

An Introduction to:

Med-rack™

Physician Liaison Software

About Med-Track™ ...

Med-Track™ is a unique software application designed exclusively for use by hospitals and other organizations that rely on strong physician relationships. It is perfect for physician liaisons, marketing representatives, and anyone who interacts with physicians on a regular basis.

The system maintains demographic information for each hospital, medical group, and individual physician. Users can schedule meetings and other interactions with physicians, and even create and edit questions to ask physicians during these interactions.

Med-Track™ is delivered via Application Service Provider (ASP), meaning that it is available to users anywhere that they have a connection to the Internet. Clients have no software to buy and no hardware to maintain. Med-Track™ stores your data on a secure server, and even backs-up your data every day. Since Med-Track™ hosts your system on their servers, they can automatically provide you with all updates and upgrades, which are included in the annual subscription fee.

The following pages display some of the primary functions of the Med-Track™ software. Additional information is available at www.Med-Track.net. Live online demonstrations can be scheduled by contacting us by phone at 757-301-7987 or email at info@Med-Track.net.

The "Today" Screen

The Today screen serves as the "homepage" in Med-Track™. It displays your calendar and your tasks, and provides access to all other areas within the system.

The screenshot shows the Med-Track application interface in a Mozilla Firefox browser window. The address bar displays <https://prod.med-track.net>. The browser's menu bar includes Home, New, Edit, Delete, View, Reports, Windows, System, and Logout. A Quick Search field is located in the top right corner.

The main interface is divided into several sections:

- Med-Nav:** A vertical navigation menu on the left side containing links for Contacts, Hospitals, Practices, Doctors, Questions, Scripts, Reports, Visits, Appointments, and Tasks.
- Calendar:** A central calendar view showing the current date (Monday, March 27, 2006) and the following week. The calendar includes a header for "Today" and navigation options for "1 Week", "1 Month", and "Group - Today".
- Tasks:** A list of tasks for the current day, including:
 - 7 am
 - 8:00 Phone Interview with Daily News about our program
 - 9:00 2 week follow up with Dr. Conner
 - 10:00
 - 11:00
 - 12 pm Lunch with Betty in Admissions
 - 1:00
 - 2:00
 - 3:00
 - 4:00
- Today's Phone Calls:** A sidebar on the right containing a list of phone calls:
 - F/U with AAPL regarding annual conference
 - Training
 - Obtain information on new Drs at Hillside Hospital
 - Phone Call
 - Phone Call
 - Obtain information on new Drs at Hillside Hospital
 - Follow up Phone Call
 - Call Family Physicians regarding Lab issues
- Urgent Tasks:** A sidebar on the right containing a list of urgent tasks:
 - Create education program about cardiology services
 - Follow up with OB/GYN dept regarding status of ne...
 - Call to get price quotes for new brochures

The status bar at the bottom of the browser window shows "Done" and the URL "prod.med-track.net".

