

mTuitive launches Alliance Program for Structured Cancer Care Reporting

Helping Medical Associations, EHR Providers, LIS Providers, Digital Pathology Companies, IMS Providers and Reference Labs unlock new revenue.



CENTERVILLE, MA, UNITED STATES, May 6, 2025 /EINPresswire.com/ -- As the

healthcare industry increasingly prioritizes efficiency and accuracy, [structured reporting](#) has become a necessity rather than a luxury. mTuitive, a leader in structured reporting solutions, is proud to introduce the mTuitive Alliance Program, offering organizations an opportunity to expand their services, increase revenue, and provide seamless, integrated solutions to their customers.

Healthcare providers are demanding structured reporting solutions to meet accreditation requirements, streamline workflows and improve patient care. However, for many companies, the decision to build these capabilities in-house presents challenges in cost, expertise, and resource allocation.

The mTuitive Alliance Program eliminates these obstacles, allowing Medical Associations, EHR Providers, LIS Providers, Digital [Pathology](#) Companies, IMS Providers and Reference Labs to offer best-in-class structured reporting solutions without diverting focus from their core competencies.

"As the demand for structured reporting functionality grows, healthcare providers are increasingly turning to their pathology solution vendors to meet this need. However, for most vendors, structured reporting isn't a core competency or a strategic focus. Instead of stretching their limited resources to develop an entirely new tool, many are choosing to partner with mTuitive. With over 20 years of expertise in structured reporting and seamless integration with all major systems, we offer a proven solution. Our partners not only enhance the value they bring to their customers but also unlock new revenue streams, making it a win-win for all.", notes Hans Wernke, Vice President of Strategic Alliances at mTuitive.

The mTuitive Alliance Program is designed to empower partners with enhanced customer value and new revenue streams through a range of tailored partnership models.

Regardless of the partnership model, mTuitive ensures a competitive compensation structure, along with varying degrees of sales and technical support, to ensure success including:

- Dedicated Sales Support
- Comprehensive Sales Assets
- Technical Support

About mTuitive

mTuitive is a leading provider of structured reporting solutions, dedicated to improving clinical workflows, data accuracy, and patient care. With cutting-edge technology and a commitment to excellence, mTuitive partners with organizations worldwide to deliver integrated, efficient solutions that drive better healthcare outcomes.

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