



Press Release

Healthcare Partners for CASH, East Texas Medical Center Teams with Unibased for Consumer Access to Services

Chesterfield, MO., October 29, 2009: East Texas Medical Center (ETMC) has announced its selection of Unibased Systems Architecture, Inc. (Unibased) consumer portal, Consumer Access and Scheduling for Healthcare (CASH) to simplify and expedite access for services. The web application is fully integrated with the Unibased ForSite2020[®] product suite and it will improve the access process. Providing 24/7 web access to service scheduling and registration eliminates several of the impediments consumers experience in obtaining their healthcare needs.

According to Susan Shockey, Director of Referral Services at ETMC, "Improving ease of access for patients is an important and continuing effort at ETMC. We expect the consumer portal from Unibased to be a powerful addition to our access center, and wanted to be the first in our area to offer this added capability to our patient population. The fact that it incorporates all the existing rules and clinical content of our core scheduling system is an added bonus."

Cindy Borders, Unibased Vice President, Client Services and Support, suggested, "The impending national healthcare bill is expected to increase demand on hospital access management departments by about 15%. CASH offers an alternative to expanding staff and facilities in order to meet the this new demand as well as increases due to retiring baby boomers by allowing healthcare consumers themselves to schedule (or reschedule) their needed services in the privacy of their own home on the web, as well as the ability to update or verify their demographic detail and payor information in a convenient and secure manor. This capability also will be very helpful to people who may not have time to call and schedule services during normal working hours. Every schedule and registration provided by the consumer reduces the labor otherwise performed by the access management personnel at the hospital. Because CASH is completely integrated with ForSite2020, schedules are conflict-free based upon resource availabilities, and current demographics are available for verification instantly. This makes the entire process more patient friendly and reduces the workload on hospital personnel. Everyone wins."

About East Texas Medical Center (ETMC): East Texas Medical Center is a seamless system of primary, secondary and tertiary healthcare facilities and services throughout East Texas. A system with one mission: bringing to the people of our region the care they deserve - *care that is first in East Texas, second to none*. ETMC's strategy is to provide care in rural areas whenever possible. The system is organized so that primary care is provided in the rural health clinics. Secondary care is also provided locally in the ETMC affiliate hospitals. High-level secondary and tertiary care is provided at ETMC Tyler.

About Unibased Systems Architecture: Celebrating its 23rd year in the HIT industry, Unibased Systems Architecture's reputation for product quality, reliability, and supporting services has no equal. Unibased and its products have maintained the highest rankings from the KLAS™ independent reporting for the last eight years. Unibased is often referred to as the “perfect vendor” by its clients. Unibased markets various products that are open, scalable, integrated client/server and web-enabled solutions, designed to meet the unique needs of sophisticated enterprise organizations. Unibased also has major solution offerings in the air travel market, providing real-time production scheduling, human resource, security and financial systems.

In the HIT industry, Unibased offers ForSite2020® as an integrated solution that provides alternative access management techniques, including scheduling, EMPI, and registration, and tracks patient resource needs from pre-access through follow-up. ForSite2020® also monitors the effectiveness of clinical programs, financial productivity, and capacity management. ForSite2020® has an integrated module which addresses surgery procedure(s) and surgeon scheduling, pre-admission activity monitoring, surgeon preferences, suite utilization, materials management, clinical worker training and certification, perioperative charting, and surgery based EHR. ForSite2020® results in significant improvements in physician and patient relations by including a physician portal, consumer portal, automated order creation, a business intelligence offering labeled ForSite Analytics, and revenue cycle functions such as validation of patient demographics, patient's current insurance eligibility checking, assurance of medical necessity compliance, and estimation of the patient's out-of-pocket expense based upon scheduled and ordered services. All Unibased solutions are supported by integrated automatic data collection processes such as bar coding, facsimile collection and retention, optical and intelligent character recognition and document image collection and storage, all linked to the appropriate patient and administrative records.

Unibased products and services are available through direct sales, marketing partners, value-added resellers and system integrators. Unibased Systems Architecture is a private corporation founded in 1986, and is based in Chesterfield, Missouri. Visit Unibased on the web at www.unibased.com.

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