

Centricity Physician Office Practice Management




imagination at work



Centricity Physician Office Practice Management... Improving the financial health of your practice.

Millbrook Practice Manager® is now known as Centricity™ Physician Office – Practice Management



“We’ve improved patient care and our financial performance. Millbrook (now Centricity Physician Office – PM) is a system we won’t outgrow for a long time.”

Norm Talbott, Chief Financial Officer, Spokane Cardiology

“Charges are up 25%, mainly because we increased our scheduling efficiency. And our staff gained 20 to 25 hours per week more productivity.”

Dr. Jonathon Fialkow, Cardiovascular Center of South Florida

“When we implemented the new system, I wondered why I wasn’t getting called for problems. There just weren’t any. To take it away now would probably cause a mutiny.”

Dennis Harris, Administrator, Muskegon Surgical Associates, P.C.

“Since we installed Millbrook (now Centricity Physician Office – PM) everything has been easier and more efficient. Our bills are getting out faster, so they get paid faster. The average age of our accounts receivable is down from 90-120 days to 30-60 days.”

Dr. John Keene, Swedish Urology Group

“It takes us five minutes at most to get a batch of claims off to the clearinghouse.”

Dr. Thomas Mason, Family Practice Physician

To see more quotes or to read these complete case studies, visit gemedical.com

If you're confused by all the claims that recent technological innovations will make your practice more efficient...

If you think you can't afford the best technology...

If you're concerned your practice management vendor doesn't have a proven track record...

Then GE Medical Systems Information Technologies invites you to see for yourself how its award-winning practice management software (formerly Millbrook Practice Manager) can simplify your office processes and save you money.

Since 1993, our practice management system has increasingly become the software of choice for physicians across the country.

Only one practice management solution available today has a proven track record of over eight years in business:

- Based entirely on easy-to-use Microsoft technology
- Thousands of satisfied users in every specialty and practice size
- Integrates with hundreds of other medical information systems
- Proven product with numerous successful releases
- Client/server or Web-hosted processing flexibility

That solution is Centricity Physician Office – Practice Management from GE.

Centricity Physician Office – Practice Management Features

- Scheduling
- Patient Information
- Billing
- Managed Care
- Reporting
- Client/server or Web-hosted
- Inventory Control
- Scanning
- Accounts Receivable and Collections
- Electronic Claims and Remittance (EDI)
- Windows-based

What you should know about Centricity Physician Office – Practice Management

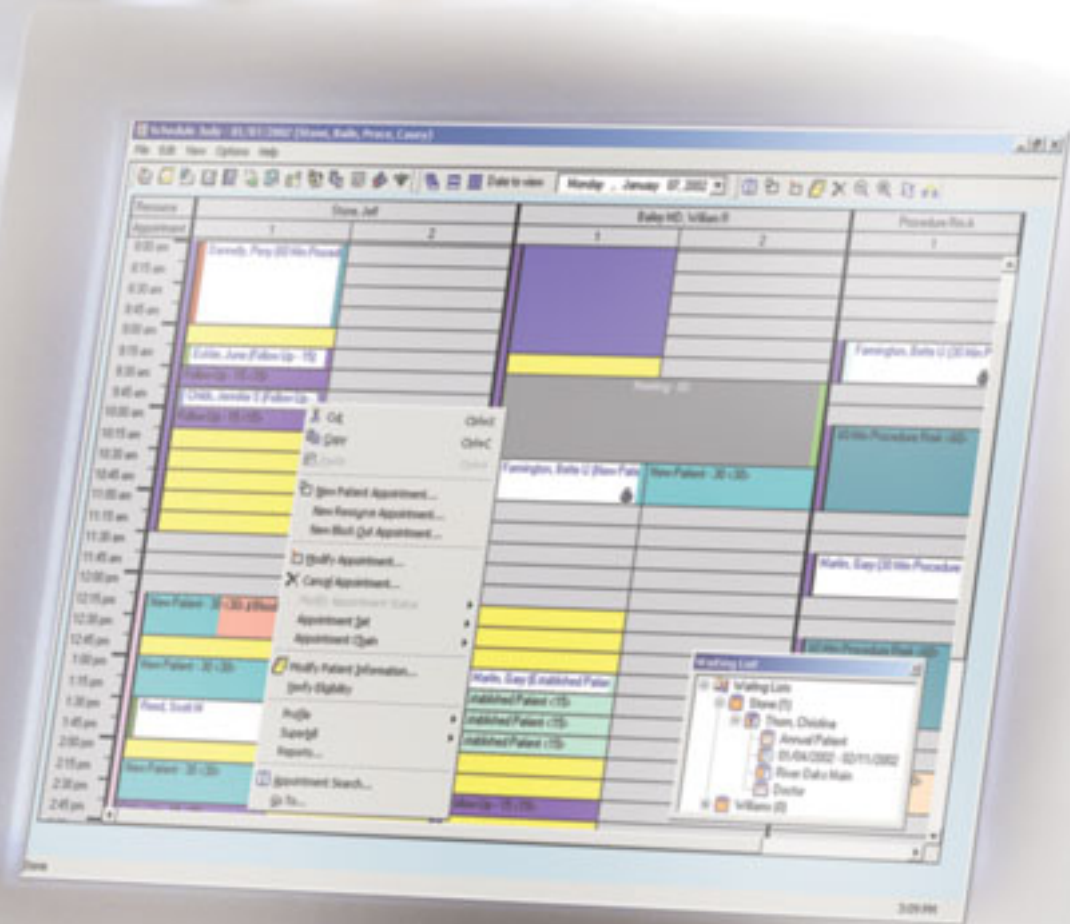
- Running in all 50 states in over 60 specialties
- Works with practice sizes from 1-150 physicians
- New releases/upgrades for 8 consecutive years
- First place in TEPR 2002, 2001
- MS-HUG winner 3 straight years
- Annual User Summit with over 1,000 users in attendance
- First Windows®-based practice management system
- Microsoft® Gold Certified Partner
- Microsoft Windows XP Certified



