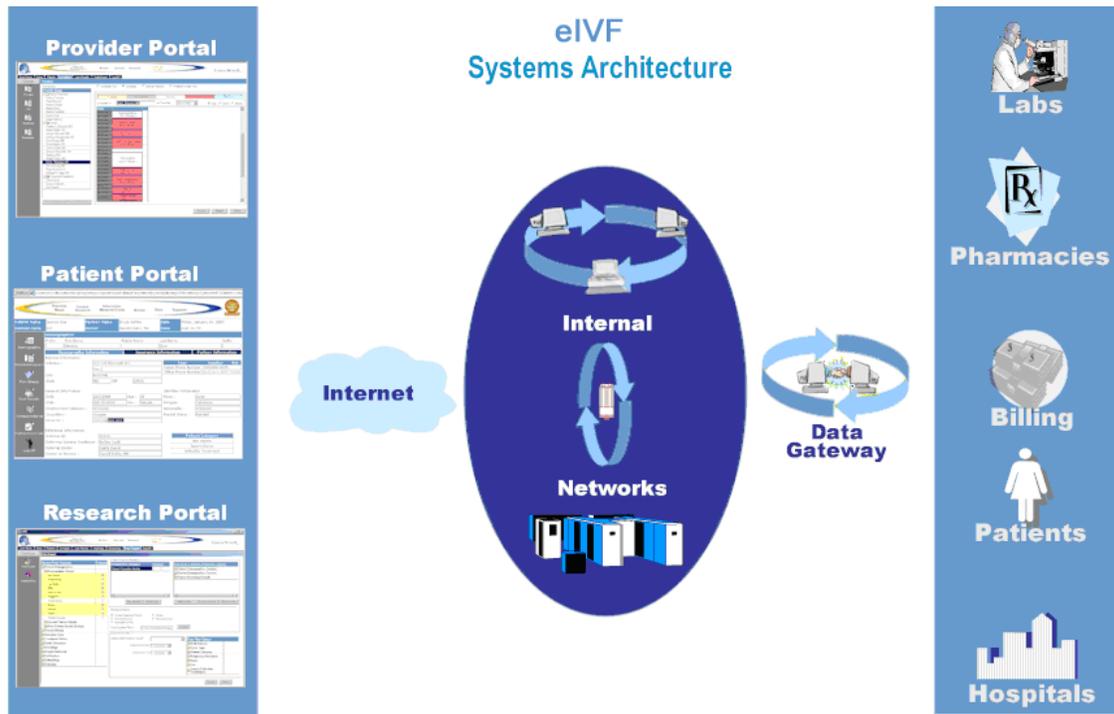


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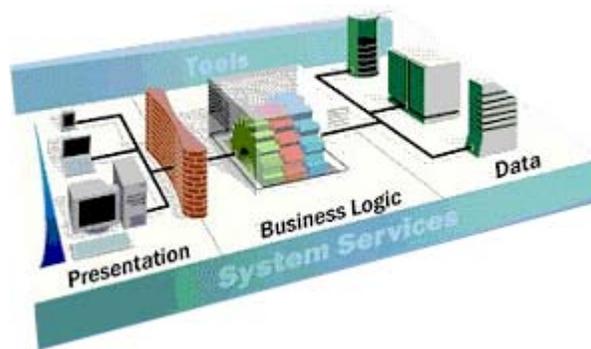
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eIVF TECHNOLOGY

Using the Windows DNA (Distributed interNet Applications Architecture), we have built a modern, scalable, multi-tier system that can be delivered over any network. This dynamic and flexible technology in eIVF can improve the flow of information within and without the organization and can be easily integrated with existing systems and data.



In simple words, eIVF leverages Internet and integrated Windows services to deliver information and connect to enterprise applications. According to Microsoft, when a technology system delivers such results, it is called a "Digital Nervous System," which relies on connected PCs and integrated software to make the flow of information rapid and accurate. By using this architecture, eIVF helps physicians act faster and make more informed decisions. It prepares them to react to unplanned events and allows them focus on medicine, not technology.



Technology Advantage

Because eIVF is based on Microsoft's DNA, for the customer, this brings three significant improvements to the table:

- We can react more quickly to market demands and requests from our customers
- The application will be more stable and scalable, improving response time and reducing downtime.
- eIVF can be accessed any time, any place—whether in the office, at home or on the go.

