

CONSUMERS USING PATIENT PORTAL TECHNOLOGY IN RECORD NUMBERS

Evidence of patient portal adoption is on the rise as consumers demand “self-service” technology in healthcare

Cary, NC – November 18, 2009 – The Internet has transformed consumers’ lives by providing access to knowledge, assistance in making informed decisions about a product or service, and allowing them to complete “self-service” interactions with banks, retailers, service providers, and more. Consumers expect the same in healthcare, albeit an industry that’s been slow to adopt such technological advances. But as the momentum builds for “consumer-directed healthcare,” patients are demanding improved communication with their physician, improved access to their records, and increased involvement in their own care and the care of their families.

Evidence of that demand is proven daily at [Medfusion](http://www.Medfusion.com), the leader in online patient-to-provider communication solutions. Each day, upwards of 60,000 patients are logging on to their physician’s secure, HIPAA-compliant patient portal powered by Medfusion, to complete one or more “transactions,” like appointment requests, asking a secure question, paying a bill, or requesting a prescription renewal. Steve Malik, CEO of Medfusion comments, “In the past month alone we had over 90,000 patients create a new account with their physician, and over one million secure communication transactions completed. It’s no secret that consumers – “the patients” – aren’t pleased with the status quo in healthcare and that they’re catching on quickly to the value of patient portal technology. It gives them that self-service experience, enabling them to interact with their doctor’s office from anywhere at any time of the day and receive a response back within hours. ”

According to the “2009 Survey of Health Care Consumers” conducted by Deloitte, 57% of consumers want a secure Internet site to access medical records, schedule appointments, refill prescriptions and pay medical bills. 42% said they want an online Personal Health Record (PHR) connected to their physician’s office, and 55% want to be able to email their physician. With these kinds of statistics on the rise, Medfusion expects to have over 15 million transactions completed between patients and physicians in just this year alone.

Relevant Links:

Modern Healthcare (March 2009) [Patients Want E-Record Access: Deloitte](#)

Elizabeth Cooney blog (May 2009) [What Do Patients Want from Health Information Technology?](#)

About Medfusion

[Medfusion](http://www.Medfusion.com) 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.