

# CIENTIS TECHNOLOGIES CASE STUDY



# DIRECTLY INFLUENCE \$30 BILLION

## Introduction

The Cientis Technologies online platform provides physicians, governments, vendors, and funding organizations across North America with the necessary tools to implement and effectively use Electronic Medical Records (EMRs) in order to improve care, enhance efficiency, and achieve savings in healthcare systems.

## Background

Healthcare is a multi-trillion dollar industry worldwide. Healthcare costs are growing faster than the ability of countries to sustain and support their healthcare systems. Important contributors to this trend include the aging population, a growing prevalence of costly chronic diseases, and inefficiency due to healthcare being a primarily paper-based system. In order to improve the efficiency of their healthcare systems, governments are investing heavily in the conversion of these paper-based systems to electronic systems in order to improve efficiency, increase capacity, and control costs more effectively. Investment is taking place to convert both hospital systems and physician offices to Electronic Health Records (EHR). Once the conversion to EHR is complete, a new order will exist and an entire industry will evolve in order to support and sustain electronic health record systems.

In the United States, as a core component of the American Recovery and Reinvestment Act (ARRA), the federal government has initiated the largest investment program ever established, amounting to (US) \$48 Billion, to upgrade medical practices and hospitals to an EHR system. Over \$17 Billion has been committed to fund EHR adoption by US physicians. Currently less than 25% of US physicians use an Electronic Health Record system in their practice. In order to ensure the adoption of EHR systems in healthcare, physicians who do not adopt EHR systems by 2015 will face financial penalties.

The United States is just one of a number of countries that have initiated an investment in Electronic Health Records. Other countries making significant investments include Canada, UK, Australia, New Zealand, Denmark, Singapore, and Hong Kong. The Canadian market is expecting up to \$650 Million in additional funding from the provincial governments to flow into the healthcare market to support the adoption of EMR systems by Canadian medical practices.

Cientis Technologies' EMR rating and comparison tools have been utilized in Canada since 2007, and they are currently expanding their offerings to the United States and beyond. This platform is unique. Cientis Technologies' unparalleled innovation and experience in the area of EMR adoption and education, coupled with the massive commitment by governments in Canada and the US, provides us with the opportunity to directly influence \$30 billion (USD) in EMR/EHR system and ancillary product purchases in North America in the next five years.

# PHYSICIANS HELPING PHYSICIANS

## Solution

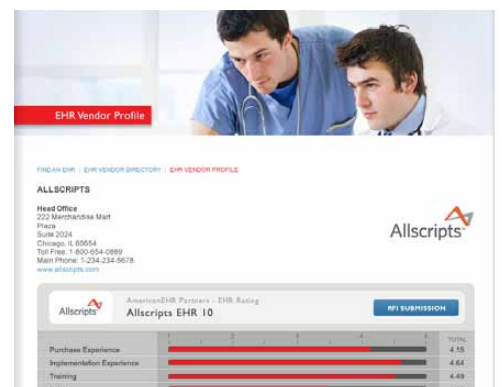
Hot Tomali was originally approached by Cientis Technologies in 2006 with the prospect of converting a highly successful healthcare technology blog into an EHR comparison and selection tool for Canadian physicians. Upon analyzing the tremendous market potential, Hot Tomali quickly engaged on the project, and negotiated an arrangement to be compensated largely in equity, making Hot Tomali a full fledged partner on the initiative. Cientis and their web properties were subsequently re-branded, the websites were redesigned and outfitted with a comprehensive database driven back-end, and a business plan to assist the US market with their adoption and implementation of EHRs was drafted.

**“ACP is excited to provide the medical community with this new, unbiased resource on EHRs.”**

**– Dr. Joseph W. Stubbs, President, ACP**

It was quickly realized that the US healthcare market, by far the world's largest in terms of healthcare expenditures at over two trillion dollars annually, was a complex and highly fragmented landscape. In order to effectively reach the vast physician market in the United States, we realized that we would need a partner with a comprehensive understanding of the US healthcare system, and we would need a way to effectively recruit physicians. After identifying the American College of Physicians (ACP) as a prime candidate for this collaboration, Cientis established a formal partnership with ACP to develop a US-based web portal, AmericanEHR.com.