Doctor Information

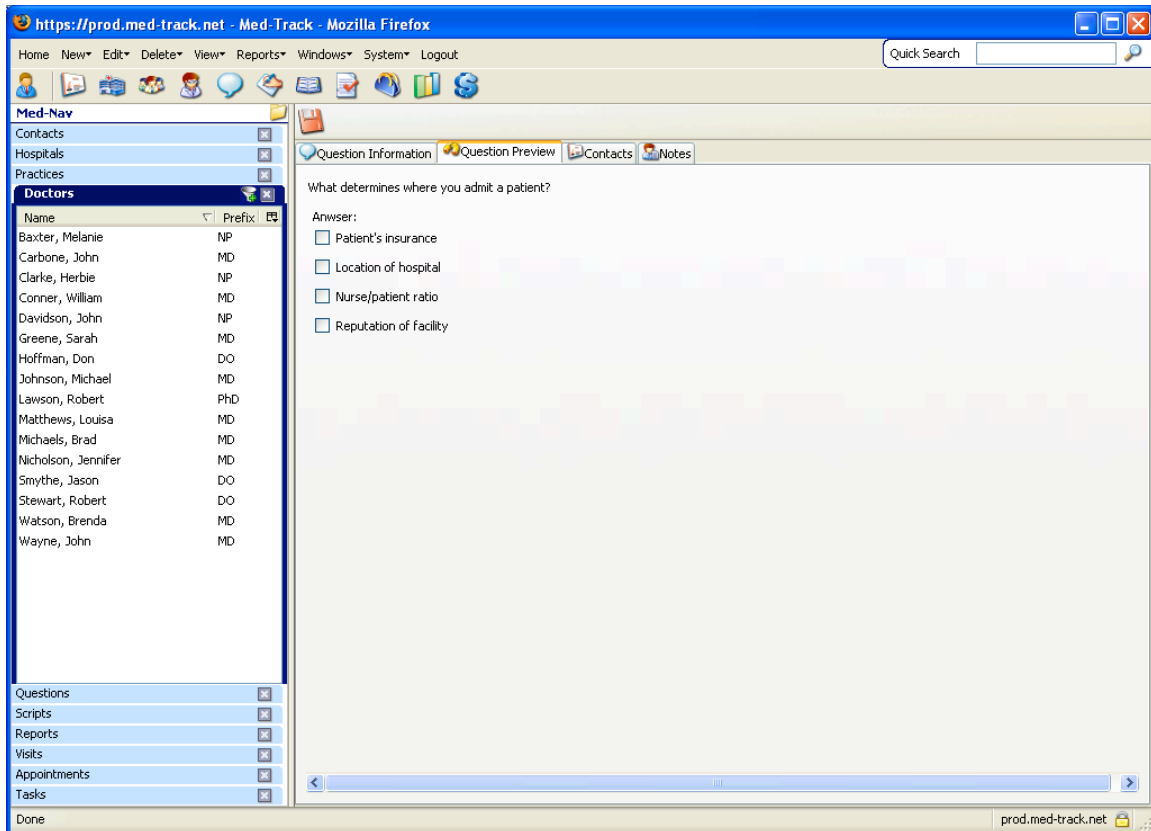
Med-Track™ allows users to enter and monitor demographic information for all of their doctors. In addition to standard contact information, Med-Track™ also allows you to record a physician's loyalty factor (what portion of their admissions are to your hospital), call frequency, specialty, and several other entries unique to physicians and medical providers. These features, when combined with Med-Track™'s Visit functions, allow users to measure the outcomes of their marketing and relationship building efforts.

The screenshot displays the Med-Track web application interface. The browser window title is "https://prod.med-track.net - Med-Track - Mozilla Firefox". The application has a navigation menu on the left with options: Contacts, Hospitals, Practices, Doctors (selected), Questions, Scripts, Reports, Visits, Appointments, and Tasks. The main content area is titled "Doctor Information" and contains a "Doctor Attributes" form. The form fields are as follows:

Field	Value
First Name	John
Last Name	Davidson
Middle Name	
Physician Type	NP
Address 1	780 Lynnhaven Pkwy
Address 2	
City	Virginia Beach
State	Virginia
Zip Code	23455
Country	USA
Phone 1	(757)301-7987
Phone 2	
Cell	
Fax	
Email 1	
Email 2	
Notes	
Loyalty Factor	Loyalist
Call Frequency	Once a Quarter
Employment Type	Full Time
Board Certified	Yes
Privileges	Active
Yearly Limit	\$400.00
Unique ID	
Date Of Birth	

