



Softmedical and IHE A Success Story

Presentation by:

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A Success Story

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- Based in Montreal
- Established in 1998
- Information systems for Radiology
 - RIS
 - PACS
 - Reporting workflow
 - Images and reports distribution
- EHR integration
 - Proxy makes PACS EHR ready



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□ Global market presence

□ Installations

- Across the United States
- Quebec and Eastern Canada
- South America
- South East Asia



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□ Part of the IHE process since IHE year 1 (1999)

- IHE encapsulated Softmedical vision of an integrated healthcare environment
- among very few companies that made the first IHE Connect-a-thon where we tested the “Radiology Scheduled Workflow”



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□ Complete Radiology Workflow Profiles

- Successfully tested the complete Radiology Workflow from patient scheduling to delivery of results, since IHE year-2
- Successfully tested an extensive number of Radiology Profiles/Actors



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□ IT Infrastructure Integration Profiles

- Security profiles implemented in 2002
- Last connect-a-thon
 - User Authentication
 - Patient Identification Cross Reference
 - Patient Demographics Query
 - XDS and XDS-I

□ Commitment for future Connect-a-tons

- XDS contents; Patient Discharge Summary, Lab ...



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□ XDS-I, Cross-Enterprise Document Sharing for Images

- Successfully tested XDS-I actors during IHE Connect-a-thon, Jan 2006
- Part of the XDS-I testing event in Chicago (Oct 2006)
- Showcase the Proxy in the RSNA 2006 XDS-I demonstration



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□ Long standing commitment to IHE

- We actively shape new IHE Integration Profiles
- Softmedical participates in various IHE committees
- Softmedical is an early implementer of newly defined profiles

What's in it for Softmedical

- **Technological Advantages**

- **Commercial Advantages**

Technological Advantages

□ The Connectathon

- Ultimate test for any healthcare system

□ Reusable IHE tools

- The mesa is a valuable tool in our product development process
- We test every new product, update and upgrade even when there is no Connect-a-thon in sight

Technological Advantages

- **Integration tests with real competing systems**
 - Know your enemy
 - Work hand in hand for the customer benefit
- **New product development**
 - IHE provides an avant-garde frame work for product development and technology trends
 - Profiles tested today are deployed in upcoming years

Market Advantages

□ Who is Softmedical?

- Inevitable question asked to then, a young company
- The arguments bear more weight when you are not just a new company but you are part of a select group of vendors

Market Advantages

□ Credibility

- A leading, independent and respected industry body to approve Softmedical technology
- increased customer confidence in Softmedical capability to integrate in a multi-vendor environment

□ Levels the competition

- Being part of the IHE process sets Softmedical apart from most of the competitors in a highly competitive market

Market Advantages

- IHE defines clear concepts, semantics, triggers and actions; this translates into a cutting-edge workflow knowledge
 - Keep the focus on offering a global solution and not just a product
 - Help the customers express their needs
 - Help identifying and understanding the customers workflow problems
 - Use-cases are already identified
 - New ones are reported and discussed in the IHE committees

Market Advantages

□ Larger prospect base

- Access to restricted and even unsolicited RFPs
- Increased booth traffic at industry conferences

□ “Free” and recurrent cross Marketing

- Connect-a-thon results are published and persistently available on the IHE web site
- Connect-a-thon results are used in marketing material

Market Advantages

□ Immediate International recognition

- Rapid acceptance of Softmedical technology in foreign markets; China and South-America
- Exportable knowledge and expertise
- Fast adaptability to new custom workflows

Thank you