

FOR IMMEDIATE RELEASE

Rover Technology Fusions Announces Addition to Advisory Board

Dr. Greg Shorr



(Tampa, FL – April 4, 2011) – Rover Technology Fusions (RTF), the leader in forms driven workflow solutions, RoverINK, has announced the addition of Dr. Greg Shorr to its’ Advisory Board. “The addition of Dr. Shorr to our Advisory Board is a RoverINK watershed event. His expertise as a clinician, broad and thorough knowledge of medical informatics, and health information technology will be invaluable to the path forward development of our portfolio” stated Robert Letzeisen, Executive Vice President of RTF.

Greg Shorr has had two distinct professional lives that reflect his training in medicine and engineering: first a board-certified family physician and now a full-time consultant specializing in medical informatics. He has over 40 years experience using, developing and implementing electronic health records. He is a nationally recognized expert on ambulatory care information systems.

In 1971, Dr. Shorr began his career as a Medical Officer in the Indian Health Service (IHS). He served as Clinical Director of the Sells Indian Hospital in southern Arizona. He was also assigned to the IHS Office of Research and Development in Tucson where he helped develop and maintain the first large scale ambulatory EMR called RPMS. Later he was on the faculty of the Department of Biomedical Informatics at the University of Utah School of Medicine. He also served as an clinical informatics consultant for multi-facility health care delivery systems. Today, he continues to develop clinical modules for EMRs. His primary professional interests focus on the clinical user interface.

When asked about the RTF product solution Dr. Shorr stated “RoverINK successfully addresses one of the most challenging aspects of Electronic Medical Records (EMR): the Point of Care User interface. Despite decades of progress, the UI continues to be a barrier to widespread adoption of EMR technology. Paper forms and dictation continue to be the most “natural” way for health care professionals to generate clinical records. RoverINK enables these traditional data entry methods to serve as a primary UI for the EMR. It does so in an efficient and effective manner with minimal disruption of normal workflow. The RTF solution is not merely an incremental upgrade for the clinical UI, it is a major breakthrough that could fundamentally change the adoption and use of EMRs.”

RoverINK incorporates clinicians’ existing work processes and supports the stage one meaningful use of EHRs without impeding the care they provide. The information collected from the multiple input devices transforms to exportable XML. The XML data is then coded to standards (SNOMED, ICD, RxNorm, and CPT) and transmitted to update one or many backend targets such as Practice Management, EMR systems or even Natural Language Processors. All input, regardless of the capture device, including free form or dictated notes produces interoperable formats such as the CDA and Federal C32. This minimizes and eliminates the friction points that sometimes occur between, clinical, business and technology staff members. RoverINK, the fastest way to meet stage one meaningful use.

About Rover Technology Fusions

Rover Technology Fusions (RTF) is a form driven work flow solutions provider offering a robust portfolio of products and services to both small and large businesses. RTF develops and integrates through RoverINK Export Templates, affordable mobile data technologies that connect patients to their care providers and business and their customers. Focused on improving operational efficiency, safety, patient care, and compliance through the use of digital writing technologies including the Anoto™ Digital Pen, Microsoft™ Tablets, and all Browser based devices such as the iPad™. RoverINK also includes a robust electronic content management work flow engine which delivers fully coded data for ICD, CPT, SNOMED, and RxNorm enabling a tight integration to EMR’s, and Natural Language Processing for Semantic Interoperability and Search. For more information, please visit www.roverink.com.

Release Contact: Robert Letzeisen, Executive V/P Business Development (813) 421-6509, rbl@roverink.com

All trademarks are the property of their respective and registered owners.