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MICHAEL PORTER JOINS MEDFUSION AS SENIOR ADVISOR

Preeminent Harvard Professor and Leader in HealthCare Reform Will Advise Senior Management

Cary, NC – November 11, 2009 – [Medfusion](http://www.medfusion.net), the leading provider of patient-to-provider communication solutions, announced today that Michael Porter, Bishop William Lawrence University Professor at Harvard University, has joined the company as a Senior Advisor. Porter, generally acknowledged as perhaps the world’s leading strategic thinker, has recently emerged as an advocate for health care reform in the United States. *Redefining Health Care*, which he co-authored with Elizabeth Olmstead Teisberg, establishes an intellectual framework which informs the current debate on improving the health care system.

Porter will be advising senior management at Medfusion on maximizing the benefits of electronic communications between patients and health care professionals. He commented, “As a pioneering healthcare information technology company, Medfusion and its patient portal solutions are a crucial building block in improving patient outcomes and reducing costs in our dysfunctional healthcare system. The recent dramatic increase in the utilization of patient portals by providers and patients alike is a testament to the value of this technology and method of communication – one whose time has finally come. I look forward to assisting Medfusion in developing strategies to further enhance the health benefits of this new technology and enable more providers and patients to adopt these solutions.”

Steven Malik, CEO of Medfusion commented, “Professor Porter’s support for creating patient value is aligned with Medfusion’s strategic plan and long-term vision to create value for both the provider and the patient. We are privileged to have one of the world’s leading strategists and healthcare reform authorities join us as Senior Advisor. His insight and guidance will help us maximize the impact of patient-to-provider communication solutions at a critical moment in the history of our healthcare system.”

Relevant Links:

[Michael Porter’s Big Ideas](#) (Fast Company, December 2007)

[Redefining Healthcare](#) (Porter and Teisberg)

About Medfusion

[Medfusion](http://www.medfusion.net) 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.

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About Michael Porter

[Michael Porter](#) is an internationally renowned competitive strategist and influential healthcare reform thought leader who has been identified as the world's most influential thinker on management and competitiveness. He is a Bishop Lawrence University Professor of Harvard Business School, the highest professional recognition that can be awarded to a Harvard faculty member. Porter has served as a strategy advisor to heads of state, CEOs, and international organizations. The holder of 17 honorary doctorates from universities around the world, he has authored 18 books and over 125 articles, and has received six McKinsey Awards for the best *Harvard Business Review* article of the year, and numerous other scholarly and national honors.



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