The answer to your practice's computing needs.

Thousands of physician offices – of every specialty and size – have switched from yesterday's Unix and DOS-based systems, featuring "Windows dressing" or "Windows look-alike" solutions that are less efficient, less feature rich, to the award-winning practice management system from GE.

How can Centricity Physician Office – Practice Management make a difference in the financial health of your practice? The answer to this question and others will help you understand how the technological advances of GE can make your daily routines run faster and easier – plus reduce billing costs and speed up collections.



A practice management solution as individual as your practice.

How easily can I adapt Centricity Physician Office – Practice Management to my practice?

Regardless of your practice size, organizational structure or specialty, Centricity Physician Office – Practice Management (PM) will work for you. Most other practice management programs force you to run your practice their way. But Centricity Physician Office – PM fits you, not the other way around. Our highly flexible practice management/SQL Server database architecture was specifically designed to accommodate all practices. Its compatibility with thousands of other Windows applications means you can better use your data.

When I hear Unix and DOS-based practice management systems being referred to as “Windows dressing” or “Windows look-alike,” what does that mean?

Pure Windows®-based software offers huge advantages over older Unix and DOS-based systems in terms of ease of use, computing power, flexibility and cost effectiveness. Because of this, the older software manufacturers came up with “new” product add-ons

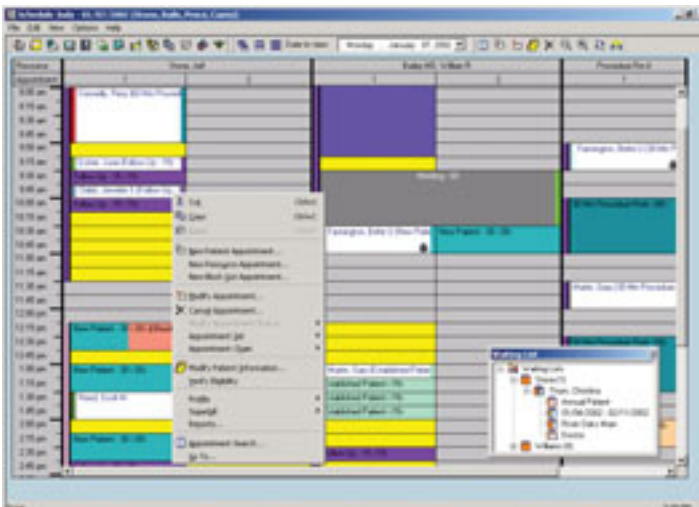
that look like Windows, yet are still based on yesterday's Unix and DOS platforms. They simply overlaid Windows-like graphics onto their outdated technologies. Centricity Physician Office – PM is completely different because it is a 100% Microsoft solution, designed from the ground up with the latest, exclusive Microsoft technology. The result is a system that is faster, more flexible and easier to use.

