

Strategic Focus

Strategic Business Systems, Inc.

GE Healthcare Value Added Reseller



Fourth Quarter, 2007

1

SBS FOCUS

CPS SMALL PRACTICE EDITION

Practice Management & Electronic Medical Records system for Smaller Practices.

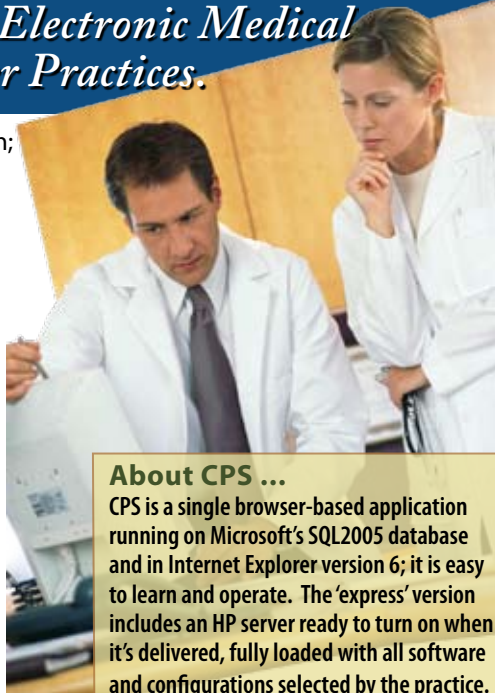
SBS has announced GE's Small Practice Edition; a full version of Centricity Practice Solution (CPS) for practices with 1 to 5 physicians.

Designed to meet the unique needs of smaller physician practices, the CPS Small Practice Edition bundle includes the most frequently requested optional components to augment the core EMR module: integrated faxing from the point of patient contact (exam room), a full document management component, GE's Advanced Clinical Content, and the technical components needed to interface with outside reference labs, hospitals, and clinical equipment.

According to Snowden Bunch, CEO of SBS, "The CPS Small Practice Edition is designed to reduce the initial financial commitment and to dramatically shorten the time from purchase to "Go-Live"... to make it functional 'out of the box' when compared to other PM and EMR installations. Most importantly for our current Centricity Practice Management customers, we have an even lower price for upgrading to the Small Practice Edition".

To reduce the impact of moving to a new practice automation system, SBS provides web-based and on site training by GE Certified training specialists and conversion of current patient records from the patient billing systems of other vendors.

Support for CPS Small Practice Edition (provided by Strategic Business Systems) is available through either our prepaid timeblock model or through our Unlimited Remote Centricity Support (URCS) model. For customers electing the URCS option, both the URCS fees and all the GE software



About CPS ...

CPS is a single browser-based application running on Microsoft's SQL2005 database and in Internet Explorer version 6; it is easy to learn and operate. The 'express' version includes an HP server ready to turn on when it's delivered, fully loaded with all software and configurations selected by the practice.

maintenance fees may be combined into a single monthly subscription price rather than being billed once per year for the total charges.

"GE Centricity Small Practice Edition has the potential to reduce costs, increase revenues and streamline the operations of most physician practices," says Bunch.

Centricity is GE's award-winning financial and clinical software system designed to automate most of the functions of a physician practice. Scheduling, billing, electronic claims and remittance, electronic charting and record keeping are all included.

Used by over 4,500 practices and 170,000 physicians nationwide, GE Centricity is the benchmark by which other practice automation systems are measured.

in this issue...

PAGE

CPS Small Practice Edition	1
Celebrating 20 Years	1
Dates to Remember	1
Tax Code 179: Use It & Save	2
EMRs Help with Malpractice	2
EMR Use to Jump by 2011	2
How to Contact Us	2
Physician List (NPI) Report	2
CPS Advantages	3
SBS Sells GE Medical Equip	3
RelayHealth Reimbursements	3
Debate over Health E-Records	3
Medical Billing Services	3
Centricity Practice Solution	4
Webinar Training	4

DATES TO REMEMBER:

For Registration Information

Email: tradeshows@sbsmem.com

09/28 - 09/29... **GE CHUG Meeting**
Chicago, IL - Hyatt Regency O'Hare
www.beattygroup.com/chug.htm

10/26 - 10/28... **MAFP Fall Conference**
Pickwick Dam, TN - State Park

10/30 - 11/02... **TAFP Scientific Asmbly**
Gatlinburg, TN - Convention Center

SBS will host a Users Group Conference for all Centricity users on Thursday, November 1st in Little Rock.

We are continuously adding new classes & events to our training schedule; please call us for up-to-date information.

Celebrating 20 Years of Business in 2008

Strategic Business Systems, Inc. will celebrate our 20th Anniversary in 2008.

We are one of a select group of companies chosen by GE to represent Centricity. As in the past, we will continue to offer support, training, development, billing services and ASP solutions - specifically designed to meet the needs of your medical practice. You can always count on SBS and GE to help you deliver the highest quality healthcare. We would like to thank our clients for their continued business!



OUR MISSION...

