

Westbrook Technologies Announces Strategic Partnership with Simplicity® EMR/EHR

The Associated Press

NEW ORLEANS--(BUSINESS WIRE)--Mar 4, 2013--Westbrook Technologies, developer of Fortis™ and FortisBlue™ enterprise management software, today announces a strategic partnership with Simplicity providers of web-based Electronic Medical Record (EMR/EHR) solutions. The alliance will combine Simplicity's flexible EMR/EHR with Westbrook Technologies' information management platform.

"Simplicity breaks away from the EMR/EHR pack because doctors can actually use it. The intuitive, tablet-based EMR/EHR platform works the way physicians work and enhances our healthcare solution set," said Einar Haukeland, president and CEO of Westbrook Technologies. "Combining Simplicity with our information management technology facilitates meaningful use and integration with other data sources. We particularly look forward to working with Dr. K.J. Lee, creator of Simplicity, who brings a deep clinical and personal understanding of a physician's needs, as well as his vision for the future of healthcare policies and technology." "The partnership of Simplicity EMR/EHR with Westbrook Technologies gives healthcare practitioners a long-awaited tool to increase quality care for patients and decrease healthcare costs," Dr. Lee said. "Simplicity EMR/EHR is portable and easy to use, allowing clinicians to accurately and efficiently capture the doctor-patient encounter, maintain records of symptoms and physical examination, and put diagnostic test data at their fingertips. Pair this with Westbrook Technologies' ability to convert all this 'human readable' clinical material into structured data for analysis and you have fulfilled one of the promises of 'big data,' and found the 'holy grail' for improving our healthcare system and decreasing its cost." "Our resellers are very excited about our new mobility offerings that solve issues with traditional EMR/EHR implementations," said Peter Ransome, VP of Sales and Marketing for Westbrook Technologies. "We are focused on continued development of offerings that are targeted at patient care, patient outcomes, and disease management." Equipped with a Simplicity-powered tablet and the "cloud," physicians are able to maintain natural patient interactions using a stylus or touch screen to input or retrieve information; voice to text capabilities further simplifies reporting. The Fortis platform adds workflow, archiving, and data management to allow for quick, secure, reliable records retrieval.

Simplicity founder and nationally and internationally renowned ear, nose and throat specialist Dr. K.J. Lee will be at the Westbrook Technologies Booth (#1374) at HIMSS to demonstrate Simplicity. Dr. Lee has lectured extensively on EMR/EHR in the US, UK, Europe, China and the Pacific Rim.

About Westbrook Technologies, Inc.

Founded in 1991 and headquartered in Branford, CT, Westbrook Technologies' solutions help organizations of all sizes manage document- and data-intensive

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processes in compliance-centric industries. The Company is the developer of Fortis content management software in use by thousands of customers worldwide to capture, index, securely store and retrieve critical information – instantly and securely. Its FortisBlue product line, accessible from the cloud, has an intuitive interface to make daily information management tasks effortless. All Fortis solutions are cost effective, fast to deploy, and easy to use.

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