

Two Months from Start to Production for Prospect Medical Systems' Online Patient Portal



Secure 24 x 7 access to patients' Electronic Health Record is one of many benefits of Patient Neighborhood™.

There's a lot of buzz surrounding Patient Portals, those online software applications that provide members with direct access to a wide variety of personal health information via the internet.

Benefits to the member are obvious:

- Clinical alerts and reminders are displayed on the patient's unique dashboard
- Lab test results are available faster and can be compared with past history
- Approved referrals are instantly visible
- Medical personnel can be engaged in online dialog
- And many more features.

By now, in 2010, Medical Groups and Independent Physician Associations (IPAs) generally agree that there are recruiting and operational advantages to an online patient portal; the question is usually "How easy (or hard) is it to put a patient portal in place?"

The response from Unlimited Innovations, developer of CERECONS software, is "Ask our customers how long it took them."

Terri Holmes, Vice President of Information Technology for Prospect Medical in Santa Ana, California, has a ready response – **"We signed the contract with CERECONS in April 2009, and went live the end of June."**

Prospect Medical's goals in installing a patient portal were:

- Grow enrollment by offering features that competitive organizations don't offer
- Reduce operational costs, especially for phone calls to Customer Service about the status of referrals
- Qualify for full P4P payment in IT systems

About Prospect Medical Systems

Prospect Medical Systems is an Independent Physician Association (IPA) dedicated to providing quality care to HMO and Medicare Advantage enrollees in Southern California.

At Prospect Medical Systems, we provide and coordinate the healthcare of individuals and families who have chosen to obtain health insurance through a managed care health plan (HMO).

There are more than 800 Prospect Medical Primary Care Physicians and 8,000 Specialists servicing patients throughout the Orange, Los Angeles, and Riverside counties.

Member benefits include direct access to Specialists; patient education; transportation; urgent care facilities; senior-specific health education; Senior Connection newsletter; Home Bound Program, and online Health Information Center (Patient Neighborhood™ from CERECONS).

www.prospectmedical.com

IPA Benefits of Patient Portal

- Rapid delivery to Providers of popular new patient benefit
- Self-service by patients reduces support costs
- Referral process is more efficient for Provider and Patients
- Convenient electronic communication to Providers lowers costs

Provider Benefits of Patient Portal

- Patients value direct access to their Electronic Health Record
- Reduction in clerical tasks associated with patient referrals
- TPAs / EPOs can accept direct reimbursement claims from patients

Patient Benefits of Patient Portal

- Improved visibility to clinical alerts and reminders through patient's online dashboard
- Faster availability of lab test results through online posting
- Anytime access to Electronic Health Record including historical information

The P4P payment was a major driver for Terri; she recognized that CERECONS would get them to 100% of P4P payment for IT systems without having to buy a full Electronic Medical Record (EMR) system.

Terri recalled, "I knew it would take too long to do a full EMR system, and also we did not have enough staff to support it. I was on a tight deadline, because I wanted to get 100% of the P4P IT systems payment, which meant several hundred thousand dollars to us."



Frank Canlas, Manager of Member Services at Prospect Medical Systems, has supported Patient Neighborhood™ since day one.

There are additional benefits that Terri cites, including using Patient Neighborhood™ as a recruiting tool for members.

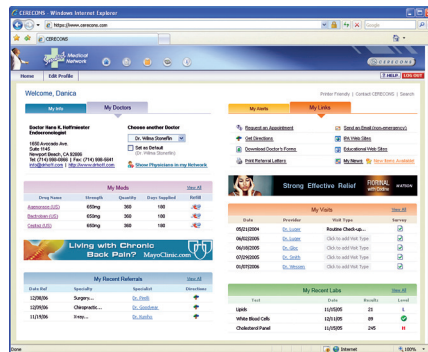
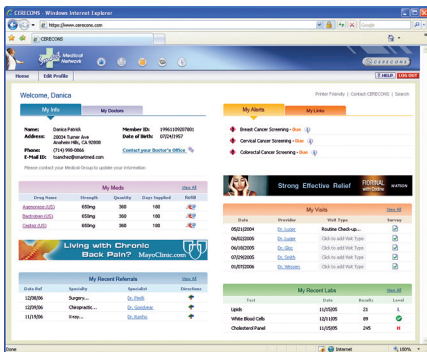
Frank Canlas, Manager of Member Services at Prospect Medical, is responsible for support of the system. His team mentions Patient Neighborhood™ to every person calling into customer service.

He has been involved with Patient Neighborhood™ since it was first deployed, and says, "This is a great tool

that provides all recent health care activity to our members. It allows them to see everything at their fingertips, so they can better manage their health."

"I told my wife about the Patient Portal and she immediately wanted to access her account and our children's account. We use it to manage the care of our children."

With fast implementation and the ease of a hosted software solution, every health care organization can offer the benefits of a Patient Portal to its providers, its members and within its own organization.



Each patient has their own personal, secure health information in an easy to view web page

About CERECONS

CERECONS provides healthcare organizations with rapid, affordable means to manage a wide range of clinical and operational data, and also provide patients with access to their healthcare information. As a web-based Software as a Service (SaaS) offering, CERECONS can be quickly installed and consistently maintained with minimal impact on internal information technology resources. Health plans, medical groups, hospital administrators, physicians and patients benefit from simplified healthcare transaction processing and coordination. CERECONS is the healthcare division of Unlimited Innovations, inc. www.cerecons.com

Software Modules

- Foundation
- Referrals and Authorizations
- Claims Management
- Informatics and Reporting
- Inpatient Management
- Patient Portal



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