

# The Extormity Manifesto

## Contrasting Views of Healthcare IT



### THE ORIGIN STORY

A few years ago, executives at electronic health record vendor Medical Informatics Engineering (MIE) and personal health record vendor NoMoreClipboard.com were lamenting the low electronic health record adoption rate. Conversations with physicians, practice managers, CIOs and CMIOs and a review of research on practice and hospital experiences with EHR solutions revealed persistent frustrations that could only be overcome with an SSRI prescription.

The fifteen percent of physicians who invested in EHR systems were generally displeased with the expense and inflexibility of their chosen solutions, and largely disappointed with the lack of implementation success and ongoing support from their selected vendors. The eighty-five percent of physicians standing on the sidelines clinging desperately to their paper charts were understandably skeptical and apprehensive, having heard the horror stories from their colleagues.

PHR and patient portal adoption was even more abysmal.

Several late-night brainstorming sessions aided by grain-based, creativity-enhancing beverages yielded an unlikely idea designed to shed light on the shortcomings of the bad actors in the vendor community – the creation of a fictional EHR company that embodies the expensive, inflexible, arrogant and unseemly side of healthcare IT.

Like that, Extormity was born. The concept was simple – this parody organization would poke fun at the lumbering behemoths giving the industry a bad name, perhaps motivating them to mend their ways while pointing out that there are alternatives out there – vendors with sensible, affordable, flexible and innovative EHR and PHR solutions that actually help improve clinical outcomes and reduce costs (they really do exist).

## **EXTORMITY STRIKES A CHORD**

A satirical website was created, and a few well placed blog posts sent the curious to Extormity.com. The response was immediate and overwhelming. We knew in a matter of days that our experiment in healthcare IT humor had struck a deep and resonant chord. We went from wondering whether this approach would have appeal to recording tens of thousands of website visits in a few short weeks. Strategic foresight? Dumb luck? Good scotch? Call it what you will, but we were on to something.

Feeling our oats and proud of our real CCHIT® Certification (a hot topic at the time), we also created SEEDIE (the Society for Exorbitantly Expensive and Difficult to Implement EHRs). SEEDIE.org was created after we heard rumblings that many of those proudly displaying the CCHIT® seal were deploying applications in the field that fell far short of the certified versions. For those of us who take certification and the associated effort and expense seriously, SEEDIE was our way of spotlighting the oxymorons in the crowd.

We were hoping to start a conversation in the market, and we wound up creating a movement. People tried to find out who was behind Extormity and SEEDIE, and “fan mail” started coming in. We added the ability to sign-up for alerts, and began emailing updates to subscribers based loosely on real news in the healthcare IT space. Headlines such as Extormity Proudly Announces Breach, SEEDIE Announces ARRA Acronym Certification Program, and Masquerading as Guam, Extormity Snags ARRA HIE Grant mirrored the events in the trades. Publications including Healthcare IT News, iHealthBeat, AuntMinnie.com and For the Record published “interviews” with our made-up CEO Brantley Whittington.

The material practically writes itself, and is a welcome break from working to achieve meaningful use or convincing a hospital executive that their patients do indeed use the internet and might like access to their records.



## EXTORMITY UNVEILED

While we enjoy entertaining our colleagues and ribbing our competitors, we also recognize that Extormity draws a sharp distinction between what many have come to expect and what MIE and NoMoreClipboard consistently deliver. In short, MIE and NoMoreClipboard are the antithesis of Extormity. Where Extormity is expensive, we are affordable. We embrace interoperability while Extormity erects information fortresses. While Extormity is plodding and exasperating, we are agile and responsive. Extormity profits from client-server solutions, while we have been web-based from day one.

We are not ashamed to admit that the current healthcare IT funding environment and the opportunity for rapid growth make this the ideal time to reveal our involvement. We want the world to know who is behind Extormity, and that we offer an alternative to all that Extormity represents. MIE and NoMoreClipboard, along with many other like-minded healthcare IT vendors, believe there is a better way and no better time to embrace it.

For followers and fans of Extormity and SEEDIE, fear not, we plan to keep up the merriment. As long as the healthcare IT sector can benefit from a healthy dose of satire and a quick break from the very serious work we are all doing, we will continue to publish alerts and generate funny bits. We will do our best to keep the vendor community honest, to playfully reprimand those who deserve it, and to remind ourselves what we must avoid at all costs.

