

Press Release

East Texas Medical Center Goes Live with the Unibased Patient Portal, Consumer Access and Scheduling for Healthcare (CASH)

St. Louis, MO., February 9, 2011: Unibased Systems Architecture (Unibased), delivering market-leading enterprise scheduling and surgery management solutions to improve access and coordination of care, announced today that East Texas Medical Center (ETMC) has implemented the Unibased patient portal, Consumer Access and Scheduling for Healthcare (CASH). As the healthcare industry continues to migrate towards true transparency with a more consumer-focused, self-service model, patients are empowered to take a more active role in their overall healthcare experience.

ETMC has already begun, starting with their own employees. Through the use of the CASH secure, web-based application, employees are able to schedule their appointments at any of the ETMC facilities for a specified service. Self-service capability provides 24/7 access to scheduling, registration, patient schedules, prep instructions and demographic updates - eliminating several of the impediments consumers experience in traditional scheduling methodologies.

"We feel this service will give our patients added convenience and control over the scheduling event. It will give them an opportunity to manage the event, which we hope will improve satisfaction and reduce no-shows," said Susan Shockey, Director, Referral Services at ETMC, about launch of CASH this spring, in which ETMC patients will use CASH to schedule mammograms.

According to Cynthia Borders, Unibased Vice President, Client Services and Support, the ForSite2020[®] suite of products, specifically CASH, fills a void in the marketplace. "In today's fast-paced society, any option a healthcare provider can offer to their patients to make access more convenient is a win/win for both the patient and provider. We have heard stories of patients carrying a physician's written order around for weeks on end because scheduling the appointment was not convenient in their daily schedule. With CASH, these situations can be eliminated."

ETMC is an extensive healthcare network consisting of 15 hospitals and approximately 6,000 employees, creating a seamless system of primary, secondary and tertiary healthcare services throughout East Texas. With a simple mission of bringing to the people of the region the care they deserve – "*care that is first in East Texas, second to none*".

About Unibased Systems Architecture, Inc.: Celebrating its 25th year in the healthcare information technology (HIT) industry, and having achieved "Best In KLAS"¹ for 8 consecutive years (2003-2010) in the market segments of surgery management and enterprise scheduling, Unibased, an Amerinet supplier, markets various products that are open, scalable, integrated client/server and web-based solutions, designed to meet the unique needs of healthcare organizations and

For Immediate Release: February 9, 2011

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improve the coordination of healthcare services. Unibased ForSite2020® v7.0 received inpatient and outpatient modular EHR ONC-ATCB certification on January 28, 2011. ForSite2020® v7.0 is an integrated solution that provides improved access management processes including physician and consumer portals, physician order tracking, EMPI, registration, scheduling, conflict resolution, and tracking patient resource needs from pre-access through follow-up. ForSite2020® v7.0 monitors the effectiveness of clinical programs, financial productivity and capacity management to improve quality, safety, and efficiency related to the coordination of care.

ForSite2020® v7.0 also includes a surgery management module that coordinates surgery procedures and surgeon preferences, pre-admission activity monitoring, tissue tracking, suite utilization, materials management, clinical worker training and certification, perioperative charting, anesthesia management integration, and surgery-based EHR. ForSite2020® v7.0 improves the communication between hospitals and physicians through its physician portal, automated order creation, and business intelligence analytics. ForSite2020® v7.0 impacts the revenue cycle through 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.

Unibased solutions will increase provider sales quickly, through its physician and consumer portals as well as its Business Process Management (BPM) capabilities. They will reduce provider debt associated with patient payments and minimize claim denials associated with inaccuracies and missing documentation. Most importantly, providers realize these benefits within months, not years. 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 Systems Architecture, Inc. is a private corporation founded in 1986, and is based in St. Louis, Missouri. All Unibased products are made and supported in the United States.

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¹ 2003 - 2010 Top 20 Best in KLAS Awards: Software & Professional Services, December 2010. © 2010 KLAS Enterprises, LLC. All rights reserved. www.KLASresearch.com