



## NEWS RELEASE

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### **GREENWAY MEDICAL TECHNOLOGIES LAUNCHES PRIMERESearch, PROVIDING PHYSICIANS WITH A VAST NETWORK AND TOOLSET FOR CLINICAL RESEARCH, QUALITY/SAFETY INITIATIVES AND COMPOSITE (CLINICAL AND FINANCIAL) ANALYTICS**

#### **New Solution Able to Increase Practice Revenue While Enhancing Overall Patient Care**

*October 16, 2008, Carrollton, Ga.* – Greenway Medical Technologies Inc., a leading provider of integrated electronic health record (EHR), practice management and interoperability technology solutions, recently enhanced its portfolio with the launch of its research solution, *PrimeResearch*<sup>™</sup>.

*PrimeResearch* is a component of Greenway's complete integrated physician's infrastructure, which also includes Greenway's award-winning and Certification Commission for Healthcare Information Technology certified (CCHIT Certified<sup>®</sup>) 08 Ambulatory EHR, *PrimeSuite* 2008. *PrimeResearch* provides access to a vast network of clinical research studies, quality/safety initiatives and composite (clinical and financial) analytics that can enhance the quality of care physicians administer to patients while increasing practice revenue.

Research organizations can join the *PrimeResearch* network to submit criteria for clinical research studies through the *PrimeResearch* solution. Physicians using *PrimeSuite* can join the *PrimeResearch* network for free and will be able to quickly see the clinical studies currently available. The *PrimeResearch* solution compares criteria from each clinical study to each participating physician's patient population and lists qualifying patients, enabling the physicians to select patients that might wish to participate in these clinical studies.

In the past, research organizations were tasked with sorting through libraries of paper-based medical records and unstructured data, spending countless time and money searching for candidates. Using the comprehensive clinical and financial data stored within *PrimeSuite*<sup>®</sup>, Greenway's *PrimeResearch* is able to compile this information for the practice in a matter of minutes instead of months. Practices can quickly begin enrolling candidates, participating in the clinical studies and receiving reimbursements from the research organizations.

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Unique to PrimeResearch is its utilization of Retrieve Form for Data capture (RFD), a vital step in the convergence of healthcare delivery with research and quality. RFD is a joint effort between Integrating the Healthcare Enterprise (IHE) and the Clinical Data Interchange Standards Consortium (CDISC), which operates to advance the continued improvements of public health by enabling efficiencies in medical research and related healthcare areas. RFD facilitates research integration into the PrimeSuite workflow, which can lead to the elimination of duplicate data entry between PrimeSuite and electronic source documentation for a clinical study. The data that is collected from PrimeSuite in this manner can be electronically transferred to the research organization form manager for a clinical study, which benefits all stakeholders by decreasing input time and increasing accuracy. Greenway plans to be the first EHR company to utilize RFD at the point of care in a production environment later this month.

One of the initial research organizations to join the PrimeResearch network is the eCast Corporation. Physicians in the PrimeResearch network participating in clinical studies through eCast are able to utilize eCast's Pathways to Health site management offerings. With experienced research coordinators throughout the nation, eCast supports PrimeResearch network physicians and care providers by easing workload burdens traditionally caused by research activities.

“We are pleased to be working with Greenway to help advance its research capabilities,” said Peter Bechtel, president and CEO of eCast Corporation. “Working through the PrimeResearch network will allow us to conduct detailed analysis of de-identified patient data across a large patient population, in turn increasing our ability to find the best matches for the numerous clinical trials currently on the market.”

Outcome Sciences Inc. (Outcome) has also joined the PrimeResearch network to help facilitate peri and post approval research, as well as patient registries. Outcome's commitment and use of integrated technologies for evaluating real-world outcomes complements PrimeResearch's capabilities as both companies are heavily invested in technology that works toward the advancement of the healthcare IT industry. Outcome additionally allows for a diverse offering within the PrimeResearch network with partnerships extending to life sciences companies, provider and healthcare organizations, specialty associations, hospital associations, pharmacist associations, managed care organizations, state departments of public health, quality improvement organizations (QIOs), and government agencies.

“Our experience and expertise with patient registries and quality-improvement programs can be a big benefit to PrimeResearch network members,” said Richard Gliklich, MD, president and CEO of Outcome. “We look forward to continued collaboration and success as our partnership grows.”

“Greenway continues to provide physicians and care providers with the latest and most effective healthcare information technology,” said Tee Green, president of Greenway Medical. “At Greenway, we constantly strive to advance the interests of the healthcare industry through the implementation of integrated and interoperable solutions. PrimeResearch is capable of

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increasing practice revenue and streamlining the clinical study process, which can lead to more breakthrough treatments sooner and therefore an increased quality of care.”

**About Greenway Medical Technologies Inc.**

Greenway Medical Technologies provides the latest in ambulatory healthcare business solutions and services to more than 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 the integrated physician’s infrastructure solution, which serves as the starting point of a long-term business plan for physician practices. PrimeSuite 2008 is certified by CCHIT® based on 08 Ambulatory EHR certification requirements. PrimeSuite 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 more than 270 employees. For more information about Greenway, visit [www.greenwaymedical.com](http://www.greenwaymedical.com).

**About eCast Corporation**

eCast Corporation is an established site management company based in Raleigh, N.C. with offices throughout the United States. eCast provides Pharmaceutical Companies and Clinical Research Organizations, Principal Investigators and experienced Clinical Research Coordinators for research studies. eCast was established in 1998 and is a privately held company with 80 employees. For more information, visit [www.ctselect.com](http://www.ctselect.com) or [www.ecastcorp.com](http://www.ecastcorp.com).

**About Outcome Sciences Inc. (Outcome)**

Outcome is the leading provider of patient registries, studies, quality improvement programs and integrated technologies for evaluating real-world outcomes. Outcome provides services and technologies focused on evaluating the safety, effectiveness and quality of healthcare products and services. The company has designed, developed and managed more than 100 patient registries, including many of the largest and most well-recognized programs for disease outcomes and patient safety. Outcome’s TotalQuality™ Registry is the leading clinical quality measurement registry.

**About CDISC**

CDISC is a global, multidisciplinary, nonprofit organization that has established open global standards to support the acquisition, exchange, submission and archive of medical research data. The CDISC mission is to develop and support platform-independent data standards that enable information system interoperability to improve medical research and related areas of healthcare. CDISC has a Charter Agreement with HL7, in place since 2001, with a commitment to harmonize clinical research and healthcare standards. CDISC has Liaison A status with ISO TC 215 for Healthcare Standards and has been accepted as a member of the Joint Initiative Council (JIC) along with HL7, ISO, and CEN. The CDISC standards are freely available via the CDISC website at [www.cdisc.org](http://www.cdisc.org).

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Except for the historical information contained herein, the matters discussed in the press release are forward-looking statements within the meaning of the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially, including but not limited to economic, competitive, governmental, and technological factors affecting the Company's operations, markets, services and related products, prices, and other factors.

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