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Initiate Systems Presents “Building Healthcare Communities” at HIMSS10

-(Corporate Wire)- At the HIMSS10 Conference and Exhibits March 1 – 4, Initiate Systems, Inc., a leader in health information sharing, will offer a full roster of activities that includes exhibits, product demonstrations, customer presentations and, for the fifth consecutive year, participation in the HIMSS10 Interoperability Showcase.

Initiate will exhibit at booth #7033 in the main exhibit hall and is featuring several thought-leading customers. These customer speakers will share their experiences and discuss trends in healthcare, such as achieving meaningful use of electronic medical records (EMRs) and building better healthcare communities through information sharing. These thought leaders include: George Brenckle, CIO, and Richard B. Cramer, Associate CIO, Operations, UMass Memorial Health Care, Worcester, MA; Irene Koch, Executive Director, Brooklyn Health Information Exchange; and, Jamie Welch, CIO, Louisiana Rural Health Information Exchange.

Initiate will demonstrate how UMass Memorial Health Care plans to use the Initiate Exchange intelligent information sharing platform to connect community physicians and enable active patient search across the broader community of participating care providers. Initiate Exchange is a software-as-a-service (SaaS) offering that reduces technical integration challenges and issues with virtual private networks (VPNs.)

Initiate customers will be speaking at a number of HIMSS10 educational sessions to share their experiences in building healthcare communities to enable health information sharing. The sessions include:

HIEs Serving Rural and Underserved Communities: The Key to Success

Presenter: Jamie Welch, CIO, Louisiana Health Information Exchange

Sunday, February 28, 1:00 p.m. - 2:00 p.m. EST

Health Information Exchange Symposium

Location: Georgia World Congress Center, B308

Healthcare Interoperability: Achieving Meaningful Use and Beyond!

Presenter: Mrunal Shah, MD, VP, Physician Technology Services, OhioHealth Information Systems

Tuesday, March 2, 8:30 a.m. - 9:30 a.m. EST

Education Track: Economic Stimulus

Location: Georgia World Congress Center, B314

Strategies for Information Sharing in a Rural Hospital Environment

Presenter: Chuck Fitch, CIO, Delta Health Exchange and Jamie Welch, CIO, Louisiana Rural Health Information Exchange

Wednesday, March 3, 9:45 a.m. - 10:45 a.m. EST

Education Track: Health Information Exchange, RHIOs and the NHIN

Location: Georgia World Congress Center, C303

For the fifth consecutive year, Initiate will participate in the HIMSS10 Interoperability Showcase at booth #233 in Hall C. Initiate will be part of the 122 demonstrations of IHE Profiles in real world use cases for Mental Health, Emergency Care, Chronic Care, Public Health, Patient Privacy, and Clinical Research. Demonstrations will show adherence to industry standards, including HITSP, HL7, and SSL, while delivering continuity of care, image sharing, and document exchange through the use of EHRs, PHRs and physician solutions. These real-world demonstrations show how health information sharing contributes to delivering complete care, as a patient's record is available at all places along the healthcare continuum – from when a patient enters the hospital, to when he returns to his primary care physician and his cardiologist, to when he returns home and receives follow-up care.

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About Initiate Systems

Initiate Systems enables organizations to confidently share critical data assets. Multinational corporations, healthcare organizations and government agencies rely on Initiate's software and services to deliver complete, accurate and real-time views of data spread across multiple systems, domains or databases. Initiate's multi-domain master data management (MDM) solutions facilitate interoperability, information sharing, entity resolution and data quality to increase revenues, reduce costs and mitigate risks. Initiate operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and in Toronto, London and Sydney. For more information, visit www.Initiate.com or follow the company at <http://twitter.com/Initiate>.

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