

## **Replacing Paper Medical Records with Digital Ease** **A New EMR system that Combines Paper Simplicity with Electronic Efficiency**

LOS ANGELES, CA, July 7, 2010—klipMedical.com was launched in June amidst a shifting regulatory climate in health care information technology that will eventually force all physicians and clinics to adopt Electronic Medical Record (EMR) systems. klipMedical's goal is to enable the smoothest possible transition with an electronic system that mimics paper in both appearance and simplicity. klipMedical provides full clinical information control, with records storage, document management, scheduling, statistical compilations and reports. The HIPAA compliant "cloud computing" (Internet based) system securely stores information online, meaning clinical data and records can be accessed from anywhere in the world. The system is flexible and configurable, and can be tailored to any physician, practice or specialty.

In 2009, the Department of Health and Human Services (HHS) began outlining their intention to transfer the entire country from paper to electronic medical records. A section of the American Recovery and Reinvestment Act (ARRA, or the "Stimulus Bill") launched an initiative that offers up to \$44,000 per physician, and up to \$2 million for hospitals, to switch to electronic records systems. In 2015, storing medical records electronically will become mandatory, with non-compliance resulting in financial penalties. This program is driven by the fact that EMRs can make clinics more efficient, catch human errors, easily monitor health information and eventually raise health care standards nationwide. Despite this, EMR adoption in the U.S. has been slow and incongruent. Studies show<sup>1</sup> there are two primary causes for this: inadequate and inflexible EMR systems, and high installation and maintenance costs.

klipMedical was created to combat the two largest problems with currently available EMR systems—difficulty of use and high costs. Records created with klipMedical are designed to imitate paper, and can include patient history, insurance information, doctor's notes, audio files, pictures, videos and scanned files. klipMedical features a configurable "Dashboard," a home screen that allows each user or clinic to display a variety of information (schedules, upcoming patients, patient statistics, message inbox, clinical finances) that can be modified and helps to streamline information. The system can be tailored to any practice, physician or specialty. This includes previously overlooked small, one-to-three physicians clinics, and "Floating Physicians," doctors who work at more than one location.

klipMedical is an "interoperable system," meaning that it can be used in conjunction with other medical records systems, billing programs and government exchanges. This makes klipMedical unique, and allows for medical device-to-system, clinic-to-clinic, and clinic-to-regional center linking. With the new governmental shift toward sharing health statistics, the ease with which klipMedical can compile this data will be vital, if not mandatory.

klipMedical was founded by Michael Nourani in 2008, and is based in Santa Monica, CA. Mr. Nourani began developing klipMedical after helping doctors with filing cabinets full of paper records switch to electronic systems, and others whose electronic systems had become obsolete, nearly destroying years of records. klipMedical has already begun developing klipLegal, a scheduling and document management system for lawyers, and klipOffice, a similar management system for businesses.

**For More Information:**

**Visit Us:** [www.klipMedical.com](http://www.klipMedical.com)

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<sup>1</sup> O'Malley, A, M.D., M.P.H, et al. (Dec. 29, 2009). Are Electronic Medical Records Helpful for Care Coordination? Experiences of Physician Practices. *Journal of General Internal Medicine*. Retrieved from <http://www.commonwealthfund.org/Content/Publications/In-the-Literature/2009/Dec/Are-Electronic-Medical-Records-Helpful-for-Care-Coordination-Experiences-of-Physician-Practices.aspx>

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