

IMO, Clinical Interface Terminology Leader, Adds Three Innovative Clinical Executives to Senior Leadership Team

Medical Informaticists Further Expand IMO's Leadership Delivering Clinically Relevant Terminology that Streamlines Clinician and Back-Office Workflows, Improves Care Coordination and Increases Revenue

Northbrook, IL – August 4th, 2010 – Intelligent Medical Objects® (IMO®), the leader in clinical interface terminology, has announced the recent addition of three experienced clinicians and informatics executives to its leadership team. The move will further strengthen IMO's ability to deliver clinician-friendly medical terminology solutions linked to standardized administrative and reference codes. IMO's integrated solutions free clinicians from having to change how they refer to medical problems, diagnoses, and procedures when using electronic health records, and healthcare organizations from having to keep current with ever-evolving industry standards such as ICD-10.

Joining the IMO senior leadership team are **Fritz Hofheinz, MD, MBA**, as Chief Medical Information Officer (CMIO); **Fred E. "Chip" Masarie, Jr., MD** as Chief Terminologist; and **Melinda J. Watman, MSN, CNM, MBA**, as Vice President of Strategic Relationships.

"We are excited to add the expertise and innovation of this group of clinical and HIT professionals to the team directing our continued growth as an industry leader," stated Frank Naeymi-Rad, PhD, MBA, Chief Executive Officer of IMO. "Having common medical terminology embedded within an organization's electronic record systems is truly the foundation of an enterprise's ability to integrate care delivery across clinicians, locations and systems. We're committed to providing solutions designed *by* clinicians, *for* clinicians, and these experienced senior leaders add to the broad clinical knowledge and management expertise of our team."

IMO's Clinical Interface Terminology (CIT) is a suite of vocabulary products that helps physicians and healthcare organizations capture clinical intent while attaching the right billing codes. CIT cross-links standardized vocabularies such as SNOMED CT, ICD-9, CPT, MeSH, UMLS and ICD-10 to connect providers with the patient record, administrative information, academic references, decision support content, and consumer information. This allows healthcare professionals to focus on patient care while billing and other back-office processes critical to an organization's survival are supported in the background.

IMO manages all terminology code changes and updates, which are easily downloaded by healthcare organizations and integrated with their existing EHRs. From initial implementation through regular updates, IMO seeks to make the process of embedding its vocabularies seamless and painless.

Fritz Hofheinz, MD, MBA, CMIO

Dr. Hofheinz is charged with strategic product direction and working with CMOs, CMIOs, CIOs, and other senior executives from current and net-new clients to determine how IMO solutions can best fit their evolving needs. He comes to IMO with a rich experience in direct sales from UpToDate, an information resource for physicians that is now part of Wolters Kluwer Health. At UpToDate, he helped lead a 10-fold increase in annual North American sales and expanded the customer base from 50 to 1,400 institutional accounts. As part of his efforts, he developed and implemented an effective process and training program that led to the institutional sales team's success. Dr. Hofheinz is a primary-care physician specializing in Internal Medicine. He practices medicine in the Veterans Administration system.

Fred E. "Chip" Masarie, Jr. MD, Chief Terminologist

Dr. Masarie has been active in medical informatics for the past 25 years. He leads IMO's terminology architecture, processes and editorial vision, bringing a pragmatic approach to a complex area. Before

joining IMO, he helped companies define and implement their terminology strategy. He was the Enterprise Terminology Management Architect with GE Medical Systems IT, developing a terminology management strategy that included a point-of-care perspective. Dr. Masarie previously spent many years designing and building terminology and clinical content solutions as Clinical Development Leader for Medicalogic. He also built clinical decision support software (co-developing Quick Medical Reference) and was Chief Scientist at First DataBank, where he was instrumental in the "physicianization" of its knowledge bases. Dr. Masarie is a Fellow of the American College of Medical Informatics.

Melinda Watman, MSN, CNM, MBA, VP of Strategic Relationships

Ms. Watman brings both clinical and strategic business leadership to IMO. After practicing in the OB/GYN field for over 15 years, she turned her focus to the healthcare information technology field and its potential to transform care delivery. Since then, she has played a significant role in bringing new products to market and leading strategic planning initiatives for both startup and large publicly traded companies. Ms. Watman comes to IMO from Allscripts Healthcare Systems, where she managed several third-party relationships including the launch of a new-to-market patient kiosk solution. While at Eclipsys Corporation, she developed a \$45-million recurring revenue stream within three years after launching a new product.

About IMO

Intelligent Medical Objects® (IMO®) delivers a comprehensive suite of integrated, clinician-friendly medical vocabulary solutions that enable healthcare organizations to improve patient documentation, streamline workflow, coordinate care and increase revenue. IMO's leading Clinical Interface Terminology products, including IMO Problem **↑IT↓**™ and IMO Procedure **↑IT↓**™, provide seamless mapping of diagnostic terminologies to billing codes and medical concepts, enhancing decision support, research, patient education, and financial operations. For more information, see www.e-imo.com.

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PRESS CONTACT:

Christopher Hill
New Media Developer
847-613-6625
chill@e-imo.com