



PINNACLEHEALTH



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## **MEDIA ADVISORY**

### **PinnacleHealth Selects MobileMD for Health Information Exchange Service** *Agreement puts health system in vanguard of electronic medical records in Central Pennsylvania*

HARRISBURG, PA— In a major stride towards attaining full electronic medical records, PinnacleHealth has signed an agreement with MobileMD to implement MobileMD's Health Information Exchange (HIE) and Enterprise Access (EA) technologies and services. PinnacleHealth will use MobileMD's turnkey technology and services to establish connectivity between PinnacleHealth's various facilities and the physician practice community.

With MobileMD, PinnacleHealth will electronically and securely send all types of patient health information (PHI) (e.g., labs, transcribed reports and other hospital documents) to affiliated physician practices and clinical business partners. Additionally, PinnacleHealth will provide their business associates the ability to order services to be delivered in PinnacleHealth's outpatient settings. For those physician practices that have not yet implemented EMR technology, MobileMD's Enterprise Access will provide a fully web-enabled, highly secure, feature-rich "EMR-light" designed to facilitate the communication of and access to critical PHI, regardless of location or system of PHI origination. For those physician practices currently using an Electronic Medical Record (EMR) product, the PHI will be integrated into the disparate EMRs utilized across the physician community.

"The ability to provide secure, electronic interoperability with our business associates and deliver real time patient health information critical to patient care serves as a cornerstone of PinnacleHealth's patient-focused mission," said Steven Roth, vice president and CIO of



**PinnacleHealth**



PinnacleHealth. “In addition to MobileMD’s HIE, EA also serves a critical need for our affiliated physician community and clinical business partners. With EA, affiliated physicians will have the ability to receive results and reports generated within the walls of our various facilities and will be able to securely transmit PHI, such as medical records and orders, to the health system thereby improving the coordination of patient care. “

“We are very pleased PinnacleHealth has decided to offer our Health Information Exchange and Enterprise Access services to fully support the connectivity needs of their physician community,” said Todd Fisher, CEO of MobileMD. “MobileMD handles the set-up, configuration, maintenance and support of the HIE and EA technologies. In short, we support our customers by ensuring they are provided with the information, technologies, and services necessary to provide outstanding patient care in a manner that is best for each provider. While we certainly believe our technology is the best in the industry, PinnacleHealth clearly indicated a strong desire to provide physicians and other business partners a proven service, not just technology. We are confident they will be pleased with their decision.”

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#### **About PinnacleHealth**

PinnacleHealth is a non-profit healthcare system serving Central Pennsylvania. The healthcare network includes four campuses (Community, Cumberland, Harrisburg and Polyclinic), FamilyCare physician practices, home health and hospice services, FirstPlace urgent care center, outpatient surgery and imaging centers, inpatient and outpatient care and an array of other healthcare services. For a complete list of services, visit our website at [www.pinnaclehealth.org](http://www.pinnaclehealth.org).

#### **About MobileMD**

The MobileMD services offering utilizes a secure, scalable and flexible infrastructure to provide technologies and applications designed to integrate patient health information with disparate physician practice EMR systems as well as application software designed to provide access and communications capabilities, bringing the healthcare community together in support of enhanced patient care. As a fully outsourced internet-based ASP, MobileMD provides health systems with an innovative, effective way to connect their community – without derailing other strategic initiatives. MobileMD currently provides connectivity to thousands of physicians and over 50 hospitals nationwide. For more information, visit [www.mobilemd.com](http://www.mobilemd.com).