

# “Gold Standard”

Dr. Michael Alper, Medical Director, Boston IVF

"One of the biggest challenges I face is to help my staff become more efficient. The completion of pre-requisite lab checklists and the subsequent follow-up to ensure compliance has proven to be necessary, yet it is extremely time consuming for our medical team. I am extremely pleased with PracticeHwy's willingness to add a compliance component to eIVF. This feature will notify our staff as to the status of the requirement, enhance our in-office communication, and eliminate the redundancy of paperwork required for each initiated cycle."

— Tammi Viancos, RN, BSN,  
Clinical Director, Center for Reproductive Medicine

"I'm thrilled that we have found an electronic medical record package which reflects an infertility practice's unique needs. The promise of any electronic medical record is to provide efficiency and to improve patient care. Selecting eIVF, a system that melds to our processes rather than the other way around, will enable us to operate even more efficiently."

— Kristen Carlson, MBA,  
Practice Administrator, Center for Reproductive Medicine

We chose PracticeHwy's eIVF program to replace our existing EMR because it delivers the essential components necessary in a successful RE practice. Our goal is to use eIVF to enable the center to operate leaner, improve efficiency, enhance the delivery of quality patient care, and facilitate interoffice communication. This will ultimately result in an increase in patient satisfaction."

— Dr. Vicki Schnell,  
Medical Director, Center for Reproductive Medicine

I cannot express how highly I think of your company. To help problem solve, and resolve, when the problems are tied into another company is just tremendous. So often one can be faced with the blame game— no resolution, no accountability.

Instead, **you and your team consistently rise above that nonsense and make health care what it should be!**

I hope you realize what a value this trait is to the world of health care.

— Suzie Dennehy, MT(ASCP),  
Lab Supervisor, Boston IVF

"IVF centers must integrate and analyze a tremendous amount of data. Quality improvement can only be accomplished if accurate, up-to-date, reliable information is available. **eIVF is a sophisticated and intuitive Internet-based application that sets a new standard for information management.** eIVF will become the gold standard by which all IVF applications are measured. We can now conduct our business from multiple sites, manage patients remotely, and conduct important research and analyze our outcomes. **Finally, our needs have been met.**"

— Dr. Michael Alper,  
Medical Director, Boston IVF

"Flexibility was an essential requirement in selecting a core IT system. We serve a diverse and ever-growing list of patients and providers. **What impressed us most about eIVF was its ability to automate and accelerate the flow of information and to integrate our existing systems.**"

— Ronald Jones,  
Chief Operating Officer, Boston IVF

"We chose eIVF for its rich functionalities, capabilities, and scalability that would support our continued growth. We were looking for several things in our preferred Online Medical Records vendor, including **HIPAA, SART and third-party payor compliance,** and a strong track record of successful implementations, specifically in Reproductive Science practices. **We selected PracticeHwy because of their clear understanding of our business, connectivity to our existing systems, as well as their successful experience in other IVF practices.**"

— Kay Wingerd, MBA,  
Practice Administrator, Abington Reproductive Medicine.



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