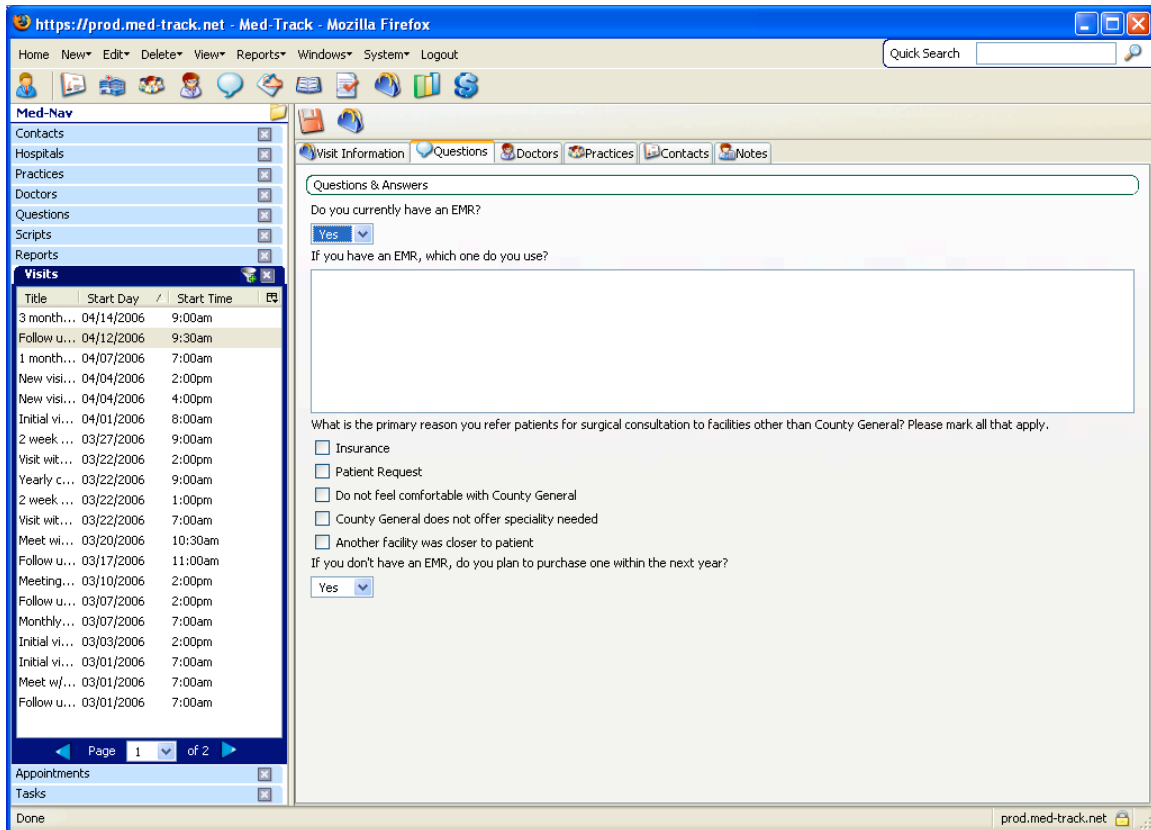
Questions

Med-Track™ allows you to create custom questions that can be asked during visits with physicians (see **Scripts** below). The physicians' responses to these questions can be entered into Med-Track™, and then reported on. These reports can be used to support programs or initiatives, or to aid in decision-making.



Scripts

Groups of questions can be organized into standard scripts, which can be used during meetings with physicians. Users may choose to create scripts for new physician visits, routine follow-up visits, or any other type of encounter.



Expense Tracking

Keep track of expenses by physician. If you have a yearly limit, Med-Track™ will track how much you have remaining.

The screenshot displays the Med-Track web application interface in a Mozilla Firefox browser window. The address bar shows the URL <https://prod.med-track.net>. The browser's menu bar includes Home, New, Edit, Delete, View, Reports, Windows, System, and Logout. A Quick Search box is located in the top right corner.

The application interface features a left-hand navigation pane with the following sections:

- Med-Nav
 - Contacts
 - Hospitals
 - Practices
 - Doctors**
 - Questions
 - Scripts
 - Reports
 - Visits
 - Appointments
 - Tasks

The 'Doctors' section is expanded, showing a list of doctors with their names and prefixes:

Name	Prefix
Baxter, Melanie	NP
Carbone, John	MD
Clarke, Herbie	NP
Conner, William	MD
Davidson, John	NP
Greene, Sarah	MD
Hoffman, Don	DO
Johnson, Michael	MD
Lawson, Robert	PHD
Matthews, Louisa	MD
Michaels, Brad	MD
Nicholson, Jennifer	MD
Smythe, Jason	DO
Stewart, Robert	DO
Watson, Brenda	MD
Wayne, John	MD

The main content area is titled 'Expenses:' and includes a 'Remaining Amount: (\$50.00)' indicator. Below this is a form to 'Add A New Expense' with the following fields:

- Expense Date:
- Amount:
- Description:
- Category:
- Payment Method:
- Location:
- Part Of Yearly Audit:

Below the form is a table listing existing expenses:

Expense Date	Category	Description	Amount
11/10/2005	Meals	Lunch Meeting	\$50.00

Visit Preparation Forms

Once a physician visit has been scheduled, Med-Track™ users can print a preparation form to be taken to the meeting. This form includes information about the visit, as well as all of the questions that have been assigned to this visit. Users can record the physician's answers directly on this form, and later enter them into Med-Track™.

The screenshot displays the Med-Track web application in a Mozilla Firefox browser window. The address bar shows the URL <https://prod.med-track.net>. The browser's menu bar includes Home, New, Edit, Delete, View, Reports, Windows, System, and Logout. A search bar on the right contains the text "virginia".

