



A SECURE AND FLEXIBLE Clinical Integration Platform

Hospitals, integrated delivery networks, laboratories and ancillary service providers all have a common challenge – **establishing a communications network** between various types of closed systems commonly used to exchange pertinent patient information. **Other mounting issues** include the various factors that drive routing of orders to different labs, such as patient insurance, physician preference, science, specialty and proprietary technology; the disparity of test coding and methodologies among lab providers; and how clinical systems do not typically associate results with a health plan member number.

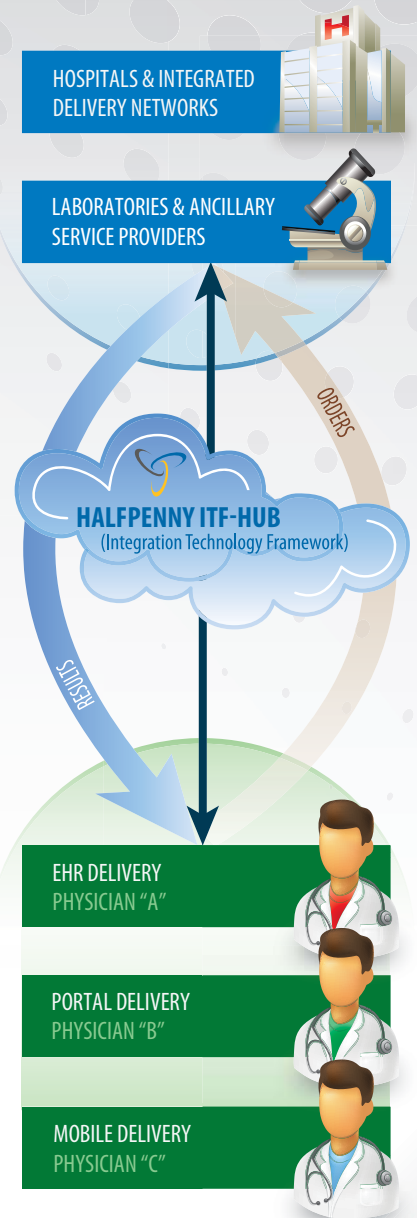
Halfpenny Technologies' **ITF-Hub**® provides a comprehensive lab “clearinghouse,” enabling the distribution of orders from any capable physician EMR to any hospital or laboratory, and results back into the EMR indexed into the patient record. This improves access to labs from multiple hospital and lab sources and improves patient care. With **ITF-Hub**, data connections can be multi-purposed, providing utilization beyond **EMR integration**, including complementing clinical data exchange from labs, portal and mobile access to data, and health plan reporting (i.e. HEDIS, etc.).

Key Features of ITF-Hub:

- Connects labs and hospitals to physician EMRs and enterprise EHRs
- Eliminates inefficient and costly point-to-point connections
- Provides access to multiple entities via a single integration point
- Delivers data vital to disease management and wellness programs
- Integrates disparate data sources required for population-based health initiatives
- Aggregates and normalizes clinical results needed by ACO and government payors
- Enables CPOE and structured results needed to achieve meaningful use
- Lowers costs/minimizes disruption associated with legacy system updates