We will do our best to prevent Extormity from becoming nothing more than a shallow promotional ploy for MIE and NoMoreClipboard. All we ask is that you take a look at our organizations and our products and services. Spend a few minutes evaluating Webchart EHR systems from MIE and PHR/patient portal solutions from NoMoreClipboard. If we can provide value, give us a chance to do so. If not, at least use Extormity as a guide for what to avoid. There are plenty of Extormity facsimiles out there, just as there are many viable alternatives.

To point out the differences between MIE and NoMoreClipboard and our evil doppelganger Extormity, we have created a side-by-side satirical comparison. Enjoy!

## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
<b>Tagline</b>	<b>Tagline</b>
Expensive, Exasperating, Exhausting	minimally invasive™ EHR
<b>Description</b>	<b>Description</b>
At the confluence of extortion and conformity lies Extormity, the electronic health records mega-corporation dedicated to offering highly proprietary, difficult to customize and prohibitively expensive healthcare IT solutions.	MIE is the Minimally Invasive EHR company – developing accessible, interoperable, flexible and affordable electronic health record solutions that help clients increase efficiency, reduce costs and improve clinical outcomes.
<b>Expense</b>	<b>Expense</b>
In the unlikely event you qualify for stimulus funds, prepare to endorse your incentive checks over to us. Our proprietary platform and all its components must be procured and implemented as a single package we call the Extormity Bundle®, which describes the product and its cost. Since your practice will need a loan, we offer the Extormity ISP (Indentured Servitude Program) financing plan.	It comes as no surprise that most EHR applications are priced suspiciously close to the \$44,000 you can earn in ARRA incentives. Contrast that with an MIE WebChartNOW system available for as little as \$250 per physician/per month – leaving you with a hefty stimulus balance to invest elsewhere in your practice. This web-based application requires no up-front investment in servers and expensive hardware, and no long-term budget for IT support.



## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
<b>Interoperability</b>	<b>Interoperability</b>
<p>While some claim Extormity merely pays lip service to interoperability, we would prefer the term “sneer.” Extormity takes pride in its proprietary fortress mentality. While our privacy protections are lax, when it comes to sharing data we are a maximum security penitentiary. While other EHR vendors argue endlessly over standards and pursue “plug and play” solutions, we believe data exchange should only occur after a lengthy and expensive custom integration process. Where others see interoperability as a means to an end, we see it as a profit center.</p>	<p>Unlike proprietary EHR solutions where integration is impossible or prohibitively expensive, WebChart plays well in the sandbox. WebChartNOW includes real time interfaces with laboratories and pharmacies, and can be easily integrated with an existing practice management system, registry or health information exchange. You can also share patient information with colleagues using WebChart, with no additional setup requirements.</p>
<b>Flexibility</b>	<b>Flexibility</b>
<p>Our software was engineered with the assumption that physician expertise lies with the practice of medicine, not the efficient operation of a profitable business. The few practices who have successfully implemented the Extormity EMR Software Suite recognize the limitations of their home-grown workflows and agree to conform to the Extormity Knows Best® Practice Model. This approach reflects our view of what is best for you given the restrictive parameters of our software application.</p>	<p>Most EHR vendors require an all-in, all-at-once installation, creating practice upheaval and disrupting revenues. WebChartNOW can be implemented in comfortable increments for a smooth transition from paper to electronic charts. Each clinician can document encounters as they see fit - with point &amp; click, dictation and paper options. You can even have one physician try it first and add others when you are ready.</p>

## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
<b>Complexity</b>	<b>Complexity</b>
<p>Our flagship product, The Extormity EMR Software Suite, was recently voted “Most Complex” by readers of a leading healthcare industry publication. Not content to rest on our laurels, our development team is continually working on intricate, convoluted and dense upgrades written in MUMPS, Fortran and some token XML.</p>	<p>WebChart EHR products from MIE are user-friendly and intuitive, and designed to resemble a paper chart. Electronic chart tabs can be configured to match practice workflow, and each user can customize the contents and layout of their home screen to speed chart review and encounter documentation. MIE has developed standard templates for most specialties, and custom templates to match individual workflow can be built easily and inexpensively.</p>
<b>Software Model</b>	<b>Software Model</b>
<p>The Extormity client-server model requires a phalanx of servers, which must be replicated for redundancy. Fortunately, Extormity acts as a value-added reseller of these servers, which allows us to mark-up the cost and charge for configuration. These servers have additional physical, communication, power and environmental requirements. Planning for this infrastructure can be provided by the Extormity Strategic Consulting unit, with implementation provided by the Extormity Solutions and Services Business Unit. These business units operate in silos, ensuring that you receive and pay for duplicated services.</p>	<p>MIE and NoMoreClipboard products are web-based, and have been since day one. You can access patient records anytime, anywhere, from virtually any device – a PC, Mac, iPad, iPhone or Smartphone. There are no servers to buy and no software to download or install – simply log-in securely on any browser using bank-level encryption. While most electronic health record systems require long-term budgeting for IT support, our clients can take comfort in the cloud.</p>



## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
<b>What you get</b>	<b>What you get</b>
<p>When you sign our software license agreement, you wrap yourself in contractual concertina wire and are immediately obligated to pay for and one day implement our EHR, practice management system, RIS/PACS, patient portal, revenue cycle management service and clinical decision support engine that will dictate the way you practice medicine. Over time you will migrate from skilled clinician to cog in our corporate wheel.</p>	<p>MIE enables you to implement an EHR and retain your existing practice management system – no need to interfere with financial operations while you make the move from paper to electronic charts. WebChart solutions are completely interoperable, and can integrate with virtually any other healthcare IT application or medical device. You can meet patient engagement requirements with an integrated NoMoreClipboard portal, or you can share data with Google Health or Microsoft HealthVault.</p>
<b>Implementation</b>	<b>Implementation</b>
<p>The Extormity EMR software suite requires wholesale, revolutionary workflow change that dramatically impacts practice patterns. Our slow and painful change process interrupts patient volumes and revenues, and this cumbersome transformation can only be appreciated in hindsight and with the aid of prescription medication (which can be prescribed via the Extormity EMR<sub>x</sub> Upgrade Module and Pharmacy Interface Pack).</p>	<p>With the WebChartNOW Software as a Service EHR, you can get started on meaningful use in a matter of minutes. Tech savvy practitioners can create a free trial account and begin using the EHR immediately, and those who need implementation help and training can access a library of online videos or work with an MIE implementation specialist to get off to a fast start.</p>

## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
<b>Support</b>	<b>Support</b>
<p>Extormity solutions require support, and lots of it. After you invest in the proprietary hardware required to house our legacy solution, make certain to include a hefty allocation in your annual budget for IT support – for both Extormity 24/7/lunar eclipse service and the in-house personnel you’ll need instant access to when Extormity invariably drops the ball.</p>	<p>From complete implementation and training to periodic troubleshooting and technical assistance, MIE employs a dedicated team of in-house implementation specialists and technical service and support personnel to help your practice go-live and remain productive. Our help desk is staffed 24/7/365 by responsive and well-trained MIE staff.</p>
<b>Track record</b>	<b>Track record</b>
<p>The Extormity legacy dates back to a 2004 analyst report projecting exponential growth in the healthcare IT industry. Recognizing an opportunity to capitalize on government largesse, Extormity CEO Brantley Whittington sought private equity money to fund an acquisition binge. The resulting patchwork of merged and purchased entities comprises a complex platform with more tentacles than a radiation exposed monster squid from a Japanese horror film.</p>	<p>Launched in 1995, MIE built and still operates one of the first commercially viable health information exchanges - providing clinical messaging services to the Northeast Indiana medical community. MIE then developed a full portfolio of web-based electronic health record products used by clients ranging from solo physician practices to Fortune 500 employee health operations serving 50,000 employees worldwide. The founders of MIE also launched NoMoreClipboard, a separate legal entity that is one of the leading personal health record/patient portal vendors in the country.</p>

## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
<b>Patient portal</b>	<b>Patient portal</b>
<p>Believing so-called “tethered” PHRs fall short of turning consumers into captives, Extormity now offers a shackled patient portal solution designed to create the illusion of information portability while charging consumers a ‘baggage handling’ fee that would make even the most brazen airline executive blush.</p>	<p>MIE has partnered with NoMoreClipboard.com to offer practices a portable, interoperable patient portal designed to meet consumer engagement meaningful use requirements, enhance patient satisfaction and improve practice efficiency. The NoMoreClipboard portal can be branded to your practice, and enables the bi-directional exchange of demographic and clinical data as well as secure messaging modules including online appointment requests, refill requests and bill payment.</p>
<b>Patient engagement</b>	<b>Patient engagement</b>
<p>At Extormity, the patient is a stock photo in our corporate brochure and supposedly resides at the center of everything we do. Sure, we all talk about the patient, just as we espouse the virtues of motherhood and apple pie. As for consumer engagement, we protect patients from knowing too much about their maladies, as we wouldn’t want to burden them with disturbing knowledge. We figure if it’s good for the Extormity bottom line, it must be good for the patient.</p>	<p>At MIE and strategic partner NoMoreClipboard, we believe the patient should not only be the center of attention, but a participant in the flow of information. MIE solutions are engineered to share data with NoMoreClipboard and other consumer health platforms. NoMoreClipboard is a portable, interoperable PHR solution built to exchange data with any EHR, HIE, PHR or other healthcare IT application that follows standard interoperability protocols. We make it easy for consumers to compile, manage and share health information.</p>

## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
Certification	Certification*
<p>SEEDIE, the Society for Exorbitantly Expensive and Difficult to Implement EHR's, is a healthcare IT standards organization founded and largely funded by Extormity. Unlike independent, objective, professional organizations created to help medical professionals select and implement interoperable EHR solutions, SEEDIE Certification only gives the appearance of putting EHR vendors through their paces. Extormity has achieved platinum level SEEDIE certification, which required us to review certification scenarios and state out loud, "Yes, we can do those things."</p>	<p>This Complete EHR is 2011/2012 compliant and has been certified by the Certification Commission for Health Information Technology (CCHIT®) an ONC-ATCB, in accordance with the certification criteria adopted by the Secretary of Health and Human Services. The unique certification number for WebChart EHR, Version 5.1 from MIE is CC-1112-844134-1 and the product was certified on Sept 30, 2010 for all 44 clinical quality measures. This certification does not represent an endorsement by the U.S. Department of Health and Human Services or guarantee the receipt of incentive payments. WebChart EHR Version 5.1 is a CCHIT Certified® 2011 Ambulatory EHR, and received a 5 star usability rating.</p>

## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
<b>Meaningful use</b>	<b>Meaningful use</b>
<p>Those relying on Extormity to achieve meaningful use are more likely to find themselves ill used. Of course, we have an offshore call-center staffed by a team of stimulus specialists at the ready who may be reached after a lengthy and bewildering series of automated commands prompting you to enter financial information.</p>	<p>From an embedded meaningful use meter designed to help you stay on track to a partnership with NoMoreClipboard to help you meet patient engagement requirements, MIE will help you qualify for stimulus funds. Better yet, MIE and NoMoreClipboard applications have helped numerous medical professionals improve quality and clinical outcomes, enhance efficiency, and reduce costs – providing meaningful use before the term was coined.</p>
<b>Stimulus funds</b>	<b>Stimulus funds</b>
<p>To those who ask us “is \$44,000 enough to cover the cost of an Extormity EHR?” we simply reply “absolutely not.” After you pay through the nose for hardware and software licenses, our Perpetual Investment program kicks in. This seat based fee approach levies charges for each practice employee on a monthly basis. This egalitarian approach ensures that everyone on staff, regardless of how often or even if they use the Extormity EMR, gets charged their fair share (this includes office cleaning staff).</p>	<p>WebChart from MIE costs as little as \$250 per physician per month, meaning that over the five years stimulus funds are paid out, you could end up with a balance of up to \$29,000 to invest in something other than an EHR. Even if you need implementation and training assistance, you should have a healthy incentive surplus.</p>

