

# First of its Kind Service in the U.S. Helps Doctors Save Time and Money

***Total EMR Solutions is a new company providing one-stop evaluation for selection of electronic medical record (EMR) software for physician practices. Electronic medical records software helps doctors manage patient care. The federal government is providing cash subsidies for physicians that make use of this software.***

Chandler, AZ August 1, 2010 -- Total EMR Solutions, announces the launch of the DemoLab, a first of its kind service that guarantees physicians will save time and money in their selection and investment in electronic medical record (EMR) software. Electronic Medical Record software computerizes clinical charts and records for patients and automates the day-to-day workflow of a physician practice. This software gives the physician immediate access to patient health and prescription history, providing a more efficient and effective delivery of patient care.

The DemoLab is an 8 hour product education, evaluation, and selection experience that allow the physician to test drive EMR software products side by side to compare features and functionality. The DemoLab provides this hands-on tour of multiple products while educating the physician on the background and context of EMR systems. The DemoLab is a simple concept that has not existed anywhere in the country until now.

Selecting and installing an EMR system is a time consuming and costly process for a physician. There are over 250 providers of EMR software. Physicians and their practice administrators typically evaluate their EMR system options by talking to colleagues, looking at products in Exhibitor Halls at academic meetings, and sitting through one-on-one vendor demonstrations that highlight why that vendor's product is best. Most physicians describe this process as time consuming, arduous, and biased.

The average medical practice will take 13 months to make a selection of an EMR product for their office. The DemoLab option distills the process down to about 12 hours across two weeks, with a half day in evaluation at the practice office and 8 hours in the DemoLab.

What differentiates the DemoLab from other selection methods is that the service A) provides access to the best selling EMR products, all available for hands on evaluation at the same time on a side by side basis and; B) does not sell software, hardware, or IT services.

"Total EMR Solutions isn't a marketing firm or a reseller of products – we sit on the other side of the table from the vendors, representing only the physician's interests. Total EMR Solutions helps the physician make a quick but informed product selection by matching products to their clinical and business needs" says Margaret Blue, President, Total EMR Solutions.

The DemoLab is led by professional staff experienced in the operations of medical practices and the EMR selection process. A DemoLab experience starts before the Demo Day, with an on-site assessment of the physician's practice operations and clinical requirements. On the Demo Day, about 3 hours is spent educating the physician about the products, industry, and vendors. The balance of the day is spent on side-by-side functional testing and evaluation of the various product options. At the end of the day, the physician will have shortlisted down to one or two products for bids and additional in-depth product demonstration with the respective vendors.

Total EMR Solutions has targeted the top 12 EMR products representing 75% of the installed market. Eight EMR products are currently installed in the DemoLab with the remaining four planned for installation over the next several months.

Total capital investment in EMR software, related hardware, and training can easily exceed \$100,000 for a 2 to 3 physician practice. Given the time, cost and complexity of these systems, the physician incurs a significant business risk trying to select the right tool that serves his or her approach to the practice of medicine while meeting the needs of their practice's business model.

As a result, less than 40% of physician practices in the U.S. have installed a system. Of those physicians that have an EMR system, it is estimated that at least 50% of the systems are underutilized or deployed incorrectly. There are signs that physician may start to make greater use of these tools to run their practices. One driver is that the federal government is currently providing up to \$44,000 to \$64,000 cash incentives to physicians that implement and use an EMR system.

Unfortunately, the federal incentives cannot overcome a flawed selection process. "A bad EMR selection and implementation costs tens of thousands of extra dollars to the bottom line of a practice. Worse, the physician can end up trapped in a bad situation that requires an even greater expense to cure" says Blue. The DemoLab is positioned to reduce the risk to physician and create a greater likelihood of successful implementation of an EMR system.

The first DemoLab is located in Chandler, AZ, with easy access to I-10 and the 202. Housed in a 1,300 square foot facility with lab, conference, and kitchen facilities, the DemoLab provides access to state of the art software, equipment, and peripherals. Starting in early 2011, Total EMR Solutions plans to open 2 additional DemoLabs in Arizona, with a focus on growing to the top 20 U.S. metro areas over the next two years.

#### **About Total EMR Solutions:**

The company is a subsidiary of Desert Practice Management, a full service medical practice management consulting firm with a client list that includes private physicians across all specialties as well as most major hospital systems in metropolitan Phoenix. Both firms are based in Chandler, AZ.

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