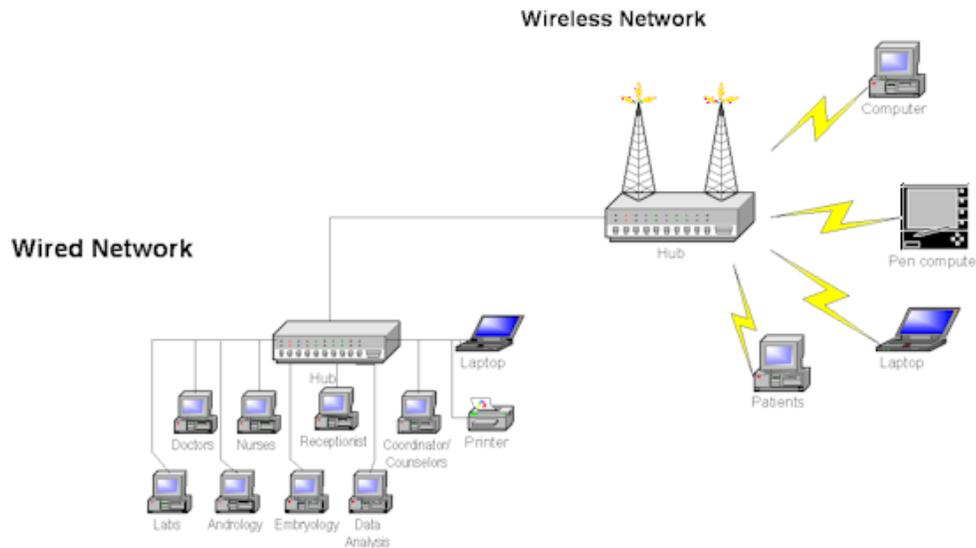
DNA also provides a platform that we can grow with for years to come and provides enabling technologies such as the common language runtime and built-in support for web services. This eliminates hand coding of "plumbing" and allows our developers to focus on building the features our customers want. eIVF's n-tier architecture is developed in Microsoft 32-bit Visual Basic, C++, and XML, using ASP with SQL Server 2000 and higher on the backend. The product runs on Windows 2000/NT and higher Server operating system, with Windows 2000 and higher Client operating systems.

Implementation Choices

eIVF is a modern, scalable, multi-tier system that can be delivered over any network—intranet, extranet or secure Internet.

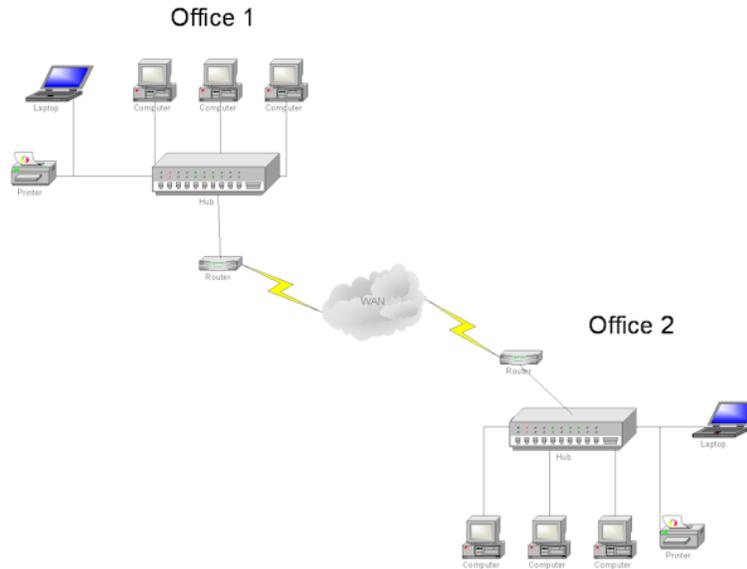
Intranet

eIVF is well suited to wired and/or wireless networks. Wireless connections give you the ability to carry your laptop wherever you go in the office without logging out. You can easily use your laptop from any exam room. Without connecting your laptop directly to a phone line, you can have access to the Internet to pull or store charts.