What are the benefits of Centricity Physician Office – Practice Management being “Designed for Microsoft XP?”

“XP” is the name for Microsoft's latest server technology, which features a Windows-based operating system. Any product that displays the “Designed for Microsoft XP” logo, such as Centricity Physician Office – PM, has been thoroughly tested by Microsoft in the Microsoft BackOffice computing environment to offer enhanced quality, features, ease of use and consistency to your practice. Professional IT (Information Technology) managers prefer Microsoft compatibility to ensure their software is up to date with the latest technological advances. Our practice management solutions have been Microsoft-certified since 1995.

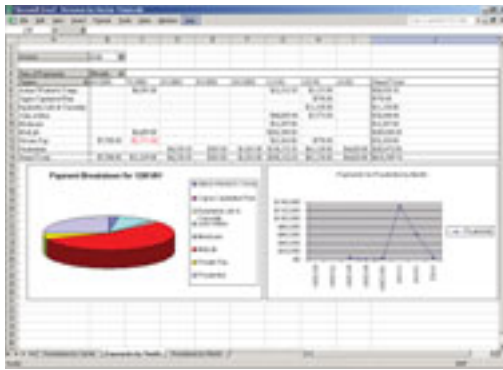
How does Centricity Physician Office – Practice Management perform beyond other practice management software?

Unlike traditional practice management software and billing systems on the market today, Centricity Physician Office – PM provides a comprehensive solution to your healthcare computing needs – from billing and



The Resource-based Scheduling component includes user-friendly views, appointment sets and reoccurring appointments, a waiting list tool, and many other advanced features.

This sample revenue report illustrates Centricity's power to analyze financial data.



scheduling to patient information, inventory control, scanning, EDI (electronic submission, remittance, statements and eligibility) and managed care. And because GE is an official Microsoft Certified Partner, and Centricity Physician Office – PM is a leader for Windows-based practice management software, we work directly with Microsoft's Healthcare division to take full advantage of the latest software innovations for healthcare. Offices using our software are seeing accelerated cash flows, increased revenues, reduced expenses and better morale within their office staff.



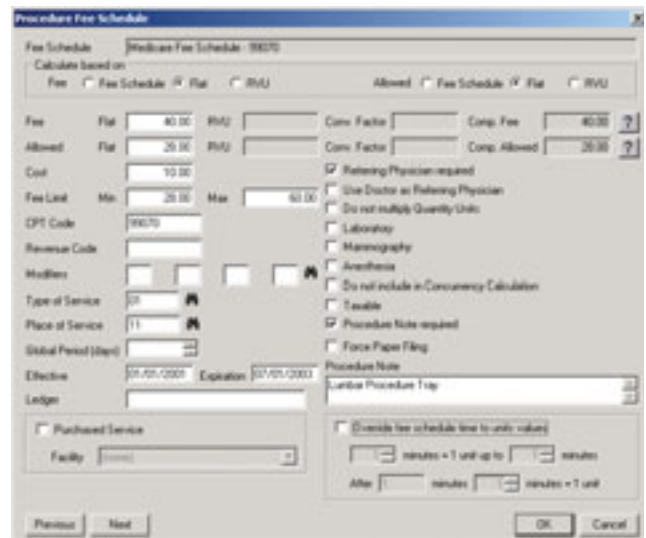
What about training? Is Centricity Physician Office – Practice Management easy to learn?

Offices that use our software report an increase in morale and productivity soon after the product is installed. That's because it empowers your staff to accomplish multiple tasks quickly and easily. Your staff will enjoy a positive learning experience thanks to its intuitive design, multitasking capabilities, friendly graphical-user interface, and short learning curve. New users are up and running in days, not months. And, our knowledgeable team of professionals has the experience to fully understand the needs, expectations and technical strengths of our clients. We are committed to providing top quality, hands-on training that is customized for each practice.

In addition to personal training, our computer-based training (CBT) modules and online context-sensitive help make it easy for your staff to learn. These CBT modules are interactive, in-depth and easily accessible within Centricity Physician Office – PM. Online help, available from any screen or menu, gives you screen-specific documentation at the touch of a key.

