

In an era of unprecedented scientific discovery, reproductive advances are accelerating

You can lead the way in productivity and ever more successful outcomes

Designed in collaboration with the best minds

in endocrinology, and reproductive science, eIVF is a flexible, adaptable, efficient, and accessible practice management solution serving the unique needs of reproductive science organizations.

Much more than just electronic medical records, eIVF empowers you and your staff to make more informed decisions and to effectively address the intricate challenges you face every day—"from thought to conception and beyond."

Communicate with your patients, partners, and staff

any time, any place. eIVF includes a comprehensive, enterprise-wide communication and scheduling system that can quickly adapt to your workflow needs, not the other way around.

Improve the responsiveness of your practice

to measurably enhance communications and quality of care. eIVF's architecture provides for an effective use of the Internet and the Web to reach patients and business partners directly, and to better connect them with the information they need, when they need it.

Expand your capabilities

to improve healthcare quality and productivity, and increase the value of your business. Beyond a comprehensive electronic medical records system, eIVF is a full-featured system that integrates andrology, fertilization, and embryology data in an essential, enterprise-wide information portal. With eIVF you can:

- Define and document multiple treatment protocols
- Create customized flowsheets and reports for **IUI, IVF, ICSI, GIFT, ZIFT, Thaw, EEP, and GEEP** cycles
- Schedule clinical orders in the flowsheet and review results in context,
- Integrate retrievals, fertilizations, embryo development, transfers, and outcomes
- Seamlessly connect with other enterprise systems, including billing and LIS
- Easily communicate with your staff, colleagues, partners, and patients
- Painlessly comply with regulatory requirements (SART, HIPAA)
- Swiftly test research hypotheses and analyze your outcomes
- Schedule, document, administer, and manage:
 - Patient evaluation and diagnosis
 - Sperm testing and morphology
 - Ovulation induction
 - Triggers
 - Egg retrieval
 - Inseminations
 - Fertilization and assisted hatching
 - Gamete data
 - Embryo and blastocyst culturing, development, grading, and transfers
 - Sperm, embryo, and blastocyst cryopreservation and thawing
 - Outcomes (treatment, pregnancy)

... any time, any place

eIVF provides secure, reliable, up-to-date clinical and administrative information any time, any place

In eIVF portals, integrated administrative, clinical, and research information is presented logically, consistently and effectively.

Use eIVF portals to facilitate processes across your entire enterprise, improve patient satisfaction, and strengthen your outcome capabilities.

Provider Portal—Simplifies the workflow of reproductive medicine practices by integrating multiple administrative, communication, and management tasks, improving efficiency and increasing productivity.

Patient Portal—Features secure, reliable point-of-care information, cycle summary, partner summary, patient consent, patient education, office news, and the ability to interact with physicians, clinical staff and other experts within the organization.

Research Portal—Provides critical insight to your administrative and clinical data and offers the ability to do research on the information you maintain. Swiftly test hypotheses and analyze treatment methods and outcomes. Generate profiles to use in clinical analysis, marketing and recruiting.

Automate Workflow, Optimize Efficiency

From scheduling through registration, management of demographic and insurance information, comprehensive documentation of treatment cycles, to analyzing outcomes, eIVF automates the flow of information to produce productivity gains and quality of care enhancements.

Its spoke architecture provides the web-enabled technology to bring these activities together in a system that is effective, quick to learn, and simple to use.

User Home—Meets all administrative, communications, task, and time management needs with a core technology that delivers the information you need, when you need it the most. User Home collects and integrates all the data that needs to be sent to the clinician and presents it in an efficient, effective, and organized manner.

Patient Management—Offers comprehensive review capabilities and easy data entry for demographic, partner, and insurance information. Major clinical transactions include patient evaluation, cycle treatment, causes of infertility, clinical values, lab orders and results, consent forms, progress notes, medications, scheduling, and allergies—are seamlessly integrated to enable sophisticated data analysis and extended reporting.

Enterprise-wide scheduling and communications—Integrates enterprise-wide scheduling and communications by offering unparalleled flexibility, rich appointment search features, and fast access to communications and registration information. Automated reminders and alerts encourage responsive treatment and administrative decision making.

Evaluations, tests and diagnoses—Provides efficient order and result management to optimize blood, ultrasound, and semen analysis and IUI lab management.

Andrology—Automates all aspects of andrology, including semen analysis, cryopreservation, and sperm thawing with flexible inventory tracking and management features.

Embryology—Provides integrated information about oocyte retrieval, sperm, eggs, fertilization, embryo transfers, cryopreservation and thawing, and blastocyst culturing and transfer, making timely communication and dissemination of embryology information quick and easy.

Simplify Integration

with eIVF-Connect. Connect your legacy and custom systems for consistent and accurate information. Speed up decision-making processes and assemble your isolated islands of information into a cohesive, value-added information portal.

eIVF-Connect is a core technology that replaces point-to-point interface development with a configurable hub and modern architecture, enabling eIVF to become a common source of information.

Based on the industry-standard, HIPAA-compliant, HL7 messaging system, eIVF-Connect seamlessly connects you to your LIS, ADT, billing and accounting, clinical costing systems, and other HL7-compliant enterprise applications.

Choose the safe, secure path

for information delivery. Developed based on Windows DNA architecture, eIVF is a modern, scalable, multi-tier application system that makes it easy to extend the reach of your information beyond the walls of your practice.

eIVF can deliver information over any network—intranet, extranet, or secure Internet (data is stored and delivered from the **PracticeHwy.com Service Center**). Whichever option you choose, your information is safe, secure, reliable, and instantly available.