About Halfpenny Technologies®

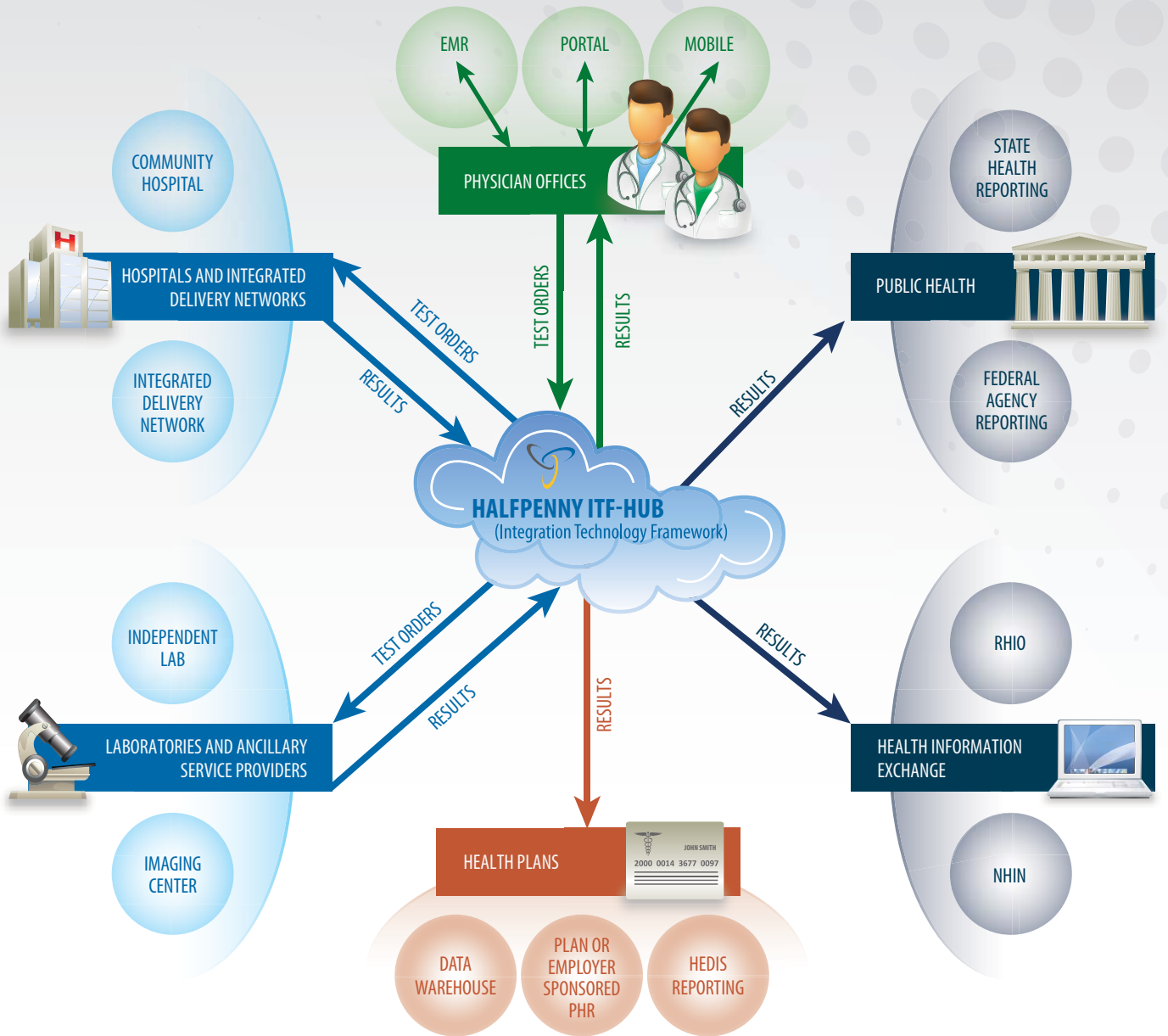
Halfpenny is a leading provider of clinical data exchange solutions, enabling hospitals and labs to integrate with disparate physician EHR systems. Halfpenny's SaaS-based ITF-Hub® provides a reliable, secure platform to exchange clinical, financial and administrative data while reducing complexity and costs. Additionally, a consolidated stream of LOINC mapped data can be routed to constituents for other initiatives, including HIE, ACO, HEDIS, PQRI and various health plan reports. ITF-Portal® is a Web-based order entry and results reporting system to rapidly search and retrieve various clinical reports. ITF-GoDoc® is a mobile app to access lab, pathology, radiology and other clinical results reports securely. ITF-GoDoc® MobileOE is a mobile CPOE system for secure billing, ask-at-order entry questions, specimen types and medical necessity compliance.



TURN OVER
TO LEARN MORE

Call us toll-free at 855-277-9100 or visit www.halfpenny.com for more information.

ITF-Hub®: A secure and flexible clinical integration platform that improves access to labs from multiple hospital and lab sources.



Learn more about ITF-Hub on our Web site.
Get the free mobile app for your phone at <http://gettag.mobi>



Interested in learning how to cost-effectively meet HITECH Act's meaningful use criteria for CPOE and reporting?

Call us toll-free at 855-277-9100 or visit our Web site at www.halfpenny.com for more information.