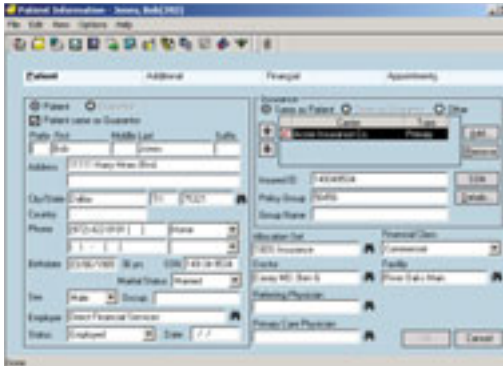
After installing Centricity Physician Office – Practice Management, what kind of support can I expect?

When you have a question or problem, you want it answered quickly and accurately. We offer a wide variety of support options that are available over the phone or the Internet. The fastest way to get answers is with our online Knowledge Base, which addresses commonly asked questions and problems 24 hours a day, 365 days a year. We also offer a variety of different support packages, so you can choose the one that best suits the needs of your practice. To ensure that you benefit from the latest technology, we offer a maintenance program that provides regular updates to Centricity Physician Office – PM. These updates will help you comply with the latest regulatory requirements, such as HIPAA.



The Administration component includes flexible set up options such as the Procedure Fee Schedule.

Patient Information provides an easy way to find and organize patient demographics and insurance information.



Almost no other industry changes as fast as the healthcare industry – especially with upcoming HIPAA regulations. How can I be assured that Centricity Physician Office – Practice Management will keep me current?

With today's focus on managed care, capitation and fee-for-service, healthcare information systems are constantly changing. The older practice management software solutions were initially designed simply to print a HCFA form in the fee-for-service model. Then, these systems were patched to keep pace with your office. In contrast, Centricity Physician Office – PM is a state-of-the-art solution: its inherent Windows-based flexibility allows it to easily adapt to the dynamic challenges of the healthcare industry.

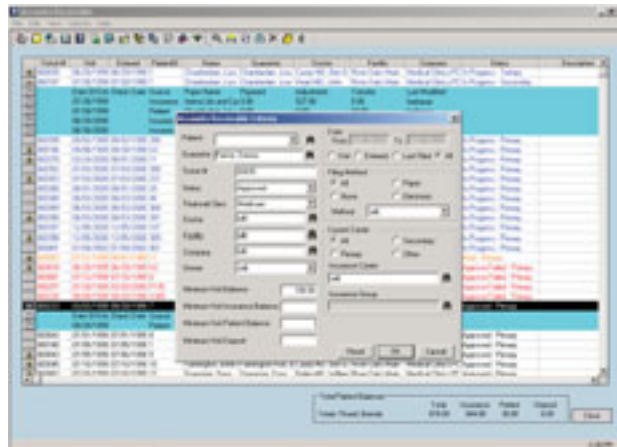
At GE, we are fully involved in the HIPAA process. We have developed and tested electronic claim and remittance formats according to HIPAA requirements for electronic transactions. And, as new regulations come out, we will be ready and so will you. Because Centricity Physician Office – PM runs on Windows-compatible hardware – from a single PC to multiprocessor systems – you can add hardware in affordable increments as your practice grows. Having an integrated system based on Windows protects your long-term investment. Finally, because our software is compatible with many other Windows applications, your healthcare data becomes valuable information. You will no longer be limited by complex Unix variants, DOS operating systems, or other limited and hard-to-use proprietary practice management software. You won't be limited to what a single vendor can provide, but empowered to take full advantage of many value-added applications being developed by a multitude of vendors.

How does Centricity Physician Office – Practice Management convert my data into strategic information?

Centricity Physician Office – PM provides extensive reporting capabilities. Furthermore, because off-the-shelf products like Microsoft Excel® and Access® can directly access your data, you have a world of information at your fingertips. Our open database unlocks information that was previously held hostage by old-style practice management systems. With Centricity Physician Office – PM, you own the data and can use it to manage your business more effectively.

How can Centricity Physician Office – Practice Management help my practice participate in managed care?

Centricity Physician Office – PM is flexible enough to handle billing for any type of managed care contract. It handles unlimited managed care fee schedules, payer analysis, physician productivity and reimbursement analysis of procedures. A simple inquiry enables you to compare reimbursements by code and procedure for all payers, which makes collections easier and helps you manage cash flow. Many clients report that the information they obtain from our system helps them negotiate better contracts for their practices.



The Reports component has the ability to select multiple criteria options, and includes security features.

Will my investment in Centricity Physician Office – Practice Management be protected when my practice is ready for an Electronic Medical Record system?

