



Greenway Medical Technologies Integrates Toshiba Tablet PC to Offer High-Quality Solution to Medical Practitioners

With the annual rate of inflation in healthcare skyrocketing, medical providers are increasingly seeking ways to limit costs without sacrificing high-quality patient care.

One way for medical practitioners to curb costs is to convert traditional paper charts and files into fully paperless Electronic Health Records (EHRs). Not only do EHRs increase efficiency and save money, but they can optimize resources for physicians by providing instant access to a patient's comprehensive records, from medical history to drug interactions and allergies, and eliminate the need to search a densely filled file cabinet or rely on the details entrusted to memory.

An EHR program, however, is often only as good as the reliability and quality of the hardware that supports it. That's why Greenway Medical Technologies, producers and distributors of an EHR solution called *PrimeSuite*[®], offer their solution on Toshiba's *Portégé M400*[®] Tablet PC.

The Greenway Story

Greenway was founded in 1998 by CEO Tommy Green and his son Tee Green, who is now the company's president. Greenway Medical quickly developed into a vital part of the economy of Carrollton, Georgia, a small town of 23,000 people about 50 miles west of Atlanta.

"As Carrollton's fourth-largest employer, we feel a tremendous sense of responsibility to our employees and take our role in the community very seriously," said Justin Barnes, Greenway's vice president of marketing and government affairs. "The owners know everyone who works for Greenway and take a real interest in everyone's personal success."

These small-town values are at the core of Greenway's business model and form the basis of the company's dedication to helping its customers increase the quality of patient care and enhance patient satisfaction while still maximizing profitability. Greenway's core business consists of small- and medium-sized practices, with 34 percent being one or two doctor groups with the remainder ranging from three to 50 doctors on staff. It offers a fully integrated, single-database EHR solution that combines all the elements required to support a medical practice as it moves from a paper to a digital environment. Greenway's *PrimeSuite* solution allows these practitioners to use completely paperless medical records.

According to Barnes, Greenway's *PrimeSuite*, will help limit, and potentially reduce, our nation's 10 to 17 percent annual increases in healthcare costs. "By eliminating dictation, processing cleaner claims and accurately coding patient visits, we can generally add between \$20,000 to \$80,000 per doctor in additional annual revenue to the bottom line," he said.

EHR solutions significantly improve patient safety as well, Barnes said.

"When a doctor is prescribing medicine to a patient with this solution, *PrimeSuite* instantaneously generates a caution message on the screen if there are any conflicts with a patient's past medical history, the medications they might already be taking, or if they have any allergies," Barnes explained. "Obviously, that does not happen with paper systems.

Enter Toshiba's Portégé M400 Tablet PC

When seeking additional hardware solutions for EHR integration, the Greenway team conducted extensive research, searching for the best mobile computing solutions that fit their customers' needs. After several months of research and discussions, they chose Toshiba.

Greenway's on-staff physicians carefully tested Toshiba's Portégé[®] M400 Tablet PC with its *PrimeSuite* software and decided that it was a great choice in terms of the reliability and ease-of-use that doctors needed to efficiently treat their patients.

"The Toshiba Portégé M400's ability to transform seamlessly between a slate and notebook PC was a real benefit, in addition to a host of other features," Barnes said. "We put it through its paces and it turned out to be a perfect fit for our customers' needs."

The Portégé M400 features a 12.1-inch diagonal display and comes with Toshiba's exclusive EasyGuard[™] Technology¹, a series of hardware and software enhancements that help boost mobile security, system integrity, network connectivity and overall ease-of-use -- all essential in the fast-paced environment of a modern medical practice.

Utilizing a multi-level approach to data protection, the Portégé M400 incorporates specially designed shock-absorbing materials to help safeguard critical components such as the hard drive and LCD display. Internally, the hard drive and display are housed within shock-absorbing materials for better protection against shock and impact. Externally, there are integrated impact bumpers on the four corners of the notebook to establish protection zones that separate internal components from the outer shell to help reduce damage from accidental bumps or drops.