Take action

to measurably improve efficiency, productivity and successful outcomes. Improve information flow, focus on your core competencies, and drill down to what matters most, quickly and easily. Gain insights, test research hypotheses, analyze outcomes, manage treatment cycles, provide point-of-care information over the Web, and delight patients.

In the continuum of **from thought to conception . . . and beyond**, where anything and everything can change in split second, and where instant access to information "now" is a critical must, it is good to know that no matter where you go, you can count on eIVF for accurate, reliable, and secure information—any time, any place.



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Manage with confidence

Focus on your core competencies and drill down to what matters most, quickly and easily. Gain insights, test research hypotheses, and analyze outcomes. Eliminate redundant tasks that consume so much of your organizational efforts.

Comply with HIPAA and third-party requirements painlessly. Ensure clinical information security and report to SART effortlessly.

Manage with ease

Generate sophisticated practice management and clinical reports easily and quickly. Enhance patient satisfaction and deliver point-of-care information over the Web. Maintain integrated information on retrievals, fertilization, embryo development, transfers, and outcomes.

Connect to SART's Import Gateway, LIS, billing and other legacy systems with a click.

Streamline business processes and deliver value-added services better and faster while holding a magnifying glass on profitability.

Technical details

- Architecture based on Microsoft Windows DNA
- Developed with Microsoft 32-bit Visual Basic, ASP, C++, XML
- Integrated with Microsoft Office
- Windows 2000/NT Server operating system
- SQL Server 2000 relational database management system
- Intel -based processors

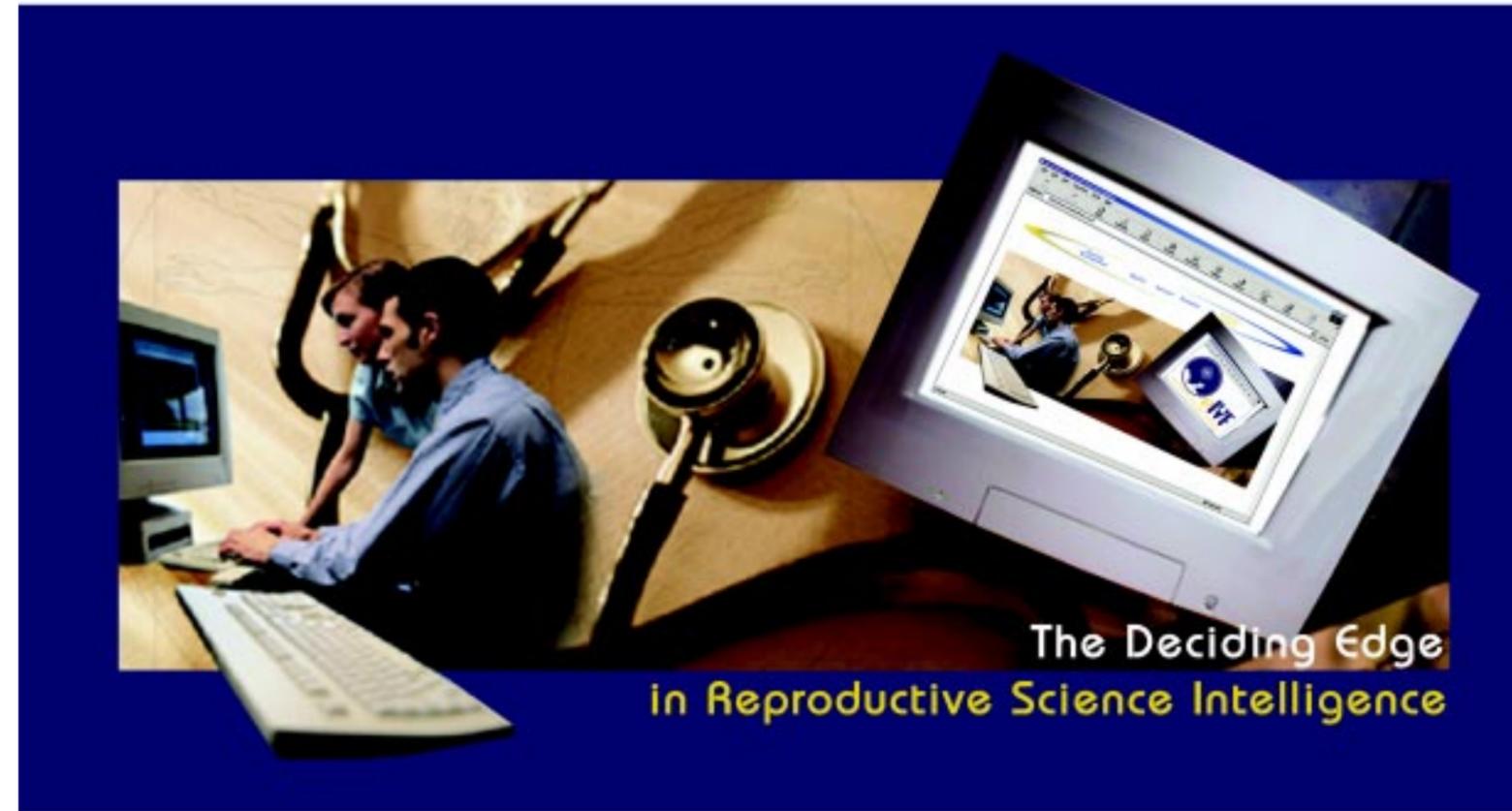
“**eIVF** is a sophisticated and intuitive Internet-based application that sets a new standard for information management.

It will become the **gold standard** by which all IVF applications are measured.”

- Dr. Michael Alper, Medical Director, Boston IVF

“What impressed us most about eIVF is its ability to automate and accelerate the flow of information and to integrate our existing systems.”

- Ronald Jones, COO, Boston IVF



from thought to conception . . . and beyond