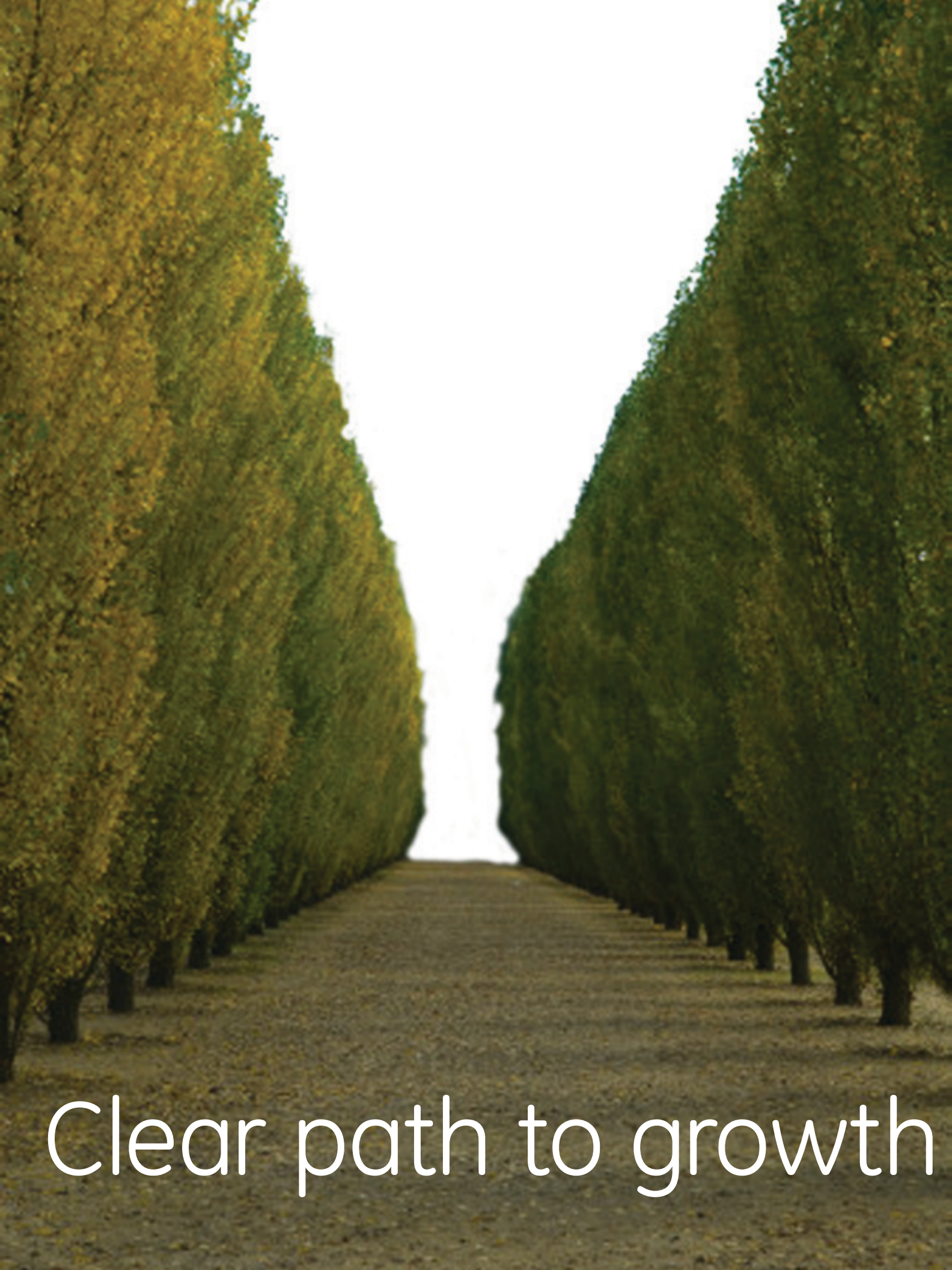


GE Healthcare

Practice profitability

Centricity Practice Management





Clear path to growth

Your patients only know their office visits are hassle-free.