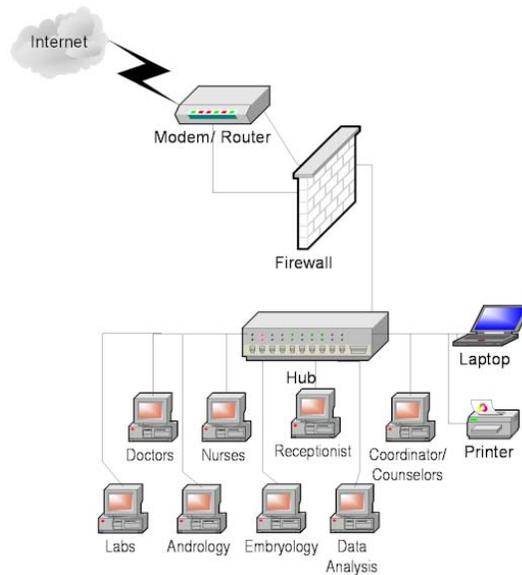
Extranet

If your enterprise spans multiple locations, eIVF gives you that capability while allowing you to maintain centralized control.



Internet

Connection to the Internet or to remote computers on a LAN requires an outside connection. Additionally, for security reasons, you may want to install a firewall to prevent unauthorized access to your private network.



SERVICES

Workflow Analysis

A customized workflow analysis done before System Administrator Training is a strongly recommended option. From a one day observation of workflow our Clinical Specialists will develop a custom report of their findings that will detail “what, how and when” workflow issues in your office should take place. Hardware placement suggestions are also made. After this completed report is reviewed by the customer, an interactive dialogue between our Clinical Specialists and your office will enable your specific workflow needs to be handled in the best way possible. Tables will be constructed by your System Administrator or by our Clinical Specialists (at a cost) that will aid in this workflow. All End User training will use the information from the workflow analysis.

Implementation

The issue of integration at both the vendor and the systems level is addressed thoroughly by PracticeHwy prior to installation of eIVF. Access to information from multiple sources of disparate systems has been one of the major restraining factors preventing widespread implementation of integrated systems in healthcare. PracticeHwy’s insistence on open system design and adherence to standards simplifies the integration of contemporary ‘best of breed’ technologies. This, complemented with a well-designed set of interface tools, facilitates integration of existing systems.

PracticeHwy’s staff works closely with physicians, clinicians, and administrators to develop requirements for the planned clinical systems, business systems, and information flow. Based on this analysis, the built-in options that provide the high degree of flexibility in the product are configured to meet the functional needs of the customer.

Training

Training and education for the users is based upon a tested curriculum developed by PracticeHwy during installations of eIVF®. The goal of training is to bring the staff to a level of proficiency that will enable them to utilize the system most effectively. The Clinical Implementation staff works closely with the various users at each customer site. The training program is tailored to the specific job function of each user at the clinic. For example, physicians receive different training than scheduling or billing personnel. Based on the experience of a number of implementations, eIVF has proven to be an easy to learn product that most clinical staff can use productively in less than a day.

Consulting

Our Clinical Specialists will help you configure eIVF and analyze workflows beyond the initial site survey and any customized packages. Our technical staff has the experience, technological sophistication, customization capabilities and commitment to meet your current and future needs. Just tell us your needs and we will work with you to develop a solution.

Support

PracticeHwy uses a variety of processes to accommodate the needs of ongoing support. The current customers of PracticeHwy have cited PracticeHwy’s support services as strength of PracticeHwy. PracticeHwy provides e-mail, telephone support and support via secure remote dial-in services. Product enhancements and bug reports are recorded, categorized, and then resolved in maintenance releases of the product.

Research & Development

From its inception, PracticeHwy has devoted much of PracticeHwy's resources on Research and Development. The emphasis on R&D continues today. PracticeHwy's Research and Development team includes people with expertise in SQL Server, Visual Basic, C++, ASP, XML development tools, and Graphical User Interface (GUI) design.

Customer Enhancements

The growing set of PracticeHwy customers has become a good resource for product feedback. A steady stream of user-suggested enhancements has resulted from using eIVF in "real life" clinical scenarios. As many of these suggestions do not require significant planning and/or development time, a list of enhancement requests is being prioritized for completion as part of every release. Our commitment to responding to the requests of current customer has enhanced the goodwill from the customers and has made the product more usable for new customers.

Responsiveness to current customer requests is an area that has offered an opportunity to create a competitive advantage. Our competitors have been criticized for inflexibility in evolving their products to meet customers' needs. Most have had uneven records of customer responsiveness.

In the longer term, PracticeHwy's product line will continue to evolve to meet the needs of clinics. PracticeHwy's product line will continue to respond to the planning, decision support, and reporting needs of ambulatory clinics. As the demands of managed care become clear, PracticeHwy will continue to respond with new product features.

