

## April 2005 Newsletter



### Attention All Charting Plus Users!!

Did you know that currently, only 15% of medical clinics have taken steps to implement electronic health records (EHR) in their offices? Given that President Bush has set a goal to have EHRs available to most Americans in the next 10 years, experts agree that there will be a surge of interest in EHRs in 2005 and 2006. The Marketing Department is looking to take an aggressive and proactive approach to this initiative by enhancing and increasing our marketing efforts in order to bring Charting Plus to the large number of physicians looking to purchase an electronic health record.

If you have successfully implemented Charting Plus and are currently benefiting from its everyday use, we want to hear from you. Our promotional opportunities exist on several levels and vary in time commitment.

**Testimonial** – Consist of quotes that can be used on our website and in marketing literature. Tell us how Charting Plus has improved your documentation, saved your time and saved you money.

**Picture** – A photo can greatly enhance a testimonial that is on our web page or other marketing literature. Not to mention, it's always fun to put a face with the name!

**Case Study** – Tell us your Charting Plus story! Once a 45-minute interview is completed, the case study will be written and used in Marketing literature, as well as forwarded to magazine editors for inclusion in national publications.

**Speaking Opportunities** – A great way to share your Charting Plus experience in front of your peers.

**Practice of the Year** – *Physicians Practice*® is now accepting applications for Practice of the Year. This prestigious award is given for excellence in practice management. The Grand Prize Winner will be featured on the cover of the November/December issue of *Physicians Practice*® and will receive a customized Brother Office Suite Prize Package that is valued at \$15,000. Entries will be accepted through July 1, 2005. For more information, including complete contest rules, regulations, and application guidelines, visit [www.PhysiciansPractice.com](http://www.PhysiciansPractice.com).