Through the integration of a 3D accelerometer, the Toshiba Hard Disk Drive Protection System detects when the Portégé M400 experiences an unsafe, sudden acceleration in any direction. Once danger is detected, the hard drive rapidly places itself into a protective

suspend mode and parks the hard drive head until the system determines it is safe to resume normal operation.

Especially important to medical practitioners in these days of regulations such as the Health Insurance Portability & Accountability Act (HIPAA), the Portégé M400 employs a multi-pronged approach to security in order to help defend itself against unauthorized access, data theft and virtual attacks.

The root of Toshiba's security design is the Trusted Platform Module, an embedded security chipset that stores encryption keys, passwords and user credentials to ensure that no one but an authorized user can access or see data.

The Portégé M400 includes Gigabit Ethernet, V.92 modem and the Intel® PRO/Wireless 3945ABG Network Connection (802.11 a/b/g)² as part of the notebook's standard configuration to simplify connectivity. Additionally, the Portégé M400 can be configured with optional *Bluetooth*® v.2.0+EDR technology to connect with the growing number of *Bluetooth*® devices.

A series of proprietary software enhancements enable users to customize notebook settings for maximum system performance and battery life based on individual needs and preferences. The Portégé M400 weighs³ approximately 4.5 pounds and comes with a six-cell battery for up to five hours of computing time⁴. Toshiba offers an optional six-cell Slice Expansion battery for up to five hours of additional computing time.

Barnes said that besides the unique performance capabilities of the Portégé M400, another major factor in Greenway's decision were the resources Toshiba offered to provide for their marketing and outreach efforts.

For example, Toshiba sponsors Greenway's national PrimeLeader Conference for more than 1,000 customers, and its PrimePerformance Conference for Greenway salespeople and value-added resellers.

"It makes a big difference to know that Toshiba is looking out for our success, not just their own," said Barnes.

Looking to the Future

During the first two years that Greenway and Toshiba worked together, Greenway sold nearly 600 of the Portégé M400 Tablet PCs with its PrimeSuite software, and currently averages about 30 to 50 sales per month. Barnes said, "Toshiba has had a fantastic track record in terms of uptime and reliability – I can't even think of one return or dissatisfied customer."

Today, Greenway has 750 customers and 17,000 individual users in 46 states. As the company's alliance with Toshiba enters its third year, Greenway plans to upgrade to the new Portégé M700 Tablet PC.

“Our success with small and medium practices has enabled us to develop a new sales group that is expanding our outreach to larger institutions, such as hospitals and health information exchanges,” says Barnes. “We look forward to working with Toshiba in the future as they help us continue to neutralize rising healthcare costs, enhance the quality of patient care and keep our customers happy.”

#

1 All EasyGuard features (with some exceptions) are integrated into specific Toshiba notebook models. Not all models will support all EasyGuard features. See specs for each model individually for included EasyGuard features

2 Wireless. May require purchase of additional software, external hardware, or services. Transmission speeds may vary. See Wireless Legal Footnote at www.info.toshiba.com

3 Weight. Weight may vary. See Weight Legal Footnote at www.info.toshiba.com

4 Battery Life. May vary considerably from specifications depending on product model, configuration, applications, power management settings. See Battery Life Footnote at www.info.toshiba.com

© 2008 Toshiba America Information Systems, Inc. PrimeSuite® and the PrimeSuite logo are trademarks of Greenway Medical Technologies. Portégé is a registered trademark of Toshiba America Information Systems, Inc. and/or Toshiba Corporation. *Bluetooth* and the Bluetooth logo are owned by the Bluetooth SIG. Intel and the Intel logo are trademarks of the Intel Corporation. All other product, service and company names are trademarks, registered trademarks or service marks of their respective owners. Information including without limitation product prices, specifications, availability, content of services, and contact information is subject to change without notice. All rights reserved.

The statements above reflect the opinion and/or experience of an actual Toshiba customer. Results may vary. The mention of any third party products/services herein does not constitute an endorsement by Toshiba. Toshiba is not responsible for, and disclaims all liability in connection with these third party products/services.