HIPAA READINESS STATEMENT

Almost no other industry changes as fast as the healthcare industry. This is truer than ever with the upcoming HIPAA regulations. At PracticeHwy, we are fully involved in the HIPAA process. As new regulations come out, PracticeHwy will be ready.

It should be noted that The Health Insurance Portability and Accountability Act (HIPAA) is rapidly and significantly changing the way we process electronic healthcare information. "Security" and "privacy" have become the new industry buzzwords, and the chase is on to conform to the new standards. After reviewing tens of thousands of comments on its proposed rules, the U.S. Department of Health and Human Services has been publishing final rules to establish national formats and data set standards for electronic transactions, standards to ensure the security of electronic health data, and policies to protect the confidentiality of medical information.

PracticeHwy.com, Inc. has a team of specialist dedicated to these evolving requirements. eIVF already utilizes the HL7 standards for use in data transfers with practice management systems, Labs, Analyzers, Clinical Imaging equipment, and other legacy systems.

Current Regulations

The following describes security and privacy regulations as outlined by HIPAA in 1998 and the alignment of eIVF security features to these requirements.

Audit controls

eIVF includes a comprehensive Audit Trail module that can be customized by the individual practice to meet or exceed the requirements for Audit Controls. eIVF Security System logs every single activity (Insert, Update, Delete, View or Print) in the system, including access to patient demographics, patient clinical information (encounter and inter-encounter). eIVF Security logs every activity by date, time, user id and functional access and makes them readily available for real-time review, analysis and reporting. In addition to this comprehensive Logging facility, the eIVF solution also offers extended audit control features that are inherent to the MS SQL database.

Data Backup

eIVF utilizes MS SQL's backup feature. It is the responsibility of the medical practice to ensure regular backups are carried out as well as ensuring off site storage of such backups.

Unique User IDs

eIVF already permits only unique user IDs. eIVF does not permit generic accounts. Unique user ID and Password is required to support the comprehensive Security and Audit Trail modules of eIVF®.

Data Security

eIVF already provides tools to secure critical information with sophisticated encryption technology for communication and delivery of data. The extent to which these security methods are implemented at a medical practice will be determined by local business policies and security procedures endorsed.

Consent Mechanisms

eIVF supports consent forms, which are recorded within the application's database and can be protected in the same manner as other critical data elements (Please refer to Compliance and DataPlates section for additional information). eIVF also tracks the data and time Consent Forms are issued and tracks the expected delivery date. If the form is not received when expected, the patient record is hi-lighted to signify this action.

User Identification at Data Level

(HIPAA if identification of individual users is required at the data level as is the case with paper-based health information.)

eIVF provides a comprehensive logging and audit functionality that tracks encounter and inter-encounter activities, by date, time, user and action. Please refer to Encounter Events Section, above, and Application Access Rights, below for additional information.)

Addendum to Health Records

(Mechanisms to allow individual users to alter entries in the electronic health record without deleting previous (clinical) entries)

All encounter and inter-encounter activities, including letters and correspondences in eIVF include “Lock and Seal” functionality. In other words, eIVF locks the record once an activity has been reviewed and signed off by the responsible provider. This feature prevents the alteration of data within the encounter and / or letter. The addition of data to activities such as encounters is permitted via addendums only.

Digital Signatures

Although the HIPAA mandates to electronic or digital signature is still some time off, eIVF is already thinking ahead by making e-Pads (electronic signature hardware) adaptable to eIVF Patient Kiosk and supports “digital” signatures, including authenticated, VeriSign-approved signatures in the eIVF Patient Portal screens.

Automatic Log-Off

eIVF supports automatic log-off of users with user defined time intervals. In addition, because eIVF is a Windows based application, we also take advantage of Windows integrated services for automatic screen locking.

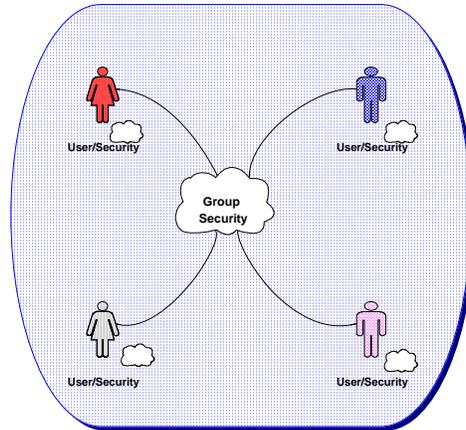
Patient Access to Personal Health Information

eIVF provides three distinct solutions to this functional requirement.

