

## Press Release



For Immediate Release

**July 25, 2005 Lincroft, NJ** – Medical Strategic Planning, Inc. (Lincroft, NJ) and Andrew and Associates, (Winter Haven, FL) announced today a strategic alliance and agreement to coordinate and consolidate their firms' respective services in the healthcare information technology (Healthcare IT) market intelligence space. Under this alliance, the two companies will combine activities in making vendor information on electronic health record (EHR/EMR) and computer practice management (CPM) systems available to hospital and group practice providers.

Medical Strategic Planning (MSP) (Arthur E. Gasch, Founder & CEO), is a well-known, gold-standard market intelligence firm that developed the **Reality™** family of medical device and information system knowledgebases-- detailing both the installed base and purchasing intentions of providers using or in the market for such systems. MSP also publishes the **Industry Alert™** newsletter and contributes articles to the Biomedical Business International (BBI) newsletter, Medical Device Daily, EP Cath Lab Digest and Advance for Health Information Executives. MSP principals have been quoted in the Wall Street Journal, AMA News and other publications that track healthcare IT markets. MSP's Reality™ series of 5-year market studies have become a standard of accuracy because, unlike competitive reports, they are based on surveys of the entire population of clients active in the market discussed.

**Andrew & Associates** (William F. Andrew, PE Retired, President) is well-known in the Healthcare IT field and has provided consulting and research services for healthcare clients for almost 35 years. The firm is the gold-standard source for EHR (CPR/EMR) vendor product information culminating in the **Annual EHR Systems Review** -- now in its eleventh consecutive year of research and publication. It is also the gold-standard source for Workflow Management System (WfMS) vendor product information in the EHR system market through the **Annual Workflow Management Survey** -- now in its third consecutive year of research and publication. The results of this landmark research have been published in *ADVANCE for Health Information Executives* and other major healthcare IT publications. The *Annual EHR Systems Review* is based, for the most part, on the 1991 Institute of Medicine (IOM) Computer-based Patient Record study and final report and was developed in collaboration with Richard S. Dick, PhD, former director of that study. The results of this original study provide the foundation for this one-of-a-kind research and, with appropriate technological and market updates, still establishes current benchmarks for EHR (CPR/EMR) functionality. The *Annual Workflow Management Survey* is based on original research and adaptation of workflow management principles to Healthcare IT -- initially to EHR (CPR/EMR) product development and deployment in the ambulatory EHR marketplace. This labor-intensive research has not been duplicated and is unique to the Healthcare IT marketplace.

Under this Marketing Alliance, the two firms will share some intellectual property and collaborate on all future EHR and WfMS surveys and products, including the upcoming **MSP Reality EHR Selector™** application that provides the first, truly vendor-neutral tool to match group practice needs with EHR system capabilities. *"This alliance is a wonderful opportunity to serve medical group practices by combining our separate knowledgebases and information resources into a collaborative pool and working together on 2006 and later versions of Bill's landmark EHR surveys,"* said Arthur Gasch, Founder and CEO of Medical Strategic Planning. *"The data collection processes and infrastructure that MSP has developed will expedite and enhance the massive job of collecting and processing the data Andrew & Associates collects."*

*"Working with MSP helps us to leverage the wealth of EHR information we collect each year, making it available to a wider range of providers and vendors and creating new products and delivery modalities that make it even more useful,"* said Bill Andrew, President and Founder of Andrew and Associates. *"The objectives and values of our two organizations were well aligned and this alliance allows both of our organizations to better achieve those goals, chiefly to be impartial sources of verifiable and credible market information to our broad cross-section of Healthcare IT clients. We are excited about this opportunity to work together."* For more information contact Betty at 732-219-5090 or email [betty@medsp.com](mailto:betty@medsp.com).