IS TO ENHANCE AND PROMOTE THE BUSINESS PERFORMANCE BY PROVIDING QUALITY PRODUCTS AND FIRST CLASS SUPPORT.

Att: Centricity Buyers

So, you've heard of the Tax Code 179, but how can your practice use it to reduce the cost of Centricity?

PRACTICES MAY EXPENSE UP TO \$125,000 ON THEIR 2007 TAX RETURN

- Tax Code 179 will help your practice avoid paying income taxes.
- Practices can expense the full cost (up to \$125,000) of their equipment and software purchase by 12/31/07
- Let's say taxable income was \$100,000 prior to using Tax Code 179.
- Now with the \$75,000 expense, the taxable income is only \$25,000

USE IT OR LOSE IT

- Tax Code 179 is available to practices every year; however, it does not rollover.
- After 9/11, Congress temporarily inflated the Tax Code 179 cap from \$25,000 with the hope of "jump starting" the economy.

REDUCES EFFECTIVE COST OF YOUR EQUIPMENT & SOFTWARE SOLUTION

- Your equipment/software proposal is \$75,000
- The assumed practice's tax rate is 35%
- \$75,000 in Tax Code 179 write-offs equates to $\$75,000 * 35\% = \$26,250$ in income tax savings
- You just saved \$26,250 in actual income taxes through Tax Code 179
- Therefore, your \$75,000 proposal cost, just effectively became a net project cost of \$48,750 ($\$75,000 - \$26,250 = \$48,750$ or a 35% savings)



CONTACT US	PHONE	EMAIL
MAIN OFFICE	901-362-1668	info@sbsmem.com
SALES	888-250-3056	sales@sbsmem.com
SUPPORT	888-270-7143	support@sbsmem.com
TRAINING	888-270-7143	training@sbsmem.com
BILLING SERVICES	800-718-2592	billing@sbsmem.com
MARKETING	901-362-1668	focus@sbsmem.com

TAX CODE 179... USE IT

Health

NEWS



EMR'S HELP WITH MALPRACTICE, QUALITY

A recent joint survey by the Medical Records Institute and Professional Risk Associates found that nearly half of the physician practices that have adopted EMR systems believe that the technology will make them less vulnerable to malpractice cases. Respondents from 115 practices in 27 specialties representing 36 states completed the internet-based survey conducted from March 21 to June 30 this year. Nearly 20 percent of respondents stated their malpractice insurer offers a discount for having an EMR system.

An online poll revealed that healthcare industry leaders and policy makers think that the best strategies for improving the quality of care and efficiency are the adoption of IT and EHRs. Nearly two-thirds of the 214 who completed the Commonwealth Fund/Modern Healthcare Opinion Leaders Surveys reported that IT and EHR adoption leads the way in improving efficiency. A majority (59 percent) said that public reporting of performance measures also could improve quality of care.

EMR USE TO JUMP BY 2011

A recent report by the Millennium Research predicts that the number of physicians using an EMR system will increase to 30 percent by 2011. The report credits growing awareness, lower costs, and more streamlined systems as reasons for the increase.

PHYSICIAN LIST (NPI) REPORT

SBS has released an add-on to the referring physician report within Centricity that will list all referring physicians along with NPI numbers associated with each. It also has the option for just including physicians that do not have an NPI number in the system.

To access this report visit the following link to view instructions in order to download.

www.sbsmem.com/reports.aspx

This will load the report and will allow the customer to view a New physician list to include NPI numbers.

Need Technical Support? Call 888-270-7143.



the benefits

CENTRICITY ADVANTAGES

The benefits of CPS include excellent new enhancements that will help you run an efficient, high-quality practice. For example, CPS offer a variety of improvements in areas such as Collections, Payment Plans, Patient Demographics, Multi-Visit Update, Improved Management of Bad Debt and Single Sign-On. Whether practice users are PM-only or PM-EMR users, CPS will provide major enhancements to their office workflows and will continue to work equally well with other EMR products.

Centricity EMR automates the input of clinical information as you interact with your patients. While eliminating paper charts is one major advantage, there are other reasons to look at adding EMR to your Centricity PM software.

First, GE offers its Centricity Quality Improvement Tool which enables physicians and clinical staff to manage clinical quality across patient populations. By adding your clinical information to GE's HIPPA compliant data warehouse you can view real clinical from your practice population. Through a simple 'point-and-click' web portal, physicians participating in the Quality Improvement tool can view statistics and profiles of their practice by clinic or individual physician.

This hosted data warehouse is easy to implement with near zero setup time; allowing the physician to analyze data from their EMR right away. This "value add" provides additional valuable information from your patient records.

Ready to Upgrade? Call 888-270-7143.

SBS NOW SELLS GE MEDICAL EQUIPMENT

Not only is Strategic Business Systems, Inc. working to bring you the latest software, support, and training but we are now offering medical equipment through our partnership with GE Healthcare. Check upcoming newsletters for various equipment offerings or you may contact our Sales Department for further information.

