satisfaction.”

Richland Medical Center was one of the first medical groups of its size to implement an EHR, along with a separate PM system, in the late 1990s. After more than 20 years of use, the group required additional functionality, such as quality reporting, data extraction and seamless connectivity between clinical and financial functions. After an exhaustive search, Richland Medical selected Aprima's integrated system for its combination of comprehensive functionality, ease of use, customizability and the company's long history of supporting medical clinics across the country.

“We're pleased to welcome Richland Medical Center to Aprima's expanding base of medical practices, and we look forward to helping their providers deliver ever better service to the patients in the communities they serve,” said Michael Nissenbaum, president and CEO of Aprima. “In the ever-changing world of healthcare, medical practices need systems that are agile and responsive. That's why over the last 10 years more than 98% of our customers have stayed with us and why thousands of providers like Richland Medical have recently made the switch to Aprima.”

Also important to Richland's decision to select Aprima was the company's strong track record of meeting all regulatory requirements and commitment to enabling their customers to take advantage of all the incentives they are entitled to. Some of the specific functionality in Aprima that was of importance to Richland includes chronic care management (CCM) tools to help physicians more easily document, bill and be reimbursed for services; mobile electronic prescribing and charge capture; and NCQA PCMH Prevalidation designation status, which

benefits practices seeking Patient Centered Medical Home status by reducing the administrative and quality reporting burdens of meeting program requirements.

About Richland Medical Center

Richland Medical Center is an independent, physician-owned multi-specialty group practice in Richland Center, WI, that was founded in 1962. The practice is co-located with Richland Hospital, a 25-bed acute care critical access hospital serving more than 30,000 people in the surrounding communities. For more information, please visit <https://richlandmedctr.com>.

About Aprima Medical Software, Inc.

Aprima provides innovative electronic health record (EHR), practice management (PM), population health and revenue cycle management (RCM) solutions for medical practices. For nearly two decades, the company has delivered quality solutions that have helped tens of thousands of users enhance patient care and satisfaction, as well as improve their practices' bottom lines. The Aprima EHR/PM solution sets the benchmark for ease-of-use, speed and flexibility, thanks to its single application, single database and customizable design that adapts automatically to individual physician workflows. Aprima has a proven track record of compliance with government initiatives, such as Meaningful Use and ICD-10, has been awarded pre-validation status for NCQA PCMH recognition and has been given the [Frost & Sullivan 2017 Award for Product Leadership](#). The company is based in Richardson, Texas and performs all development, support and implementation from within the U.S. To learn more about how Aprima can help your practice, please visit www.aprima.com, call us at 844 4APRIMA or email us at info@aprima.com.

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