## EXTORMITY/MIE COMPARISON

EXTORMITY	MIE/NOMORECLIPBOARD
<b>Getting Started</b>	<b>Getting Started</b>
<p>With the stimulus frenzy in full swing and a severe shortage of qualified implementation personnel, the wait for an Extormity EHR is best described as intolerable. Given our current backlog, we launched The Extormity Abstinence program which cleverly positions our EHR as one worth waiting for. Participants simply make a \$50,000 per physician down payment and in turn receive a laminated pocket pledge card and an “Extormity – I’m Worth It” wristband.</p>	<p>WebChartNOW from MIE is the only try it before you buy it EHR. Simply go to <a href="https://www.webchartnow.com">https://www.webchartnow.com</a> and create a free trial account. In fewer than four minutes, you can kick the tires and take a test drive. If WebChartNOW is right for your practice, we will convert your trial account to a live EHR system, and you can rapidly become a meaningful user of a fully certified EHR.</p>

## ABOUT MIE



U.S. electronic health record adoption is anemic. Significant costs, inflexible systems and tales of practice upheaval have overshadowed hoped-for EHR benefits. The MIE response to this challenge was the development of the minimally invasive EHR portfolio of WebChart EHR Now, WebChart EHR, WebChart Enterprise Health, and WebChart RIS/PACS products. This modular, flexible platform can be configured to fit practice workflows and individual physician preferences for a comfortable transition to electronic health records.

MIE strives every day to provide practical solutions that are tailored to the way our clients practice medicine. Our solutions are employed by specialty and group practices, Fortune 500 enterprises operating employee health clinics, and safety net providers caring for the indigent and uninsured.

Our focus is on developing innovative, functional, minimally invasive products that help our clients increase efficiency, reduce costs and improve clinical outcomes.

To learn more about minimally invasive WebChart EHR solutions, visit [www.mieweb.com](http://www.mieweb.com).

## ABOUT NOMORECLIPBOARD.COM



Filling out a clipboard is no way to begin a medical appointment. Aggravation builds as patients struggle to remember medications and recall family health history. In turn, physicians receive information that is often incomplete and inaccurate. Now there's a better way.

NoMoreClipboard is a secure, online, easy-to-use tool that helps consumers compile, manage and share medical records. NoMoreClipboard was developed with consumers and healthcare professionals in mind, enabling patients to share health information in a format that integrates with existing clinical workflow.

For paper-based organizations, NoMoreClipboard.com can complete existing registration forms. For those with an EHR, NoMoreClipboard.com can deliver and receive data in a secure, interoperable electronic format.

NoMoreClipboard offers branded patient portals, chronic disease management, and mobile health solutions for physician practices, hospitals and health systems, universities and employers.

To learn more about personal health record and patient portal solutions, visit [www.NoMoreClipboard.com](http://www.NoMoreClipboard.com).



\* The Certification Commission for Health Information Technology (CCHIT®) is an independent, 501(c)3 nonprofit organization with the public mission of accelerating the adoption of robust, interoperable health information technology. The Commission has been certifying electronic health record technology since 2006 and is approved by the Office of the National Coordinator for Health Information Technology (ONC) of the U.S. Department of Health and Human Services (HHS) as an Authorized Testing and Certification Body (ONC-ATCB). More information on CCHIT, CCHIT Certified® products and ONC-ATCB certified electronic health record technology is available at <http://cchit.org>.

The ONC-ATCB 2011/2012 certification program, provided by the Certification Commission for Health Information Technology (CCHIT®) as an Office of the National Coordinator – Authorized Temporary Certification Body (ONC-ATCB), inspects EHR technology against criteria and standards adopted by the Secretary of Health and Human Services (HHS). This certification qualifies EHRs as capable of supporting achievement of meaningful use for Stage 1 of the Medicare and Medicaid EHR Incentive Programs authorized by the American Recovery and Reinvestment Act of 2009 (ARRA).

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For a fun-loving look at the dark side of EHR adoption, visit [www.Extormlty.com](http://www.Extormlty.com) and sign-up for Extormlty alerts.

For a less than savory approach to EHR certification, visit [www.SEEDIE.org](http://www.SEEDIE.org) and sign-up for SEEDIE alerts.

To learn more about the Extormlty story, shoot us an email at [media@NoMoreClipboard.com](mailto:media@NoMoreClipboard.com).