DINAMAP ProCare

With the DINAMAP ProCare Series, you can take BP measurements that are fast, accurate and comfortable. Get reliable temperature readings in seconds. And get oxygen saturation readings with your choice of leading SpO₂ technologies. Which means you spend less time checking vitals and more time on actual patient care.

CASE/CardioSoft ECG & Stress Training

The CardioSoft™ Resting ECG and Exercise Stress Testing applications transform your physician office PC into a cardiac testing station. For both applications, the Cardiac Acquisition Module (CAM-14) with the CAM USB A/T interface, is easily connected from the patient to your PC's standard USB port. The CAM-14 provides high-quality ECG presentation for accurate cardiac assessments of your patients. Its superior digital signal processing reduces artifact for clearer tracings.



Improve Reimbursement Processes

For any healthcare provider or payor, claims processing and editing can be error-prone, time-consuming and costly. Relay Health's Claims and Remittance Services improve the reimbursement process by streamlining transactions between providers and payors. The services eliminate re-keying of data, reduce the chance for human error, enhance data flow between applications, decrease turnaround time on information exchange and reduce the payment cycle.

Down To Business: Debate Over: Let's Get on With Health E-Records

It's almost embarrassing to still have to argue that medical e-records are critical. They eliminate prescription errors caused by illegible handwriting; they make it easier to follow a patient's care over time; they alert doctors and pharmacists to dangerous drug combinations; they keep doctors apprised of new tests, treatments, and drugs; they put more information at the fingertips of patients; and they reduce costs, just as the conversion of any supply chain process from paper to digital does. Let's get on with it.

Rob Preston of Information Week 07/14/07

Your Billing Service Needs

Strategic Physician Services, Inc. can help manage the business side of your practice by providing you with our medical billing services. This includes printed monthly statements, insurance billing & collections and also patient collections. To inquire about pricing plans contact Sales at (888) 250-3056.

www.strategicphysician.com

DID YOU KNOW?

One For All...

CENTRICITY PRACTICE SOLUTION The Single solution for your medical practice

Learn how this completely integrated clinical and financial management solution can benefit your organization.

THE WHOLE PICTURE

Centricity Practice Solution gives you a 360-degree view of your patients. Schedule appointments, document care activities and automate billing processes - all with smart easy tools that help you raise the bar on care quality and practice profitability.

With Strategic Business Systems, Inc. and GE Healthcare, you have a trusted partnership you can rely on for the long term to help you advance the performance of your practice.

To receive more information about CPS and discuss your upgrade plan, please contact our Sales Department at (888) 250-3056.

PRACTICE WEBINAR TRAINING 2007 - PRODUCED BY GE

For Sign-Up Information email: webinar@sbsmem.com

SEPTEMBER

Community Health 9/6
EMR GM 9/13
EDI Eligibility GM 9/18
Analytics 9/20
EMR 9/25
ePrescribing 9/27

OCTOBER

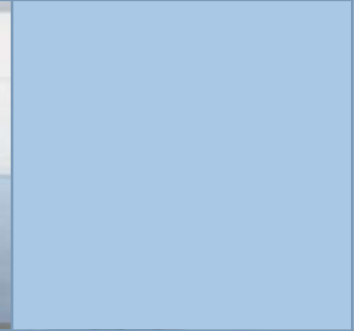
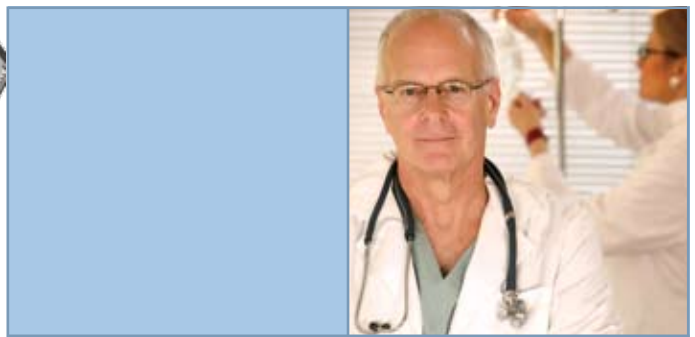
EMR PM 10/4
CPS 10/9
Hosted Claims Mgr 10/16
EDI PM 10/18
EMR 10/23
Patient Portal 10/25

NOVEMBER

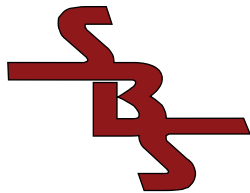
Pediatric 11/6
EMR GM 11/8
Analytics 11/15
EMR 11/27
ePrescribing 11/29

DECEMBER

EMR PM 12/4
CPS 12/11



Strategic Business Systems, Inc.
is an Exclusive Value Added
Reseller of GE Healthcare



STRATEGIC BUSINESS SYSTEMS, INC.

"The Support People"

4919 Old Summer Road
Memphis, Tennessee 38122
Phone: 901.362.1668
Toll: 888.270.7143
Fax: 901.362.1680
www.sbsmem.com



FOURTH QUARTER
2007 NEWSLETTER

*"Our Mission is to enhance and promote the business performance and growth of our customers over the long term by providing **quality products** and **first class support**."*