Yes. Our sister product, Centricity Physician Office – Electronic Medical Record (EMR), formerly Logician®, is the industry's leading EMR solution for efficient, high-quality ambulatory care. Your ability to meet the demands to improve quality, lower costs, enhance profits and tighten security requires a transition from paper-based records to electronic information. Centricity Physician Office – EMR solves clinicians' needs, while facilitating the pursuit of quality, business performance, integration and security.

In addition, because Centricity Physician Office – PM utilizes MS-HUG's (Microsoft Healthcare Users Group) industry standard ActiveX for Healthcare, based on HL7, your practice will be able to choose the EMR system that best meets your requirements. The HL7 data standard allows our software to exchange data with any Windows-based EMR system. Centricity Physician Office – PM is already being used with dozens of today's leading EMR systems (see www.gemedical.com for the most recent list). In addition, our industry-standard interface engine provides links to many other medical applications, including new hand-held and tablet computer products.

Can Centricity Physician Office – Practice Management run on the Internet?

In keeping with our ongoing commitment to improve physician office productivity, you can run Centricity Physician Office – PM software using the two most popular access models: client/server or Web-hosted processing. Either way, you get the same fully-functional, award-winning practice management solution with the assurance that your data is secure.



Create and access custom reports directly within the software using the flexibility of Seagate Crystal Reports®.

How do I make the switch to Centricity Physician Office – Practice Management?

It's easy. If you're already using Microsoft Windows products for other office functions, you may already have much of the necessary equipment and training. If you're using a DOS or Unix environment, you'll find switching to Centricity Physician Office – PM surprisingly easy and affordable. Your staff is probably already familiar with Windows, since it's likely the same technology they use at home. You no longer have to pay premium dollars for non-premium technology.

Increase your staff's performance and productivity.

Physicians' offices from coast to coast are making the switch to Centricity Physician Office – PM because they've discovered significant advantages over other practice management software:

- Increased office productivity and efficiency
- An integrated suite of office processes in one easy-to-install, easy-to-use true Windows-based system:
 - Scheduling
 - Administration
 - Managed care
 - Billing
 - Inventory control
 - Online help
 - Patient information
 - Scanning
 - Accounts receivable and collections
 - Reporting
- Built-in EDI submission, remittance, statements and eligibility
- Faster billing and collections, fewer rejected claims and improved cash flow
- The most flexible computing environment ever devised for the physician's office

- Designed from the ground up with Microsoft technology
- Integrated with hundreds of other medical software programs
- Works with most Microsoft applications, including Microsoft Office
- The same “look and feel” as the PC you use at home
- Vastly more efficient than Unix, DOS or Windows “look-alike” systems
- The assurance of being Microsoft XP certified
- Choice of Web-hosted or client/server processing methods
- Nationwide installed base of thousands of users in practices of all sizes and specialties

For all these reasons, Centricity Physician Office – PM is the nation's “Best-of-Class” solution for the diverse needs of a physician's office. It can reduce or eliminate duplication, minimize billing errors and increase the profitability of your practice.

“With the old Unix system, it was almost impossible to figure out what an individual insurance company was doing with payment rates and reimbursements. Now that we have data from Millbrook (now Centricity Physician Office – PM), we've terminated three managed care contracts because we finally learned how poor their true payment rates were.”

Dr. Michael Weinstein, Metropolitan Gastroenterology Group

“With our old system, it could take 21 hours to run one report, and even then it might come back blank. Now we can create a report in minutes instead of hours, and it's already in a usable format.”

Holly Daul, Medical Billing Manager, Michigan Heart

“Millbrook (now Centricity Physician Office – PM) has increased our dollars coming in, decreased the time it takes to get them, and lowered our cost of doing business. This is a great program.”

Judy Boesen, Administrator, Colorado Otolaryngology Associates, P.C.

“When we were looking for a practice management system, I did a full cost comparison; Millbrook (now Centricity Physician Office – PM) was the most cost-effective overall. And the savings turned out to be dramatic.”

Dr. Lawrence C. McBride, Physician, ENT Associates of Southern Indiana, Inc.



For more than 100 years, healthcare providers worldwide have relied on GE Medical Systems for medical technology, services and productivity solutions.

So no matter what challenges your healthcare system faces—you can always count on GE to help you deliver the highest quality healthcare.

For details, please contact your GE representative today.



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