HIE Networks and Hillsborough County Medical Association Collaborate to Accelerate Health Information Exchange

TALLAHASSEE, Fla. – **July 26, 2012** – HIE Networks, LLC, today announced a collaboration with the Hillsborough County Medical Association (HCMA) to deploy and promote the acceleration of local physician-driven health information exchange (HIE) in Hillsborough County. The goal is to improve patient care by connecting the disparate record systems of local physicians, hospitals, health systems and other community health care providers. Local, physician-driven HIEs are the basis for the Florida Health Data Network (FHDN), a statewide health data exchange network developed and operated by HIE Networks.

"HIE is the best transformational tool that physicians have to improve the delivery of quality care to our patients," said Dr. Dan Kaelin, co-founder and chief medical officer of HIE Networks. "HIE Networks will provide HCMA proven solutions that fit the specific needs of Hillsborough County physicians and providers. As the preferred HIE vendor for the Florida Medical Association, working with HCMA is a natural extension of the relationships we've developed with physicians statewide."

"HCMA's relationship with local physicians is a key component that will help unite local healthcare stakeholders by creating the critical mass needed in implementing a proven HIE system that delivers value from day one," said Dr. Mathis Becker, immediate past president of HCMA. "Leveraging HIE Networks' unique community HIE experience will help our medical community foster the expansion of health record interoperability among all physicians and other healthcare providers in the private and public health community. HCMA and HIE Networks will work to bring physicians together and connect with our hospitals to efficiently and effectively share health data in a private and secure environment for the benefit of our patients, physicians and other healthcare stakeholders."

Leaders from the Florida Orthopaedic Institute and other large physician groups are in discussions with HCMA and HIE Networks and "are excited about being a part of creating a community HIE solution that addresses the HIE needs of their care delivery," said Kaelin.

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About HIE Networks, LLC
HIE Networks is a leading provider of local health information exchange (HIE) services, with secure, standards-based exchanges that create and operate efficient, effective and sustainable

health information networks at the local and regional levels. By acting as a region's single reference point for patient records, HIE Networks allows hospitals, physicians and medical practices, laboratories, pharmacies and insurers to collaborate and streamline patient care, thereby improving the safety, outcomes, privacy and efficiency of healthcare services in their local communities. The HIE Networks service mix includes practice consultation, social architecture, legal structure, hardware support, software implementation, networking, integration, training and support.

HIE Networks operates the Florida Health Data Network (FHDN) a privately funded statewide HIE network created to connect hospitals, physicians, laboratories, pharmacies and insurers without geographic boundaries using "cloud" technology that allows for the networking and sharing of patient clinical records in a secure, fully integrated, health information exchange. For more information about HIE Networks and the FHDN please visit www.HIEnetworks.com.

About HCMA
Established in 1895, the Hillsborough County Medical Association, Inc. (HCMA) is a voluntary, nonprofit organization of physicians and medical students. The mission of the HCMA is to advocate all things necessary to develop and maintain the highest professional and ethical standards for medical practices and healthcare in the best interest of the physicians and patients of Hillsborough County. For more information about the HCMA please visit www.hcma.net.

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About Florida Orthopaedic Institute
Florida Orthopaedic Institute, founded in 1989, is Florida's largest orthopedic group and provides expertise and treatment of orthopedic-related injuries and conditions, including adult reconstruction and arthritis, anesthesiology, chiropractic services, foot and ankle, general orthopedics, hand and wrist, interventional spine, musculoskeletal oncology, orthopedic trauma, physical medicine and rehabilitation, physical and occupational therapy, sports medicine, shoulder and elbow, spine, urgent care, and weight management, among others. The organization treats patients throughout its surgery center and 10 office locations in Bloomingdale, Brandon, Brooksville, Carrollwood, Dade City, Northdale, Riverview, South Tampa, Sun City, Tampa and North Tampa. For more information, please visit www.FloridaOrtho.com