

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Physician Use of EMRs Requires Clinical Laboratories to Create a Winning LIS-to-EMR Interface

AUSTIN, Texas (January 6, 2010) — With the federal government offering \$20 billion dollars to encourage physicians to adopt Electronic Medical Record (EMR) systems, it is a gamechanger that requires clinical laboratories to step up with an LIS-to-EMR interface if they want to continue their business relationship with these physicians.

To help clinical laboratories successfully catch and ride this “Big Wave of EMR Adoption” to add more clinical value with their client physicians—and increase revenue from their outreach testing program, THE DARK REPORT is offering a first-of-its-kind audio conference [“New Opportunities for Your Lab’s LIS-EMR Interface: How to Profit From the “Big Wave” About to Hit Healthcare”](#) on Wednesday, January 20, 2010. This will be the lab industry’s first inside look at how doctors will use EMRs in their practice and the best ways for laboratories to develop an LIS-to-EMR interface that delivers compelling value to client physicians, and competitive advantage that attracts profitable new physician accounts.

Leading this unique audio conference is an EMR insider and a health system laboratory outreach program that is leveraging its LIS-to-EMR interface to higher customer satisfaction and faster growth in specimen volume and revenue. First up is Pat Wolfram, Vice President of Marketing and Customer Service at [Ignis Systems Corporation](#). He’s a programmer with decades of experience in EMR systems and has essential insights to share about how a laboratory can create an interface that is irresistible to office-based physicians. This is practical knowledge about the must-do and must-avoid issues.

Following Wolfram will be Ruth Johanson, who is the Information Program Technology Director at [Providence Health & Services](#) in Portland, Oregon. Johanson share the lessons learned about how to create and deliver a high-function LIS-to-EMR interface to office-based physicians in the community. Topics will include the best ways to support lab test orders, lab test reporting, e-prescribing, and even radiology/imaging orders. Another essential topic is how to distinguish true EMR-LIS workflow integration from standard HL7 message passing. [“New Opportunities for Your Lab’s LIS-EMR Interface: How to Profit From the “Big Wave” About to Hit Healthcare”](#) is rich with useful ideas and experience.

There will be a valuable question-and-answer session so those participating in this special audio conference can ask questions specific to the unique needs of their laboratory. Registration to this audio conference is now [open](#) . Members of the press who would like to hear how EMR’s are changing the landscape of the clinical laboratory industry should contact Justin M. Clark at 512-264-7103.

For additional information, Contact: Justin M. Clark, 512-264-7103
[About THE DARK REPORT](#)

Established in 1995, THE DARK REPORT is the leading source of exclusive business intelligence for laboratory CEOs, COOs, CFOs, Pathologists and Senior industry executives. It is widely-read by leaders in laboratory medicine and diagnostics. The Dark Report produces the famous Executive War College on Laboratory and Pathology Management every spring, which showcases innovations by the nation’s and globe’s leading laboratory organizations. Dark Daily is an Internet-based e-briefing intelligence service, read worldwide by thought leaders in laboratory and pathology management. Other well-known conferences conducted by THE DARK REPORT are Lab Quality Confab (on the use of Lean and Six Sigma methods in labs and hospitals), Molecular Summit (on the integration of in vivo and in vitro diagnostics). THE DARK REPORT co-produces Frontiers in Laboratory Medicine annually in the United Kingdom; Executive Edge bi-annually in Canada; and The Business of Pathology bi-annually in Australia.

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