



Medicalis Announces Decision Support Cloud (DSCloud) at AHIP Institute 2011

Easy Access to Evidence-Based Decision Support Now Available to all Providers in US

SAN FRANCISCO – June 15, 2010 – Medicalis unveiled DSCloud, a national resource for imaging-based clinical decision support that is simple to consume and has a low barrier to entry for any physician practice or hospital, here at AHIP's Institute 2011 in San Francisco, June 15-17. DSCloud provides access to evidence-based and clinical best practice guidelines as a supportive tool for physicians. It can be accessed through the Medicalis DSCloud portal from a computer, tablet or mobile device, or via a secure web services integration to an electronic medical record (EMR).

“By moving evidenced-based decision support into the cloud, Medicalis offers providers and healthcare organizations a platform to introduce imaging-based clinical decision support into their practice of medicine,” said Oran Muduroglu, president and CEO of Medicalis. “DSCloud will allow organizations to better understand how to effectively leverage decision support and supportive policy enforcement tools to allow healthcare providers to manage the costs associated with diagnostic imaging as they transition to or participate in Accountable Care Organizations (ACO).”

Medicalis offers ACOs, providers and physician groups a multi-tier decision support platform to which they can subscribe to various levels. Organizations can leverage knowledge that can be delivered initially as a simple educative tool and move to a rich support tool, driving adherence to guidelines and healthcare policy in a physician friendly manner. By leveraging the Medicalis LiveQuery™ technology and patent-pending dynamically generated indication screens, physicians are able to locate specific clinical scenarios that match their patients' conditions in seconds.

DSCloud is a service that delivers an integrated support solution that is HIPAA compliant and supports the move towards “Meaningful Use.” Each tier of DSCloud provides rich analytics and reports, which can be delivered easily to community physicians, healthcare organizations or Payers via the web.

“The delivery of decision support knowledge to physicians during the ordering process can significantly decrease radiation dosage by reducing unnecessary exams and directing physicians to lower, or no dose procedures,” added Muduroglu.

The Medicalis decision support platform has been in production use for over 10 years, and it will be utilized by a majority of the physicians participating in the CMS Medicare Imaging Demonstration (MID) project. The company has an extensive customer base with organizations such as Partners Healthcare, Medica, Geisinger Health System, Marshfield Clinic, Weill Cornell Medical College/New York Presbyterian and the University of Pennsylvania Hospital.

About Medicalis

Medicalis, headquartered in San Francisco, was founded in 1999 in partnership with Brigham and Womans Hospital. The company provides information-driven clinical and workflow solutions that enable the delivery of higher quality care at a lower cost.

Medicalis' broad range of offerings empower Accountable Care Organizations (ACO), providers and physician groups to work collaboratively within a transparent system to efficiently improve quality and economic outcomes in healthcare delivery. The company has invested over \$23M in the research and development of its evidence delivery and management platform. For more information about Medicalis, please visit: <http://www.medicalis.com>.

LiveQuery is a trademark of Medicalis

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