



## NEWS RELEASE

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### **GREENWAY MEDICAL TECHNOLOGIES' INTEROPERABILITY ENGINE, PRIMEEXCHANGE, ALLOWS PHYSICIANS TO SECURELY SHARE PATIENT DATA AMONGST WIDE RANGE OF PROVIDERS IN PATIENT'S CARE CONTINUUM**

#### **PrimeExchange Provides Safe, Secure and Effective Ways for Physicians to Electronically Receive and Transmit Patient Health Information to More Than 1,000 Healthcare Connections Across America**

*March 12, 2009, Carrollton, Ga.* – Greenway Medical Technologies Inc. recently announced the 1,000th connection of PrimeExchange<sup>®</sup>, the company's standards-based interoperability engine that allows data to be electronically shared between physicians and care facilities within a patient's healthcare continuum. These connections, which are managed by Greenway, ensure that the medical practices are constantly compliant with current and evolving industry standards.

PrimeExchange, the interoperability engine for Greenway's integrated physician's infrastructure, which also includes PrimeSuite<sup>®</sup>, a single-database electronic health record (EHR) and practice management solution, allows users to share, review and research clinical information accumulated by other PrimeSuite users, as well as securely exchange patient information between community hospitals, lab systems, clinics and care centers that operate on disparate systems. PrimeExchange also streamlines the delivery of patient demographics, patient insurance, charges, lab results, microbiology reports, transcription reports, radiology reports and other test diagnostics by collecting the patient data obtained at one facility and standardizing the format so that it is seamlessly transferred and accepted by another facility.

Greenway<sup>®</sup> has dedicated significant efforts in the advancement of healthcare information technology (HIT) to create a working model of interoperability that stresses the importance of a broad-based health information exchange (HIE). Greenway currently connects with 88 HIT vendors, syncing PrimeSuite with community health providers such as hospitals, ambulatory centers, lab systems, regional health information organizations (RHIOs), independent physicians associations (IPAs), as well as other EHR companies that utilize HIT to enhance the level of care available and provided to patients.

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Mercy Health Partners, a hospital system in southwestern Ohio, has deployed and hosts PrimeSuite within its hospital IT infrastructure. The patient data accumulated on PrimeSuite is exchanged through the health system via PrimeExchange, which is hosted by Greenway.

Through a partnership with HealthBridge, one of the nation's largest, most advanced and financially successful community HIEs, Mercy physicians can electronically access clinical and patient information that is delivered from hospitals and health systems, independent labs, radiology centers and other medical facilities. HealthBridge's interconnectivity between regional health centers saves physicians countless hours as they can access patient information from a single source rather than separately contacting individual health facilities for information.

In February 2007, the Healthcare Information Technology Standards Panel (HITSP) approved the Continuity of Care Document (CCD), which set standards for interoperability that enabled clinical data to be transportable, thus enhancing patient safety and efficiency. Acting upon this documentation, Greenway designed its EHR solution, PrimeSuite<sup>®</sup>, to meet the CCD standards for interoperability.

PrimeExchange was developed on the Microsoft<sup>®</sup>.NET platform and leverages industry-leading Microsoft technologies, which allows for single-location management of all system monitoring and support between Greenway and its customers.

“Greenway has been dedicated to the creation of standards-based interoperability for many years, and I am excited to see this interoperability extend beyond the testing environment and into the real world,” said Justin Barnes, vice president of marketing and government affairs for Greenway. “PrimeExchange streamlines the collection and dissemination of real-time patient data that enables care providers, no matter where they work, to have access to the most accurate and up-to-date patient information available, enhancing the level of care that is provided and improving the overall healthcare of a community.

“We strive to provide physicians within the Mercy Health System with a healthcare solution that enables them to interact not only with other Mercy physicians but across our region, if not the nation,” said Dr. Yousuf Ahmad, senior vice president and CIO of Mercy Health Partners. “The ability to access clinical health information at a moment's notice and within the context of a patient's complete medical record enables our physicians to make the most informed decisions and provide the highest level of care.”

“By utilizing HealthBridge to obtain and exchange health information, coupled with Greenway's EHR solution, we have created a way for physicians within the Mercy Health System to seamlessly exchange clinical information throughout southwestern Ohio,” said Keith Hepp, vice president of business development at HealthBridge. “As interoperability grows in importance, it is imperative that we remain on the cutting-edge of healthcare technology. We will continue offering and advancing our health information exchange until we can connect with practices across the nation.”

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### **About Greenway Medical Technologies Inc.**

Greenway Medical Technologies provides the latest in ambulatory healthcare business solutions and services to more than 23,500 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<sup>®</sup> 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 approximately 300 employees. For more information about Greenway, visit [www.greenwaymedical.com](http://www.greenwaymedical.com).

### **About Mercy Health Partners**

Mercy Health Partners is an integrated healthcare network with locations throughout southwest Ohio, including five acute care hospitals, six long-term care centers, a retirement community, two social service agencies, four urgent care centers, health centers, home healthcare, hospice and palliative care programs, fitness centers and a variety of outreach and ambulatory centers. Mercy health Partners has a staff of approximately 6,000 employees, 2,500 volunteers and affiliated physicians representing medical and surgical specialties. To learn more about Mercy Health Partners, visit [www.e-mercy.com](http://www.e-mercy.com).

### **About HealthBridge**

HealthBridge is one of the nation's largest and most successful community health information exchange organizations. HealthBridge is a not-for-profit corporation founded in 1997 as a community effort to develop a common technology infrastructure for sharing health information electronically in the Greater Cincinnati tri-state area. As a result of HealthBridge and its community partners' efforts, the Cincinnati region is the most advanced region in the country for using electronic health information and connectivity to improve the quality and efficiency of health care. In 2008, more than 26 million clinical tests, images, reports and other results were transmitted to authorized physicians through HealthBridge's secure electronic network, more than any other community exchange organization in the country. Recognized across the US as a national leader in e-Health, HealthBridge also provides consultation and operational assistance to other state and local e-Health efforts. HealthBridge is involved in an ongoing partnerships with HealthLINC in Bloomington, Indiana and CCHIE in Springfield, Ohio.

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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