Open Source Business Applications

- Open Source Medical Applications
- Open Source CRM Applications
- Consulting Services for Open Source Business Applications
Pennington Firm, LLC

- Consulting Company Focused on Open Source Applications
  - Not a Software Company - Services Company
  - Assist Local Consultants in Deploying OpenEMR and with Complex Medical Projects
- Other Linux Services
- Broadband Telephone
- Walt Pennington
  - Attorney – California, DC, Maryland and Texas
  - CPA - Maryland
Open Source Medical Projects

- OpenEMR (PM & EMR)
- PhoenixPM (PM)
- OpenHRE (HRE), OSCAR (EMR), FreeMED (PM, EMR & Patents)
- Care2x (HIS)
- CareWare (AIDS), CHLCare (EMR), PHIELD (Lab)
OpenEMR

- Open Source - GPL
- Practice Management
- Prescription Writing
- Electronic and Paper Medical Billing
  - Customized Version of SQL-Ledger for EOB and A/R
- Electronic Medical Records
  - National Goal – EMR by 2014
  - Nation-Richman Bill – EMR by 2012
Limitations of OpenEMR

- Electronic Billing Limitations
- Ugly Interface
- No EMR Form Generation Tool
- Easier Reporting Needed
Obstacles for Open Source Medical Projects

- Success of Existing Proprietary Medical Software
- Complexity of Medical Billing
  - Third Party Payer
  - Multiple Consecutive Payers
  - Unnecessarily Complex Billing Requirements
- Large Entrenched Medical Systems
Client Expectations – Opportunities for Open Source Medical

- Lack of Functionality with Existing Software
- Forced Migration (Misys on SCO, Alteer, Health Pro)
- Loss of Local Support (Centricity, Medical Manager)
- 100% Feature Need
Consulting Opportunities -
(Making Money with Free SW)

- Competitors – Medical Manager, Misys, Health Pro
- Customization Freedom
- Mistakes by Open Source Consultants
  - Lack of Longevity
  - Focus on Building Features
  - No Physical Address
  - No Telephone
  - No Sales Staff
  - No Marketing Materials
Open Source Customer Relationship management (CRM)

- XRMS
- SugarCRM
XRMS

- Competing in the Low and Middle Tier CRM Applications
- Focused to Sales Organizations
XRMS Features

- Companies and Contacts
- Opportunities
- Campaigns (Mail, Telephone, Seminar)
- Activities (Notes Related to Actions)
- Follow-up
  - Color Identification
XRMS - Additional Customization

- Integrate with Email
- Integrate with Broadband Telephone (cti plugin)
- Plugins
  - News
  - Maps
  - Web Calendar (very limited)
Features Under Development or Consideration

◆ Active
  ◆ Access Control
    ◆ Users Limited to Their Contacts and Companies
    ◆ Advanced Searching for Contacts, Companies
    ◆ Marketing Emails to Search Result Groups – Adding Activities

◆ Future
  ◆ Integration with Billing
    ◆ Consulting Services
    ◆ Products or E-Commerce
**Missing from XRMS**

- Better Searching
  - Search for Activities within a Date Range
  - Search Text in Attached Digital Document
  - Free Form Text Entry and Search
  - Search on Multiple Categories Simultaneously
- Standard Integration with Email Systems
XRMS Consulting

- Integrate with Email
- XRMS and Broadband Telephone
- Hosted Service Offering
Conclusion

- Open Source Medical and CRM
  - Viable Solutions to Existing Proprietary
  - Offers Consulting Service Opportunities
    - Focus is Feature
    - Avoid Advocacy of Open Source
      - Focus on Client's Pain
      - Ability to Deliver 100% Clinic Solution
      - Keep Application and Change Service Providers
Thank You For Attending

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