



NEWS RELEASE

For More Information, Contact:

Reid Harper or Erin Barrett, The Brandon Agency, (843) 916-2000
rharp@thebrandonagency.com or ebarrett@thebrandonagency.com
or visit brandonpr.com

Jennifer Walker, Greenway Medical Technologies Inc., (770) 778-5901

GREENWAY MEDICAL TECHNOLOGIES' EHR PLATFORM CONTINUES TO LEAD INTEROPERABILITY EFFORTS WITH PARTICIPATION IN KEY HEALTH IT INTEGRATION SHOWCASES

Crucial For Improving Population Health, Interoperability Demonstrations Create Frameworks for Successful Exchange of Patient Health Information

- The Health Information Technology for Economic and Clinical Health Act (HITECH) is a key step in the development of a national and interoperable healthcare system similar to that of the U.S. banking industry
- Americans seek care from more than 600,000 physicians in the U.S. across a wide spectrum of specialties. The majority of these physicians, however, cannot efficiently exchange patient information within a currently fragmented healthcare system
- Fragmentation leads to medical errors, duplication, poor communication and a hindrance to efficient health care, resulting in higher medical and insurance costs

October 12, 2009, Carrollton, Ga. – Greenway Medical Technologies, with its fully-integrated, single database electronic health record (EHR), practice management and interoperability solution PrimeSuite®, continues to expand and support standards-based interoperability efforts on national, regional and local levels. Through PrimeSuite, Greenway® enables its customers to participate with health information exchanges (HIEs) and regional health information organizations (RHIOs) across the country, both efficiently and securely. Greenway utilizes the Continuity of Care Document (CCD) standard that accommodates the need for healthcare information exchange simplicity, yet offers the ability to move to higher levels of semantic interoperability.

Throughout this year, PrimeSuite has been used extensively in interoperability showcases including seven national Integrating the Healthcare Enterprise (IHE) scenarios designed to demonstrate the effectiveness and readiness of standards-based interoperability in real-world scenarios. Several demonstrations focused on antepartum studies designed to improve the labor and delivery process for expectant mothers. PrimeSuite was also recently showcased at the Public Health Information Network's (PHIN) annual conference where it was utilized in the majority of the demonstrations, including biosurveillance designed to highlight the electronic exchange of patient health information between participating medical practices and public health registries.

Several statewide initiatives have used PrimeSuite to demonstrate regional EHR interoperability advancements. The North Carolina Healthcare Information & Communications Alliance (NCHICA) works to improve and enhance healthcare in North Carolina through the utilization of health information technology (HIT). Greenway consistently participates in state-sponsored demonstrations such as those conducted by NCHICA with the aim of driving interoperability on statewide levels.

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Greenway has also helped shape interoperability efforts on strategic and industry-wide levels with its consistent collaboration with federal governing bodies that are directly responsible for creating the health IT initiatives included in the American Recovery and Reinvestment Act (ARRA), which was signed into law in February, 2009 and will further incentivize eligible professionals and hospitals to adopt certified EHRs. Greenway executives have formally addressed and/or testified before Congress as well as the last two Presidential administrations on 12 occasions since 2005 and hold key leadership positions in organizations dedicated to advancing health IT initiatives.

“Our goal at Greenway, since day one, has been to develop solutions that can be meaningfully-used at the point of care and that help support an integrated, interoperable healthcare system by which medical practices, hospitals and other healthcare organizations can quickly, safely and effectively share patient data,” said Justin Barnes, vice president of marketing and government affairs at Greenway Medical. “By participating in interoperability demonstrations and by collaborating with Congress and the President’s administration to help foster beneficial legislation and regulation that incentivizes physicians to adopt healthcare information technology, we ensure that we maintain our tremendous industry momentum while educating key stakeholders on the importance of standards-based interoperability.”

By utilizing the CCD interoperability standard that enables clinical data to be transportable, which better enhances patient safety and efficiency, Mid Rouge Independent Physicians Association (IPA) in Grants Pass, Oregon is working to bring the benefits of EHRs and interoperability to practices partnered within the IPA. Physicians in Mid Rouge IPA utilize Greenway’s *PrimeSuite* to streamline practice workflow, while improving population health through the sharing of health information within their community.

“*PrimeSuite* allows us to meet the CCD standards for interoperability which, in turn, enables us to effectively collect and share patient-centric health information between ambulatory providers within our IPA,” said Doug Flow, CEO of Mid Rouge IPA. “By collecting this information, we can better understand and analyze the clinical data we collect from patients and utilize this data to improve population health in our region.”

About Greenway Medical Technologies Inc.

Greenway Medical Technologies provides the latest in EHR, ambulatory healthcare and clinical research business solutions and services to more than 28,000 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 2008 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 300 employees. For more information about Greenway, visit www.greenwaymedical.com.

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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