



## NEWS RELEASE

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### **GREENWAY MEDICAL TECHNOLOGIES AND ZIRMED ANNOUNCE PARTNERSHIP TO STREAMLINE MEDICAL PRACTICE WORKFLOW**

*August 13, 2008, Carrollton, Ga./Louisville, Ky.* – Greenway Medical Technologies Inc., a leading provider of single-database, fully-integrated electronic health record (EHR), practice management and interoperability solutions, and ZirMed, a nationally recognized revenue cycle management firm, today announced a partnership to integrate ZirMed’s suite of revenue cycle, financial service and decision-support solutions into Greenway’s flagship EHR solution, PrimeSuite®. The integration further enhances PrimeSuite’s ability to streamline a practice’s workflow by infusing it with ZirMed’s technology, which allows providers to increase the efficiency of their reimbursement procedures, improve cash flow and quickly adapt to ever-changing industry dynamics.

The Greenway and ZirMed partnership provides technology solutions that enhance and seamlessly integrate with a provider’s workflow. The companies’ shared commitments to workflow adaptive, rather than workflow disruptive, technology solutions highlight the partnership. With the placement of the ZirMed revenue cycle solutions within PrimeSuite, healthcare providers will gain the innovative technology tools necessary to overcome emerging burdens on clinical, financial and administrative aspects of their healthcare business.

“Greenway’s partnership with ZirMed provides even more benefits to our extensive customer-base of 20,000 healthcare professionals nationwide,” said Justin Barnes, vice president of marketing and government affairs at Greenway Medical Technologies. “Our goal is to continually improve the PrimeSuite solution with technology that can enhance the way our customers are able to run their practices, increase their profitability and more importantly, assist them in providing better patient care.”

“Responding to the continued downward pressure on reimbursements, healthcare providers have embraced technology solutions to automate and improve business processes,” said Chris Heller,

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ZirMed's vice president of business development. "We are excited about our partnership with Greenway because we believe that the integrated information management solutions offered through this partnership will allow healthcare providers to gain greater control over their revenue cycles and capitalize on tremendous opportunities for workflow efficiencies."

**About Greenway Medical Technologies Inc.**

Greenway Medical Technologies provides the latest in ambulatory healthcare business solutions and services to 20,000 healthcare providers and professionals nationwide, in 30 specialties and subspecialties, by enhancing the delivery of patient care through innovative HIT software and on-demand services that allow physician practices to function at their highest level of efficiency. Greenway's *PrimeSuite* is a comprehensive, interoperable component of its integrated physician's infrastructure solution, which serves as the starting point of a long-term business plan for physician practices. *PrimeSuite 2007 R2*, the first EHR to be certified by CCHIT<sup>®</sup> based on 2007 Ambulatory EHR Certification requirements, integrates a practice's clinical, financial and administrative processes, and allows practices to increase profitability, enhance patient satisfaction and facilitate adherence to compliance guidelines. Established in 1998, Carrollton, Ga.-based Greenway Medical Technologies is a privately held company with 270 employees. For more information about Greenway, visit [www.greenwaymedical.com](http://www.greenwaymedical.com).

**About ZirMed**

Founded in 1999, ZirMed is a nationally recognized leader in delivering revenue cycle management solutions to healthcare providers. ZirMed enables healthcare providers to leverage the power of technology to cure administrative burdens and increase cash flow. ZirMed solutions include eligibility verification, credit/debit card processing, check processing, claims management, coding compliancy and reimbursement management, electronic remittance advice, patient statements, patient e-commerce solutions and lock box services. ZirMed solutions are designed to complement provider workflow and to provide innovative, creative and flexible solutions for healthcare's most pressing administrative challenges. For more information about ZirMed, visit [www.zirmed.com](http://www.zirmed.com).

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