The application interface is divided into several sections:

- Med-Nav:** A sidebar menu with options for Contacts, Hospitals, Practices, Doctors, Questions, Scripts, Reports, Visits, Appointments, and Tasks.
- Doctors List:** A table listing medical professionals with their names and titles.
- Visit Information:** A section titled "Visit Information For: New visit with Dr. Conner" containing details such as Script (Initial Visit), Start Day (04/04/2006), End Day (04/04/2006), Start Time (2:00pm), End Time (3:00pm), Type Of Visit (Initial), Type Of Contact (Office), Problems Identified (None), Last Update (03/21/2006), and Completed (Not Completed).
- Visit Notes:** A section for recording notes during the visit.
- Visit Answers:** A section for recording the physician's responses to various questions.
- Attached Doctor:** A section identifying the doctor as "Conner, William MD".
- Address and Phone Numbers:** Fields for recording the doctor's contact information, including address (Arizona, USA) and phone numbers (Phone 1, Phone 2, Cell Phone, Fax).

The status bar at the bottom of the browser window shows "prod.med-track.net".

Activity Reports

Med-Track™ allows users to report on all liaison or user activity, including appointments, phone calls, and visits. This information can be sorted by type, date, name, status, and responsible liaison. These activity reports are great for liaisons that need to track and report their efforts.

Visit Activity (Last 30 Days)

Name	Doctors	Practices	Contact Type	Visit Type	Problems	Start Day
Dr Smythe- New MD at Bliss General Primary Care	Smythe, Jason	Bliss General Primary Care	Office	Initial	None	02/24/2006
testing system	None	None	Phone	Routine	Scheduling	02/27/2006
test	None	None	Phone	Routine	Scheduling	02/28/2006
Initial visit with Dr. Matthews, new neurologist	Matthews, Louisa	None	Phone	Routine	Scheduling	03/01/2006
Meet w/ Bliss Primary care about new EMR	Smythe, Jason	Bliss General Primary Care	Phone	Routine	Scheduling	03/01/2006
meeting	Johnson, Michael	None	Phone	Routine	Scheduling	03/01/2006
Follow up with Dr. Greene about surgery referral issues	Conner, William	None	Phone	Routine	Scheduling	03/01/2006
Follow up regarding surgery consults	None	None	Phone	Routine	Scheduling	03/01/2006
Initial visit with Dr. Smythe- New MD at Bliss General	Smythe, Jason	None	Office	Initial	None	03/03/2006

Answer Reports

Users can report on all of the physician answers captured during visits. These reports are extremely helpful when measuring the success of marketing efforts or hospital initiatives. The results also help hospitals make informed decisions that consider their medical staff's point-of-view.

The screenshot shows a web browser window with the URL <https://prod.med-track.net>. The browser's address bar and menu bar are visible. The page content is titled "Answer Report By Doctor" and contains six data tables. Each table has a header row with "Answer Text", "Total", and "Percent".

Question: How many patients per month do you currently refer to our organization?	Answer Text	Total	Percent
	1-25	1	100.0%

Question: Do you currently have an EMR?	Answer Text	Total	Percent
	Yes	1	100.0%

Question: If you are not referring patients to our facility, why?	Answer Text	Total	Percent
	I refer most of my patients to County General	1	100.0%

