

## **Rover Technology Fusions Healthcare Customer Shares EMR Tips**

(Tampa, FL – February 5, 2010) – Rover Technology Fusions, a Tampa based mobile-data capture, workflow and document management solutions provider, announced today that Dr. George Brick, a primary care physician at Brandon Healthcare, was cited in the February 5<sup>th</sup> issue of *Medical Economics* in an article titled “10 EMR TIPS FROM 10 PRACTICES.”

As the healthcare debate continues to be a hot topic, physicians are doing their best to keep up with new legislation, key terms and definitions (such as “meaningful use”), and the continued debate on payer reimbursement. Dr. Brick implemented the Rover INK digital writing and workflow solution into his practice and workflow after analyzing available technology. Rover INK allowed Dr. Brick to meet the following goals: (1) adhere to all Healthcare standards, (2) maintain focus on the patients, diagnosis and treatment plans, and (3) achieve better outcomes.

Dr. Brick commented on Rover INK. “For doctors who hate typing, tapping screens or clicking a mouse, a digital pen and paper solution is a strong alternative. I was really interested in making eye contact with my patients. The great thing about the pen is I can dialog with the patient and write down other information which helps me arrive at a diagnosis.”

“As stated on page 26 of the article, a consideration of using a digital pen just makes sense in these challenging healthcare times,” pointed out Robert Letzeisen, Executive VP & CTO of Rover. “The solution, Rover INK, can be configured to accommodate any physicians’ practice and embrace the current practice workflow and selected EMR. Unlike software systems which come with predefined templates requiring custom modification by the physician or an IT staff, Rover INK simply allows a practice to incorporate their own practice forms,” stated Mr. Letzeisen.

“The healthcare space is a clear target where a fast user adoption rate of technology solutions delivers the empowerment required to be successful in the cultured change we see in the physician practice market,” added Bryan Kearney, President and CEO of Rover Technology Fusions.

### **About Rover Technology Fusions**

Tampa, Florida based Rover Technology Fusions (Rover) is a leading full-service technology solutions provider offering a robust portfolio of workflow and mobile-data products to a broad range of customers. Focused on improving operational efficiency through the use of digital writing technology, Rover INK delivers ‘speed on the edge’ of the enterprise resulting in the elimination of costs associated with forms processing.

For more information, please visit [www.roverink.com](http://www.roverink.com)

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