

Modernizing Medicine Reaches Over 650 Specialty-Specific Medical Practices and Captures Over 12% of the Dermatology Market in the United States With Its Electronic Medical Assistant(TM)

The Associated Press

Modernizing Medicine, the creator of the Electronic Medical Assistant™ (EMA), a cloud-based specialty-specific EMR application, announced today that it is now integrated in more than 650 healthcare practices across the country, including more than 12% of all dermatology offices, proving it is a solid player in the EMR space.

In 2010, serial entrepreneur Daniel Cane, and dermatologist, Michael Sherling, co-founded Modernizing Medicine. Together the pair developed the company's flagship product, EMA. Modernizing Medicine's user-friendly EMA adapts to each healthcare provider's unique style of practice, and integrates seamlessly into the practice's workflow. EMA saves physicians and their staff time as it comes with built-in medical knowledge, features touch-based entry and has the ability to generate medical history in a matter of seconds, as well as notes, billing, prescriptions, patient handouts and encounter forms. EMA is now available to dermatologists, ophthalmologists, optometrists and plastic surgeons.

Since launching, Modernizing Medicine has expanded to save over 650 practices with over 1,700 providers time and money with EMA. In 2012 alone, EMA has been adopted by over 350 practices and 900 providers and doctors have used EMA for over 2 million patient encounters. The company has grown to 100 employees, adding 62 this year, and has secured a number of prestigious awards, including the number one spot in the South Florida Business Journal's Fastest Growing Companies 'Fast 50' list. EMA has achieved certification as a Complete EHR by the Certification Commission for Health Information Technology (CCHIT®) and has earned Surescripts® certification for prescription routing.

"We're thrilled by the industry's response to EMA so far," said Dan Cane. "While we continue to develop and refine our existing products we're also focusing on launching for specialties like orthopedics that could really benefit from the EMA technology, still with the goal of saving each doctor one to two hours a day."

With ten doctors on staff to contribute their expertise and medical knowledge, Modernizing Medicine is able to make EMA extremely intuitive and helpful.

"Physicians love EMA. EMA is easy to use, easy to implement and is extremely cost-

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effective," said James Brooks, Executive Vice President of Sales & Marketing at Modernizing Medicine. "Because EMA is delivered through the cloud and can be easily accessed on an iPad, physicians are able to reach their files from virtually anywhere. EMA saves physicians time, which ultimately enables them to see more patients. Physicians simply can't afford not to use EMA."

Dr. Scott Beals is a board certified dermatologist who has expertise in skin cancer detection and surgical restoration. Dr. Beals recently integrated EMA Dermatology into his practice, Dermatology Surgery Center, in Niceville, Florida.

"The built-in image library from VisualDx and dermatology knowledge that comes with EMA is used for most of my patients, and was a major factor in choosing it over other EMR solutions," said Dr. Beals, who has been using EMA since last May. "I've also found Modernizing Medicine's EMA especially time saving for notation and documentation."

Modernizing Medicine was recently recognized as the #1 "Top Mobile Startup in South Florida" by the South Florida Technology Alliance (SFTA), and one of The 2012 Florida Companies To Watch By The Florida Economic Gardening Institute (GrowFL) at the University of Central Florida, highlighting the company's growth and sustainability.

About Modernizing Medicine
Modernizing Medicine is delivering the next generation of electronic medical records (EMR) technology for the healthcare industry. Our product, Electronic Medical Assistant™ (EMA), is a cloud-based specialty-specific EMR with a massive library of built-in medical content, designed to save physicians time. Available as a native iPad application or from any web-enabled Mac or PC, EMA adapts to each provider's unique style of practice and is designed to interface with over 400 different practice management systems. Today, Modernizing Medicine provides specialty-specific offerings for the dermatology, ophthalmology, optometry and plastic surgery markets, and to more than 650 practices across the country.

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