

South Jersey Health System contact  
Thomas Pacek  
South Jersey Health System  
(856) 575-4713  
pacekt@sjhs.com

MobilMeMD Contact  
John Skinner  
MobileMD  
(908) 768-5626  
[jskinner@mobileMD.com](mailto:jskinner@mobileMD.com)

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## **MEDIA ADVISORY**

### **South Jersey Healthcare Selects MobileMD for Health Information Exchange Service** *Agreement establishes health system as a leader of health information technology*

*in Southern New Jersey*

Vineland, NJ – Taking a significant step towards establishing a leadership role in the implementation of health information technology (“HIT”) for their physician community, South Jersey Healthcare (“SJH”) has signed an agreement with MobileMD to implement MobileMD’s Health Information Exchange (HIE) and Enterprise Access (EA) technologies and services. South Jersey Healthcare will use MobileMD’s turnkey technology and services to establish HIT connectivity and interoperability between their various facilities and their physician community.

With MobileMD, SJH will electronically and securely connect with their health care community in order to send and receive all types of patient health information (PHI) (e.g., labs, transcribed reports, orders, and other patient record documentation). Additionally, SJH will provide their business associates the ability to order services to be delivered in their 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 fully integrated into the disparate EMRs utilized across the physician community.

“The ability to provide secure, electronic interoperability with our physician community, sharing critical patient health information in real time, will not only reduce costs, but, more importantly, will improve the physician-patient relationship and patient outcomes. In short, our partnership with MobileMD will help improve patient care,” said Thomas Pacek, CIO of South Jersey Healthcare. “In addition,” said Mr. Pacek, “MobileMD’s Enterprise Access product serves a critical need for our affiliated physician community – particularly those that have yet to implement an EMR. 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 SJH has decided to offer our Health Information Exchange services to fully support the connectivity and interoperability needs of their physician community. In doing so, SJH is clearly assuming a role as a leader in the delivery of innovative HIT solutions to their healthcare 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, SJH will also benefit greatly from our proven service – MobileMD is far more than a technology platform. We are confident South Jersey Healthcare will be pleased with their decision.”

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## **About South Jersey**

South Jersey Healthcare is a 262-bed facility built on 62.5 acres at the intersection of Routes 55 and 552 in Cumberland County, New Jersey. The integrated medical campus is uniquely designed to complement and enhance the delivery of responsive, efficient care. South Jersey offers emergency and outpatient services from several locations throughout Southern New Jersey and is also affiliated with Fox Chase Cancer Center. For more information, visit <http://www.sjhs.com>

## **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, communications, and interoperability capabilities, bringing the healthcare community together in support of enhanced patient care. As a fully managed services internet-based SaaS offering, 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 70 hospitals nationwide. For more information please visit <http://www.MobileMD.com>