- 1) Full electronic medical record printout, which can be provided to the patient in hard copy format.
- 2) Patients can have real time access to certain part of their medical record through SSL Secured eIVF Patient Portal.
- 3) Patients can access, review, print, or modify their medical information using the Patient Portal or Patient Kiosk.

eIVF Security

The security Administration system is a separate application and is based on the concepts of groups and users, and the association of functional rights between them. The administrator may limit the types of operations each user can perform on various functions/modules of the systems. Normally, users are defined as a member of a group and the group is assigned rights to be used against the objects.



Each user of the application has a unique user identifier (login), but may share a common set of rules and restrictions with other members of the group. The system additionally provides the ability for overriding functional access/permissions at the user level. In other words, if the administrator wishes to permit a given user additional functional access or additional rights to a given function than other members of the group, or if he wishes to limit a certain user from standard set of rights defined in the group, he can do that by customizing User Security. Rights (permissions) provided are: Insert, Update, Delete, View, and Print.

Function	Insert	Update	Delete	View	Print
[-] User Home					
[-] User Home					
Schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To Do List	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pending Order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Patient Explorer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Web Correspondences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Alerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reminders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Phone Call	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cycle Approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
[-] Organizer					
Tasks	<input checked="" type="checkbox"/>				
Contacts	<input checked="" type="checkbox"/>				
My Profiles	<input checked="" type="checkbox"/>				
[+] Setup					
[-] Patients					
[-] Demographics					
Demographics	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
[-] Explorer					
Allergies	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Patient Evaluation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Causes of Infertility	<input type="checkbox"/>				

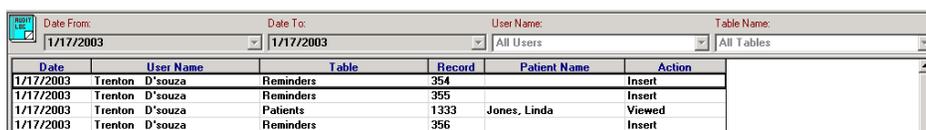
eIVF Application User Security records define the level of authority for each user on the system. These records are setup by a System Administrator who is responsible for system security. eIVF employs comprehensive security locks which can be used to restrict user activity and record from viewing to updating and printing. If a user has the key to access a given module then he/she is permitted to perform an action or view information. The System Administrator grants keys to users.

Compliance with HIPAA regulations is a joint effort requiring that the tools and utilities provided by PracticeHwy are used in conjunction with the HIPAA security policies and procedures enacted by the Medical Practice using our solution. The security features and functions built into eIVF do not alleviate the customer of ensuring that the medical information is protected as contemplated by the HIPAA policies. Nor do they replace the need for effected business security of information procedures.

Having that in mind, PracticeHwy.com, Inc. will continue to closely follow the development of the HIPAA requirements for security, privacy, and electronic attachments. We are continuously assessing eIVF against the proposed security rule to evaluate necessary changes to ensure compliance. It is our policy to maintain compliance with relevant HIPAA regulations as they are issued and become effective and to incorporate them into future product releases.

eIVF Audit Trail

eIVF automatically logs every activity in the system, including any access (i.e., add, update, view and print functionality) of the patient chart. All logs include date, time and the user who accessed the patient record. Using this functionality, the administrator will be able to see who did what, when and where in your medical records. This task is nearly impossible with paper charts.



The screenshot shows a web-based interface for an audit trail. At the top, there are four dropdown menus: 'Date From' (1/17/2003), 'Date To' (1/17/2003), 'User Name' (All Users), and 'Table Name' (All Tables). Below these is a table with the following columns: Date, User Name, Table, Record, Patient Name, and Action. The table contains four rows of data.

Date	User Name	Table	Record	Patient Name	Action
1/17/2003	Trenton D'souza	Reminders	354		Insert
1/17/2003	Trenton D'souza	Reminders	355		Insert
1/17/2003	Trenton D'souza	Patients	1333	Jones, Linda	Viewed
1/17/2003	Trenton D'souza	Reminders	356		Insert

Business Associate Agreement

Rarely would PracticeHwy.com, Inc. need to access any of customers' patient records. Therefore, there is no need for a HIPAA Business Associate Agreement. In the events that new releases and upgrades of the eIVF is provided or if the customers encounter a technical problem (e.g. corrupted database), requiring them to make patient information available to PracticeHwy, we would agree to a Business Associate Agreement at that time and enforce a Chain of Trust to protect any information sent to PracticeHwy.