

We are more than a healthcare IT company.

**WE ARE MODERNIZING
MEDICINE.**



**MODERNIZING
MEDICINE**

INNOVATION

isn't thinking outside the box.
It's not even seeing one.

OUR MISSION

To transform how healthcare information is created, consumed and utilized to increase efficiency and improve outcomes.

We are more than a healthcare technology company. At the core of what we do, it comes down to people. From patient to practice, every level of healthcare can benefit from our innovative approach to improving medical outcomes.

Ambitious? Yes, we're that. Disruptive? We think so. Passionate? Without question. These defining characteristics are what enable us to think without limits and imagine greater opportunities in an industry that has long been plagued with inefficient technology – and to do what technology should do: improve quality of life.

The fact that we are never satisfied and constantly push to discover more and more ways to improve healthcare technology helps us create greater satisfaction for the medical professionals we serve. We see the potential to give doctors better technology that doesn't get in the way of the work they do, and we know the power of providing them with more organized and meaningful information at the point of care.

We will never be done with developing better solutions for our ever-evolving healthcare system. We're okay with that. We like taking ideas beyond mere possibilities.



Creating a VISION

When successful tech entrepreneur Daniel Cane met Dr. Michael Sherling, a brilliant physician with a desire to shake up the status quo, a vision was born, one that would revolutionize the healthcare IT industry and the underserved medical specialty electronic health records (EHR) market.

Founded in 2010 to improve healthcare outcomes and save physicians time, Modernizing Medicine launched its flagship Electronic Medical Assistant® (EMA™), the physician-developed EHR system for dermatologists. The intuitive, cloud-based system and native iPad application quickly captured more than 30 percent of the dermatology EHR market in less than five years.

Building on this success, we expanded by developing EHR systems for gastroenterology, ophthalmology, orthopedics, otolaryngology, plastic surgery and urology — employing physicians from those specialties to help code their medical knowledge into EMA.

Today, Modernizing Medicine is far more than an EHR company, providing specialty-specific billing, revenue cycle management and inventory management, giving customers a comprehensive suite of products and services. The cloud, mobile, and data-driven platform EMA was created on uniquely positioned us for the future of healthcare focused on quality of care.

Dan and Dr. Sherling's vision has spread organization-wide, creating an environment of continuous innovation that's catapulted Modernizing Medicine to award-winning status as a Forbes' Most Promising Company, a Red Herring Award winner and the number one best company to work for in South Florida.

“When people look at the healthcare system and say it's broken, we look at it and say that we can make it better.”

Daniel Cane, CEO

Helping DOCTORS save more than time.

Modernizing Medicine provides a suite of specialty-specific products and services. Our electronic medical records (EMR) systems were designed by doctors for specialty workflows. Cloud- and iPad-based, EMA provides greater speed, convenience and adaptability to help physicians move through exams more efficiently while effortlessly meeting the demands for quality of care reporting.

Just tap, touch and you're done. It's that simple.

Specialty-specific

Ophthalmologists, orthopedic surgeons, dermatologists and more. Modernizing Medicine's on-staff physicians have learned how to code and program their rich medical knowledge into EMA for each of our medical specialties.

Comprehensive

Going beyond health records, our additional specialty-specific products and services give medical practices the tools they need to thrive. Revenue cycle management, billing, inventory management, compliance support and more boost the bottom line.

Adaptive

EMA's strength lies in its adaptive learning engine that adjusts to each physician's preferences. It remembers their unique way of practicing and conveniently suggests the doctor's most favored solutions before offering other infrequent options.

Billing services for revenue cycle management (RCM)

Billing processes and procedures backed by highly personalized service can give you improved financial performance.

Inventory management

Our cloud-based inventory management solution enables more efficient, accurate and automated inventory control of surgical and office supplies, toxins, fillers and cosmeceuticals.

Telemedicine solution

Extending care for patients, which allow physicians to provide treatment, diagnosis and advice for patients when a virtual visit is appropriate. Because our telederm solution is integrated with EMA, virtual data is captured and stored in one place – exactly where you want it to be.

Born ready for ICD-10

With EMA's specialty-specific knowledge, structured data and 3D anatomical atlas, efficient, accurate coding and reporting are easy. Just simple, automated ICD-10 coding generated with the exam note and populated onto the superbill.

EMA Cares suite of services

Designed to provide clients with access to Certified Clinical Medical Assistant credentialing plus additional support for Meaningful Use attestation, reporting and education.

Removing limits on the future of healthcare

CLOUD. MOBILE. DATA.



Cloud

Low disruption. High value. EMA is fully hosted in the cloud, which means minimal hardware and installation costs, robust security, effective backup and tremendous performance and experience for end users.



Mobile

EMA's native mobile technology continually expands to help both physicians and their patients improve communication and have access to information almost anywhere, anytime.



Data

Information is power, and EMA's data-driven EMR system helps providers achieve better treatment outcomes for patients and better business results for their practice. Because EMA collects structured patient data, it can analyze the data to help individual patients and improve population health.



DEVELOP. INNOVATE.
ENABLE. LEAD.



Fostering a collaborative culture to inspire innovation.

“ Collaboration is the key to success. It’s impossible to be an expert in every field. So, I am fortunate to be surrounded by smart, creative individuals who freely share their knowledge and bring unique perspectives to our work. We push each other to see things in a different light and together, it makes us powerful, productive and innovative.”

Elana Oberstein, MD, MPH



Our IMPACT

Bringing more value to physicians and medical professionals with products and services designed to improve the way they work and manage medical records and data is what we do. But it's not all we do.

We're proud of our third generation EMR system with cloud, mobile and data functionality that goes beyond providing just a better clinical documentation tool. And our combined integrated offerings developed for specialty workflows

can create streamlined processes for greater efficiencies and cost savings.

However, the driving force behind what we do is reflected in our name and stands for more than our products and services used by more than 40,000 medical professionals. Through structured clinical data, we help doctors not only satisfy quality reporting mandates and pay-for-performance reimbursements, but we are also

able to deliver clinical decision support and data-driven evidence at the point of care. We believe this differentiator can have a profound impact on improved treatment outcomes.

Our name is our mission. More importantly, it compels us to continuously break down barriers and create innovative solutions to improve healthcare for everyone.



“ This is a powerful system that will improve efficiency, communication and overall patient care. ”

Amy Hutchinson, MD
Emory University Medical Center



Modernizing Medicine; it's what we do.
That's powerful. That's meaningful. And that matters.





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