



APPLICATION SOLUTIONS

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For Immediate Release

HIT Application Solutions Announces Major Enhancements to their Core CTRM Product – Notifi®

Intelligent Communication Engine for Enterprise-Wide Alerts and Notifications

Exton, PA November 29, 2011: HIT Application Solutions (HIT), a leading healthcare technology development company, announced today a major release of Notifi®, their industry leading Critical Test Results Management (CTRM) system. Building on the unparalleled success in the CTRM environment, this release expands Notifi® to support alerts, notifications and general broadcast communications across the Healthcare Enterprise.

Notifi® is now positioned as an Intelligent Communication Engine to automate and streamline communications across the continuum of care. Through the use of Notifi® as a single source of alerts and notification, healthcare organizations realize unparalleled benefits in improved care quality, lower operational costs and overall increased market competitiveness. Two of the new modules supported in this innovative release of Notifi® include automated patient scheduling reminders and patient surveys.

Patient scheduling reminders have been proven to reduce no show rates by up to 40% greatly increasing resource utilization and improving an organizations revenue. Simultaneously, being able to automatically alert patients that doctors or departments are running behind schedule and enable simple rescheduling of appointments is an important way for a hospital or imaging center to improve patient satisfaction and market image.

The survey module can be utilized for a wide variety of patient care and satisfaction surveys, including post-discharge surveys which are a critical component in the reduction of avoidable readmissions. Discharge surveys help ensure patient compliance with discharge instructions and help monitor overall patient health. Most important for revenue optimization, in FY 2013, CMS' \$850 million Hospital Value-Based Purchasing Program's \$850 million is tied to hospitals' performance against quality measures associated with improved clinical processes and patient satisfaction. Hospitals can use Notifi® to automatically survey all discharge patients and measure patient satisfaction levels in advance of these reimbursement changes and take proactive action to improve them going forward.

“This major release was driven by our client’s desire to use Notifi® across their enterprise for a wide ranging set of use cases,” commented Brian Biddulph-Krentar, President and CEO of HIT. “Notifi® now becomes the central system to ensure that alerts and notifications, formerly conveyed by numerous niche products, are centralized which lowers the costs of communications, eliminates alert fatigue and helps to ensure consistency of information flow to providers and patients.”

About HIT Application Solutions

HIT Application Solutions is a healthcare information technology company that develops software applications to improve the delivery of healthcare. The company’s flagship product, Notifi®, enables healthcare providers to automate communications between clinicians, patients and other stakeholders through a single application that ensures that the right information is delivered to the right person at the right time. Based in Exton, Pennsylvania the company was founded in 2004 and supports clients across the United States and Canada. Learn more about HIT at www.healthitservices.com.

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