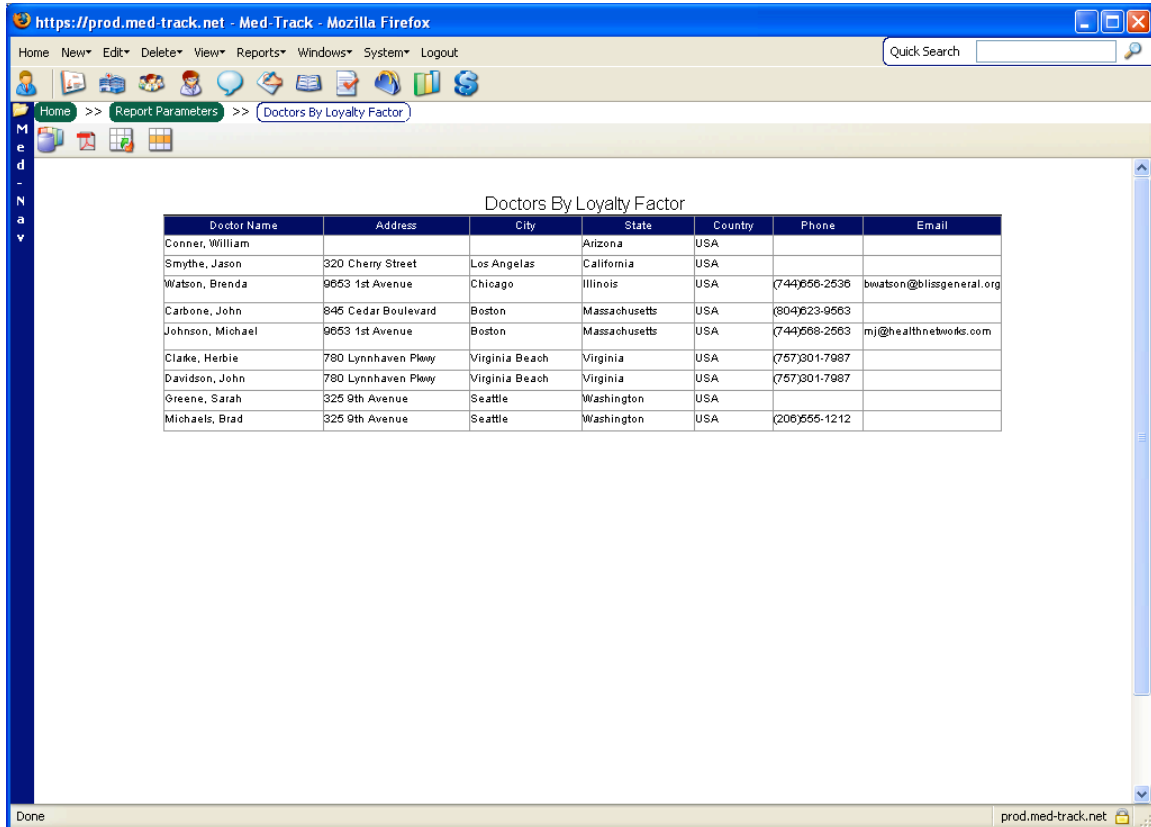
Question: If you don't have an EMR, do you plan to purchase one within the next year?	Answer Text	Total	Percent
	Yes	1	100.0%

Question: County General is a hospital I would refer a family member to for care.	Answer Text	Total	Percent
	True	1	100.0%

Question: Are there any issues I was not able to address with you today that you would like to discuss further?	Answer Text	Total	Percent
	Better parking for patients	1	100.0%

Contact information reports

Med Track™ will allow you to run reports on your physicians to assist in marketing and mailing efforts. Reports can be filtered in many ways, including by loyalty factor, zip code, and specialty.



The screenshot shows a Mozilla Firefox browser window with the URL <https://prod.med-track.net>. The browser's address bar and menu bar are visible. The page content displays a table titled "Doctors By Loyalty Factor" with the following data:

Doctor Name	Address	City	State	Country	Phone	Email
Conner, William			Arizona	USA		
Smythe, Jason	320 Cherry Street	Los Angeles	California	USA		
Watson, Brenda	9653 1st Avenue	Chicago	Illinois	USA	(744)656-2536	bwatson@blissgeneral.org
Carbone, John	845 Cedar Boulevard	Boston	Massachusetts	USA	(804)623-9563	
Johnson, Michael	9653 1st Avenue	Boston	Massachusetts	USA	(744)668-2563	mj@healthnetworks.com
Clarke, Herbie	780 Lynnhaven Pkwy	Virginia Beach	Virginia	USA	(757)301-7987	
Davidson, John	780 Lynnhaven Pkwy	Virginia Beach	Virginia	USA	(757)301-7987	
Greene, Sarah	325 9th Avenue	Seattle	Washington	USA		
Michaels, Brad	325 9th Avenue	Seattle	Washington	USA	(206)655-1212	

Coming in 4th Quarter 2006- Version 3

Med-Track™ is pleased to announce the development of Version 3, scheduled for release in the 4th quarter of 2006. This new version, like all updates, will be available to all current users at *no additional expense*.

Plans for Version 3 include-

- Auto tasking based on physician call frequency indicators
- Adding Territory filters to Physician
- Activity panel on front screen for Physicians, including last visit, last call
- Improved reporting, including standard reports and customizable reports