



FOR IMMEDIATE RELEASE: Friday, March 31, 2011

Contact: Wes Dunn, 417-864-8900; wes.dunn@intuitivemedical.com

New Staff Part of a Bigger Picture at IMS

Springfield, MO – By additions strategically designed to further enhance their customers' overall EHR transition experience, Intuitive Medical Software (IMS) announces the two newest professionals on their UroChartEHR team.

Chad McDonald brings experience which spans a variety of med-tech and lab environments, most recently as Regional Sales Manager at MEDISS. Prior to that, Chad was a territory manager at OURlab and ENDOLab, specializing in pathology sales in Urology and GI markets. Being integrally involved in the lab donation process, he is armed with a deep understanding of the EHR business from multiple vantage points. Chad is based out of Denver, Colorado.

Formerly with meridianEMR, Kara Sandler joins the IMS team from her home locale of San Diego, California. Having been involved in the EHR sales and conversion process for dozens of Urology-specific practices, Kara brings a comprehensive understanding of both the EHR industry and the practices it serves.

While staff additions and attrition is business-as-usual, the Urological practice environment faced by IMS' clients is changing, according to CEO, Craig Frazier. Impending deadlines for regulatory compliance, such as Meaningful Use, have increased both pressure and anxiety on the EHR transition process for those practices yet to convert to an EHR.

Frazier believes that having an integrated business development staff that is conversant in the finer details of the specialty is a huge benefit, allowing the clients' primary point of contact to answer questions more directly, and assuage the concerns of doctors, nurses and staff.

“UroChartEHR's primary focus is on better integration of our experiential understanding into every aspect of our provider interactions,” says Frazier. “That's the benefit of our urology-specific foundation - allowing us to anticipate the shifting needs of our practices and the expectations of their patients.”



About Intuitive Medical Software, LLC

Founded by Dr. Howard Follis (<http://www.intuitivemedical.com/ourteam.aspx>), Intuitive Medical Software, LLC develops software products for select surgical and medical specialty physicians in the US. UroChartEHR, IMS' flagship product, is streamlined for urology practices. Recognizing the short-comings of generic EHRs when used in specialty practices, IMS has developed an EHR software product that combines a unique, efficient user interface with state-of-the-art database architecture. UroChartEHR includes IMS' patent-pending timeline method of organizing electronic medical records. IMS' current customers have found that once the urologists and their staff become familiar with the system, their clinic's efficiency and productivity rise. With its innovative approach to specialty EHR software, IMS plays a significant role in transforming the quality of our nation's healthcare. Intuitive Medical Software, LLC is not associated or affiliated in any way with Intuitive Surgical, Inc. To learn more about IMS, please visit www.urochartehr.com.

###