This free, web-based resource, developed by Hot Tomali Communications, is an online community open to all physicians and practice managers to support the selection, adoption and implementation of EMRs and related healthcare technology products and services through a multitude of resources. Once practices have determined a short list of vendors, registered users of AmericanEHR Partners can submit a request for information (RFI) to EHR vendors identified directly through the site. The site provides an array of educational content provided through newsletters, podcasts, webinars, blogs, and more. The educational material will be developed for healthcare professionals in all stages of health IT adoption, including those looking to optimize existing systems. AmericanEHR Partners also provides governments and funding organizations with performance measurement tools that enable real-time program management, effective utilization of resources, and fiscal accountability.



# PARTNERING FOR SUCCESS

To ensure that all listed EHRs are certified for funding, AmericanEHR Partners is collaborating with the Certification Commission for Health Information Technology (CCHIT) to provide up-to-date information on health IT to the medical community. CCHIT provides results on EHR vendors' CCHIT certifications, including medical specialty certifications and usability ratings.

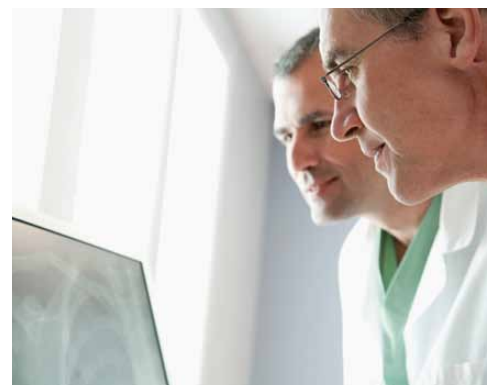
The AmericanEHR Partners strives to provide unbiased information about the vendors—and their products—that participate in the program. The program will not endorse any EHR products, services or systems.

## Partnering Medical Groups & Associations

- American College of Physicians (ACP — 137,000 Members)
- American Academy of Allergy, Asthma & Immunology (AAAAI — 6,500 Members)
- American Osteopathic Association of Medical Informatics (AOAMI — 41,000 Members)
- Infectious Disease Society of America (IDSA — 8,600 Members)
- Renal Physicians Association (RPA — 4,000 Members)
- Society of General Internal Medicine (SGIM — 3,000 Members)
- American Health Information Management Association (AHIMA — 65,000 Members)

## Features

- EHR Readiness Assessment Tool
- Detailed Physician Ratings
- Electronic RFI Submission & Response Mechanism
- EHR Comparison Engine
- Advanced Filters to display EHRs based on specialty/professional association membership, certification type, and other factors
- EHR Vendor Directory with complete Vendor Profiles and product information
- Peer-to-Peer Verified Physician Community
- EHR Resource Directory
- EHR Educational Podcasts
- EHR Blog
- EHR Educational Newsletters
- RSS News Feeds



**“The objective of AmericanEHR Partners is to provide a credible, easy-to-use national resource for physicians who are selecting, implementing or using an EHR.”**

**– Dr. Alan Brookstone, CEO,  
Cientis Technologies**

# VERIFIED PHYSICIAN COMMUNITY

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## Results

- Cientis Technologies established a formal partnership with the American College of Physicians
- AmericanEHR.com has a total current audience of over 265,000 verified medical professionals
- AmericanEHR.com has a potential audience of over 680,000 physicians (pending confirmation of additional partnerships)
- Key sponsorships to date include Intel, Microsoft and Fujitsu
- Opportunity to directly influence \$30 billion (USD) in EMR/EHR system and ancillary product purchases in the next five years
- Active CanadianEMR.ca users represent over \$212 million in EHR sales to date