

Contact: Marketing  
Unibased Systems Architecture, Inc.  
Phone: 800-489-6069, ext. 143  
E-mail: market@unibased.com  
Website: www.unibased.com

14323 South Outer 40 Road  
Suite 300 South  
Chesterfield, MO. 63017



# Press Release

## Botsford General Hospital Expands Scheduling Outreach Utilizing Unibased Systems Architecture's Native Web Physician Access Module

Chesterfield, MO., July 9, 2007: Unibased Systems Architecture, Inc. (USA), the leading provider of enterprise-wide resource management solutions to the healthcare industry, today announced the sale of their newest native Web product, Physician Access, to Botsford General Hospital in Farmington Hills, Michigan.

Physician Access is a complimentary module of the core scheduling applications provided by USA, extending the reach of the physician office directly into the hospital's scheduling system from any remote location. Utilizing native Web technology, the physician office can either reserve or request times for ordered procedures while the patient is still in the physician's office. By not requiring live contact with scheduling office personnel, the physician's office staff experience improved productivity while providing their patients with an expanded level of service.

"The benefits to our organization have been substantial in terms of physician and patient satisfaction and our entire patient access process has been streamlined as a result," stated Luke Meert, Corporate Accounts Receivable Director for the Botsford Healthcare Continuum. "Because of the ease of use of this product, our physicians/staff have told us that they are extremely satisfied with Botsford in the face of impending hospital competition."

"We couldn't be happier," said Larry Grossman, VP of Product Management and Marketing for USA. "The reception this product has received from our installed and prospective client base only reinforces our decision to develop additional native Web application extensions. This approach offers expanded capabilities to our clients without the additional expenses associated with a Citrix approach to using the Web. While we continue to offer the Citrix solution to those clients using that technology, we see the native Web approach as the direction of the future."

Botsford is a 330 bed, community-based acute care hospital committed to offering an array of high quality health care and related services, with approximately 15,800 inpatient admissions a year. Founded in 1965, Botsford is a nationally recognized osteopathic teaching facility and is part of the statewide campus system for the Michigan State University

For Immediate Release, July 9, 2007

*more*

- Page 2      Botsford General Hospital Expands Scheduling Outreach Utilizing Unibased Systems Architecture's Native Web Physician Access Module

College of Osteopathic Medicine. For more information, visit the Botsford Health Care Continuum Website at [www.botsfordsystem.org](http://www.botsfordsystem.org).

About Unibased Systems Architecture (USA): Celebrating its 21st year in the HIT industry, USA's reputation for product quality, reliability, and supporting services has no equal. USA and its products have maintained highest rankings from the KLAS™ independent reporting for the last eight years. USA markets various products which are open, scalable, integrated client/server and web enabled solutions, designed to meet the unique needs of sophisticated enterprise organizations. USA has major solution offerings in the HIT and air travel markets, providing real time production scheduling, human resource, security and financial systems. In the HIT industry, RMS is an integrated solution which schedules and tracks patient resource needs from pre-access through follow-up. RMS also monitors the effectiveness of clinical programs, financial productivity and capacity management. ORMS is an integrated module which addresses OR scheduling, surgeon preferences, suite utilization, materials management, clinical worker training and certification. RMS/ORMS results in significant improvements in physician and patient relations. USA products and services are available through direct sales, marketing partners, value added resellers and system integrators. USA is a private corporation founded in 1986, and is based in Chesterfield, Missouri. Visit USA on the web at [www.unibased.com](http://www.unibased.com) or contact:

Charles W. Kean  
Vice President, Sales and Client Relations  
Unibased Systems Architecture, Inc.  
14323 South Outer 40 Road, Suite 300 South  
Chesterfield, Missouri 63017  
Phone: 800/489-6069  
Fax: 314/878-2674  
E-mail: [ckean@unibased.com](mailto:ckean@unibased.com)