



MedInformatix Announces Partnership with PhoneTree

Preferred Partnership Between Technology Providers to Improve the Way Healthcare Practices Communicate with Patients

LOS ANGELES, CA, USA, August 13, 2013 /EINPresswire.com/ -- MedInformatix, an innovator in electronic health records (EHR), and an established technology brand known for providing real-time real-impact data and workflow solutions to the healthcare industry, announced today a preferred partnership with [PhoneTree](#), a leading provider of phone, text and email messaging solutions. As part of the relationship, MedInformatix and PhoneTree will work to integrate their respective EHR and messaging technology platforms, providing healthcare clients with one of the most effective patient engagement and messaging tools in the marketplace. The new preferred partnership is an extension of a collaborative relationship that has existed between MedInformatix and PhoneTree for several years.

"PhoneTree's messaging system represents the type of best-in-class solution we strive for in every industry partnership we seek," said Pat McGonigle, President of MedInformatix. "They were among the early adopters in developing professional messaging solutions. For our industry, their client-facing software is highly intuitive, allowing healthcare organizations wide customization features on the type of messages they deliver to patients before, during and after medical appointments. It provides a whole new level of communication and engagement between healthcare provider and patient that is in keeping with what MedInformatix is all about."

As part of the initial phase of the new partnership, technology teams have begun to integrate PhoneTree's HealthWave messaging solution with the existing MedInformatix EHR and enterprise project management (EPM) platforms. HealthWave assists practices of all sizes and complexity to contact patients by phone, text, email or any combination to inform them of appointments, pre and post-care instructions, payment options and updates and other important provider-patient information. A key client benefit of the HealthWave solution is its ease-of-use. Once the client selects the applicable messaging task(s), they export patient lists to PhoneTree which, in turn, processes the data and delivers the message. The system can be operated remotely or triggered via any network connection. Follow-up reports detail patient engagement and response rates. HealthWave clients have reported a reduction in the number of missed or no-show appointments, improved rate of payment collections and an overall increase in office efficiency.

“We are thrilled to be joining forces with MedInformatix,” said A.J. DiBianca, President and Chief Executive Officer of PhoneTree. “Our two systems are uniquely distinct, yet highly compatible, and we are excited about what their integration will mean for our healthcare clients and for the marketplace.”

Phase two of the partnership includes the implementation of a bi-directional interface that will integrate the shared client base of MedInformatix-PhoneTree to access messaging tasks from either of company’s dashboards. McGonigle expects the bi-directional component to be available by the end of 2013.

About MedInformatix

MedInformatix, Inc. (www.medinformatix.com) is a leading national provider of fully integrated Electronic Health Records. Whether the client is a single physician ophthalmologist, a 50-physician, multi-location cardiology practice, the busiest radiology practice in Manhattan or one of 15 other serviced specialties, MedInformatix accommodates their needs. As of April 2013, MedInformatix users have collected more than \$29 million in meaningful use incentive payments.

MedInformatix Version 7.5 is certified to meet 2011-2012 criteria supporting Stage 1 Meaningful Use requirements under the American Recovery and Reinvestment act (ARRA), and as a Complete EHR by the Drummond Group. This Complete EHR is 2011/2012 compliant and has been certified by an ONC-ATCB in accordance with the applicable certification criteria adopted by the Secretary of Health and Human Services. This certification does not represent an endorsement by the U.S. Department of Health and Human Services or guarantee the receipt of incentive payments.

MedInformatix, October 22, 2010, Version 7.5, 1022201024238, Clinical Quality Measures: NQF0013, NQF0421, NQF0041, NQF0024, NQF0028, NQF0038, NQF0059, NQF0061, NQF0064. Additional software used: TrueCrypt v2.0, email software, spreadsheet software.

About PhoneTree

For over two decades, PhoneTree® has provided businesses and organizations around the country with cost-effective and reliable automated patient messaging. Through voice, text and email, PhoneTree makes it easy to contact patients about upcoming and missed appointments, lab results, past-due balances, recalls, and more.

Proven. Professional. Trusted. It is PhoneTree’s corporate goal is to make every customer’s experience truly extraordinary. The dedicated PhoneTree Sales Team works tirelessly to meet each client’s unique communication needs, and Customer Service is not just a department, but a way of doing business. PhoneTree values each customer, vendor and partner in a quest to positively impact society.

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