Making appointments is easy. When they arrive, they don't have to repeat themselves, providing the same insurance information and medical history to different people. They receive high-quality care from a staff that takes their time with them. And billing questions are quickly answered.

Only you, your office manager and GE know what's needed behind the scenes to ensure office visits are this smooth and efficient. It takes the right people and the right practice management solution to make sure that happens.

Centricity® Practice Management is a robust, award-winning solution. It's designed specifically for small to mid-size physician offices and clinics, so it delivers exactly what your fast-paced office needs:

- Best-in-class electronic data interchange (EDI) and automation capabilities to help you speed up the revenue cycle and increase productivity
- Analytical reporting to identify trends and dynamics impacting your bottom line
- Integration with Centricity EMR, GE's industry-leading electronic medical record

Centricity helps free your clinical staff so they can concentrate on providing quality patient care. It also helps your administrative staff focus on achieving the goals of positive cash flow, a thriving practice and satisfied patients. Proven nationwide in thousands of installations, Centricity Practice Management helps you manage the office your way.

Smoothly. Efficiently. Profitably.

Workflow matches patient flow.

With Centricity Practice Management, the right person gets the right information, at the right time and in the right place for enhanced efficiency and patient satisfaction.

- **Patient Web portal** – Patients can request appointments, view and update contact information, and communicate with your staff.
- **Scheduling** – A flexible, intuitive scheduler with “click and drag” and “copy and paste” functionality makes scheduling faster and easier. Scheduler has a wide visual, and can be customized for each user.
- **Registration** – When patients arrive, information and forms are collected and entered electronically, making data such as insurance cards and referral letters readily available to the front desk and billing staff.
- **Patient tracking** – Patient encounters are tracked in Centricity, with status cues alerting the staff to next steps required.
- **Billing** – Charges are captured electronically through the EMR, and claims are sent and tracked using Centricity Electronic Data Interchange (EDI) for proactive revenue cycle management.
- **Reporting** – Take a closer look at profitability with advanced reporting modules.

and efficiency.

Bottom line?

A smart financial decision.

Centricity Practice Management helps you utilize resources more efficiently, supporting greater profitability. It's a high-performance solution as sophisticated as your organization – yet so easy to use. Manual tasks that used to sap valuable staff time are completed simply and automatically, streamlining your office workflow and freeing your staff to perform more productive duties.

Centricity EDI Services

Transform your revenue cycle process with Centricity EDI's proactive monitoring and automated check points throughout the claims process. You'll see fewer rejections, faster turnaround times and reduced days in accounts receivable.

- Single electronic connection to over 1000 payers
- Simplified, automated eligibility checking and claims processing
- Detailed claims and remittance analyses
- Web-based EDI Dashboard
- Proactive identification of problematic insurance information
- Efficient workflow assists in faster reimbursements

Additionally, our EDI services provide payer analyses through reporting and Web-based tracking so you can analyze transaction volumes, file and claim levels, rejection highlights and rejection details.



Dashboard view on the Centricity EDI Services customer portal showing a quick summary of the status of EDI transactions.

“As the practice manager, I really like Centricity Practice Management’s ability to show me everyone’s schedule at once. The visual impact is important – I can tell immediately who’s where and how resources are being utilized.”

Vern Turney,
Practice Administrator,
Associated Physicians for Women, PLLC
Richland, WA

