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PAYOR REIMBURSEMENTS INCITE ADOPTION OF E-VISITS BY NORTH CAROLINA PHYSICIAN PRACTICES

*With the cost of healthcare on the rise and patients demanding online communications
with their physicians, Virtual Office Visits gain appeal.*

Cary, NC – August 31, 2009 – With the exciting news that North Carolina payors have started to announce reimbursement schedules for e-visits, North Carolina physicians are eligible for these reimbursements using Medfusion’s Virtual Office Visit (VOV) solution.

Medfusion, the leader in patient-to-provider online communication solutions, has been providing the Virtual Office Visit solution (also known as e-visits) for several years to nearly 30,000 physicians nationwide. Securely conducted over the Internet in a HIPAA-compliant environment, VOVs are structured, interactive, online patient consultations that allow physicians to provide minor acuity, non-emergent care for patients.

This past spring physician practices experienced overcrowded waiting rooms filled with patients waiting to be seen for suspected Swine Flu cases. With the fall season upon us, Swine Flu alerts are resurfacing. To keep waiting rooms from overflowing, North Carolina physician practices utilizing Medfusion’s VOV solution can screen patients who are at home or work, after the patient has logged into the practice’s portal, to answer a series of interactive clinical questions relative to their symptoms.

For concerns other than the Swine Flu, the patient can select from any one of hundreds of concerns and follow the same structured intelligent questionnaire. When the questionnaire is completed, the patient can choose to upload file attachments and then securely transmit the questionnaire and attachments to the practice. After the practice receives notification of the VOV, the doctor reviews the intake to determine if more information is needed or if they’ll progress with a VOV only, or a VOV with a prescription. The practice then transmits the treatment plan to the patient, and in most cases the patient doesn’t need to follow up with an in-office visit, though it is an option if the doctor deems it necessary.

Steve Malik, CEO of Medfusion commented, “More and more insurance providers across the country are reimbursing for Virtual Office Visits, primarily because patients are demanding it and it is a true cost controller for the practice. The VOV is a great tool to screen the patient in advance, and can save both the practice and the patient time without sacrificing the patient’s health. It’s only a matter of time before physicians in this state and across the country are demonstrating record adoption of this valuable technology.”

Relevant Links:

Patients Can Now Log On for Check Up, WRAL-TV5, Raleigh, <http://bit.ly/wkhOI>

Wall Street Journal article (6-30-09) article about e-visits <http://tinyurl.com/mcumxo>

About Medfusion

Medfusion, a NC-based company, 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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