



FOR IMMEDIATE RELEASE

Contact:

Yvette Cole

919-882-2841

ycole@medfusion.net

www.medfusion.net

MEDFUSION AND AMERICAN ACADEMY OF FAMILY PHYSICIANS EXPAND PARTNERSHIP

Medfusion to provide value to AAFP members via patient portals

Cary, NC – (June 3, 2009) – [Medfusion](http://www.medfusion.net), the nation’s leader in patient–provider communication solutions, and The American Academy of Family Physicians (AAFP) have expanded their partnership to offer [AAFP](http://www.aafp.org) physician members their suite of [HIPAA-compliant online applications](#) ranging from efficiency-generators like pre-registration, online appointment requests and patient messaging to revenue-generators like appointment reminders, online bill payment, referral management and virtual office visits. “As one of the largest medical organizations in the country with more than 94,000 members, the AAFP continues our commitment to helping our members provide the best patient care possible at the least cost to the patient and the health care system,” said Raelynn Gochnauer, Manager, Marketing Services. “This new suite of applications will do just that.”

The patient communication solutions are easy to implement, deliver value with low-upfront investment while not disrupting clinical workflow, and deliver proven results such as reducing operating costs, accelerating patient payments, and increasing revenue by cutting out the paperwork so doctors can see more patients daily.

“As an AAFP Advantage Partner, we are thrilled to expand our partnership with the AAFP,” commented Kimberly Labow, Medfusion’s Vice President of Marketing and Product Management. She added, “By implementing this new suite of applications, physicians will improve the quality of patient care while also improving their bottom line.”

Medfusion also offers unique Website development solutions that allow medical practices of any size or specialty to easily create a branded Web presence. Packaged with unlimited content management capabilities, Medfusion Websites give the practice complete control over content to ensure that their patients and market have the most up-to-date and accurate information about their healthcare practice.

About AAFP

Founded in 1947, the AAFP represents more than 94,600 physicians and medical students nationwide. It is the only medical society devoted solely to primary care. Nearly one in four of all office visits are made to family physicians. That is 208 million office visits each year – nearly 83 million more than the next largest medical specialty. In the increasingly fragmented world of health care where many medical specialties limit their practice to a particular organ, disease, age or sex, family physicians are dedicated to treating the whole person across the full spectrum of ages. Family medicine’s cornerstone is an ongoing, personal patient-physician relationship focused on integrated care. To learn more about the AAFP and about the specialty of family medicine, please visit www.aafp.org. For more information about health care, health conditions, and wellness, please visit www.familydoctor.org.

About Medfusion

Medfusion is a Cary, NC-based company that provides patient-to-provider communication solutions that enable healthcare providers to offer superior service to their patients while improving [office efficiency and generating revenue](#). Medfusion’s powerful, [web-based solutions](#) virtually transform patient communications with applications for pre-registration, appointment requests and reminders, outbound messaging, lab results delivery, prescription renewals, online bill payment, virtual office visits, and more, including uniquely-branded content-rich web sites. Medfusion is ranked #1 by KLAS in the “2008 Software Category” for secure patient portals. For more information, please visit www.medfusion.net.

###