Centricity Practice – Analytics

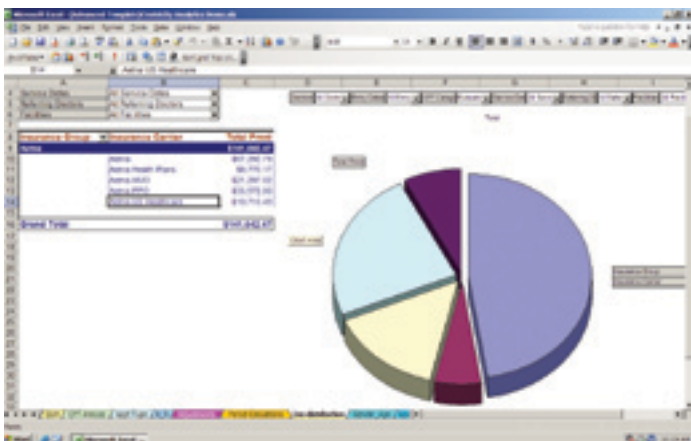
Our analytical reporting puts information to work, helping you see the big picture. With Centricity Practice – Analytics, transactional data is transformed into meaningful information providing insight into your business.

It’s an easy-to-use application that helps you navigate through enormous quantities of detailed data, so you can evaluate your revenue, detect undesired utilization trends and investigate future business opportunities, such as adding new clinics or physicians.

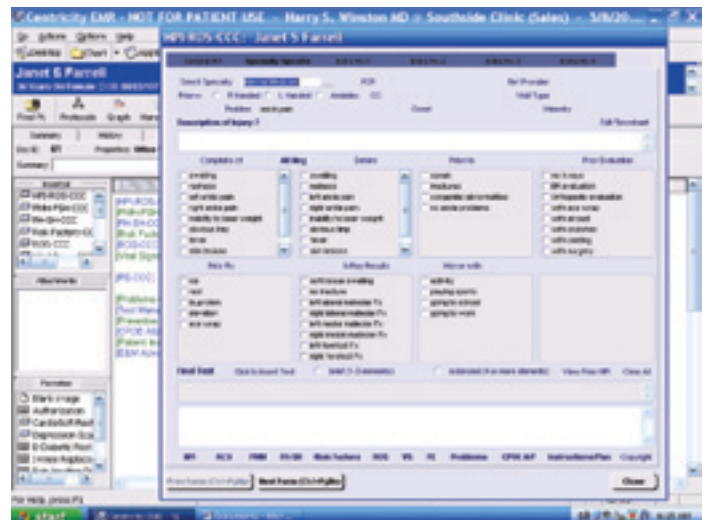
Centricity EMR

Centricity Practice Management works seamlessly with GE’s award-winning Centricity EMR, to help you capture all charges, streamline workflow and track the data needed to prove quality in results-based reimbursement environments.

- Eliminates repetitive manual data entry and helps reduce entry errors
- Powerful E&M assistance for coding accuracy
- Benchmarking of clinical outcomes on a local or national basis to support pay-for-performance initiatives
- Intelligent, decision-support tools to help physicians make informed treatment decisions



User-defined information display with Centricity Practice Management Analytics.



Centricity EMR provides input flexibility for clinicians documenting care.

Making things easy



for you and your staff.

As you know, even the best practice management solution will be ineffective if it has a steep learning curve.

That's why Centricity Practice Management features an intuitive, user-friendly interface that has even new users feeling confident within days – an important consideration when you factor in the investment of time and money for training new employees.

Even the implementation cycle is fast-tracked with assistance from Centricity project managers who use innovative tools to quickly configure the system.

GE provides thorough, hands-on training customized for each practice. Online help, available from any screen or menu, gives you screen-specific documentation at the touch of a key. We also offer a variety of support packages, so you can choose the one that best suits the needs of your practice.

With its easy-to-use interface and automated tasks, Centricity Practice Management can improve productivity and free up your staff for more value-added projects.



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Healthcare Re-imagined

GE is dedicated to helping you transform healthcare delivery by driving critical breakthroughs in biology and technology. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, and biopharmaceutical manufacturing technologies is enabling healthcare professionals around the world to discover new ways to predict, diagnose and treat disease earlier. We call this model of care “Early Health.” The goal: to help clinicians detect disease earlier, access more information and intervene earlier with more targeted treatments, so they can help their patients live their lives to the fullest. Re-think, Re-discover, Re-invent, Re-imagine.

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imagination at work