

i[ic] Informatics **In Context**

Bridging the Digital Divide

Informatics In Context Launches Company, Introduces Its Cloud-Based Automated Prior Authorization and E-Referral Solution at HIMSS'13

Boston, MA. – February 12, 2013: Informatics In Context (IIC), a healthcare IT company focused on intelligently extracting relevant clinical context from patient content, will publicly introduce its company for the first time, and demonstrate its cloud-based (Software as a Service) automated prior-authorization and electronic referral solution at the annual HIMSS'13 Conference and Exhibition, March 3-7, in New Orleans.

IIC's first areas of focus are electronic record sharing, electronic referral, and automated prior authorization among and between providers and payers. IIC's automated prior-authorization process is based on payer/appropriate use criteria to determine medical necessity, with prior authorization approval codes passed along to the billing stage. IIC does this through a powerful combination of world-class software development, clinical and domain expertise, and healthcare partnerships.

"We foresee tremendous growth opportunities bringing automated prior-authorization, clinical integration, and relevant clinical **context** to healthcare providers based on demands for increased productivity, and the implementation of emerging healthcare reform policies. There has never been a more urgent need for clinicians and others to share relevant information across the digital divide of multiple disparate user systems. Our solution is designed to significantly reduce operational costs by making the transaction, physician workflow, and patient care more efficient by removing redundancies," stated Vikram Simha, Informatics In Context's Founder and CEO. "

With IIC's cloud-based software solution, providers and payers can embrace patient-clinical decision making through the use of integrated data and knowledge management to a far greater extent than is currently possible. IIC's vision is to bridge the digital divide by offering genuine interoperability between providers, facilitating easily sharing of relevant clinical information at the point of care or use.

At HIMSS 2013, Informatics In **Context** introduces its *Digital Physician Assistant*, enabling cloud-based automated prior authorization and electronic referral between referring physicians and specialists so each share a real-time view of the referral transaction. IIC's *Digital Physician Assistant* enables faster access to relevant patient **context**, faster workflows, increased productivity, and significantly reduced provider and payer costs.

To learn more about Informatics In Context, visit our web site at www.informaticsincontext.com or contact us directly at info@informaticsincontext.com.