



Case Study

Communication Intelligence Corporation

The Power to Sign Online.™



Introduction:

Physician WebLink was formed in March of 2000 through the merger of Telesis Medical Management and Vectis Corporation, which gives the Company over a decade of experience in clinical technology development and medical care management. Physician WebLink is implementing its advanced connectivity and clinical applications across a base of 3,000 affiliated physicians in seven regional health care markets nationwide. The company has 750 employees and expected 2000 annual revenues of approximately \$60 million, generated from a diverse set of products and services including the company's connectivity products, clinical applications, and management services. Physician WebLink's solutions integrate into a physician's practice workflow, to create administrative efficiencies throughout the health-care system, improving the process of patient care, and providing a clinical information stream.

The Need:

The healthcare industry's challenges are clear:

- Increasing costs;
- National focus on medical errors creating demand for timely and reliable clinical data;
- A new breed of patient who actively participates in their health care by using all Internet available research

Leveraging sophisticated hardware, software and Internet technologies to deliver top quality cost effective healthcare. These new technologies can be used to create the "medical office of the future." This medical office would be an environment where:

- Physicians use the Internet to communicate with patients and the rest of the healthcare system;
- A single, integrated and electronic source of patient medical information replaces the paper medical record;
- Clinical information is delivered to physicians at the point of care, supporting clinical decision-making;
- Real-time clinical information supports clinical quality improvement and advanced medical care management techniques

The Customer

Physician WebLink was formed in March of 2000 through the merger of Telesis Medical Management and Vectis Corporation. Physician WebLink is an e-health service provider harnessing technological advances to create the "medical office of the future."

Computing Environment:

Windows 95, 98, and NT

CIC Product:

InkTools®

The Solution:

Physician WebLink's solution EncounterLink™. EncounterLink is a pen-based mobile computer that encapsulates all patient information into a single integrated electronic chart. It is used by all caregivers in a physician practice to chart patient information, and also links the physicians and office staff to other healthcare professionals, such as labs and specialists via e-mail messaging and electronic data transfers.

EncounterLink enables physicians to enhance the quality and cost-effectiveness of healthcare in the exam room. The wireless pen unit accepts clinical encounter information through the methods physicians use most: handwriting, voice dictation and electronic forms.

CIC's InkTools software developer kit (SDK) is used in developing EncounterLink to give physicians a familiar and easy way to enter patient information into the electronic forms and also to mark up or draw a chart. The same tools are used to collect the signature of the front/back office staff, the physician when a patient is being released or transferred, and the patient or guardian in cases of immunization. The biometric data collected when physicians or patients electronically sign a document provides the capability for real-time or subsequent verification.

The Implementation:

Physician WebLink has begun implementation of the EncounterLink software at the Cypress group, one of the largest primary care group practices in Louisville, Kentucky. All Cypress physicians, additional nurses and clinical staff will use the EncounterLink software in managing more than 150,000 patient visits annually.

Paula Bartley, Cypress Medical's Chief Operating Officer, said,

"Our practice has been seeking innovative ways to improve administrative efficiency and patient satisfaction and provide even higher quality care to our patients. Our decision to use the EncounterLink product is an exciting step toward achieving all of these goals by using a cutting-edge information technology that is unmatched by other electronic medical record solutions we've seen."

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