

Microsoft®
Health Users Group

2009 Innovation Awards

Order Optimizer Selected as Finalist in the MS-HUGS Healthcare Innovation Awards
Houston, TX, March 16, 2009 (PRESS RELEASE) --

Order Optimizer has been selected as a finalist in the MS-HUG Healthcare Innovation Awards of 2009 in the category of Clinical Records, Inpatient focus, partnered with Bon Secours St. Mary's Hospital. Order Optimizer is an Automated Admissions Decision Support (AADS) software platform, which guides admitting physicians through the time-consuming process of creating admission orders for incoming patients. Embedded in the platform are more than 180 diagnoses-specific order sets, supported by a unique order set merging engine to assist physicians in utilizing evidence-based treatment plans. Delivered over the Internet through a "Software as a Service" model, Order Optimizer requires no additional hospital IT headcount or capital infrastructure, while allowing physicians much greater workplace flexibility. The result is a physician-endorsed tool facilitating optimal clinical and quality outcomes, resulting in improved quality of care at lower cost. After implementing Order Optimizer, Bon Secours St. Mary's Hospital saw dramatic improvements; a decreased length of stay, 28% below the mean for the hospital and a lower cost per admission that is 19% below the hospital mean, and 22% below the regional mean.

"We could not be happier that Order Optimizer has been acknowledged as one of the top innovations in healthcare management today," states, Robert Weathersby, President, Order Optimizer. "The Bon Secours Hospitalist's success demonstrates that smart technologies, coupled with a deep understanding of physician needs, can result in high return on investment products that physicians like using."

In its twelfth year, the MS-HUG Healthcare Innovation Awards, has become a unique opportunity for organizations to display progress made in using innovative technologies to improve the economics and quality of today's healthcare environment. MS-HUG's goal is showcasing those organizations truly transforming patient care. To be chosen as a finalist is a distinguished honor; providing a showcase for Order Optimizer's sound technological approach to improving healthcare quality.

The MS-HUG Healthcare Innovation Awards for 2009 will be announced April 2, at the annual HIMSS Conference.

About Order Optimizer.

Order Optimizer is Houston, Texas-based clinical software and service company. For more information about Order Optimizer please visit www.orderoptimizer.com.