

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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