



Smart Ribbon

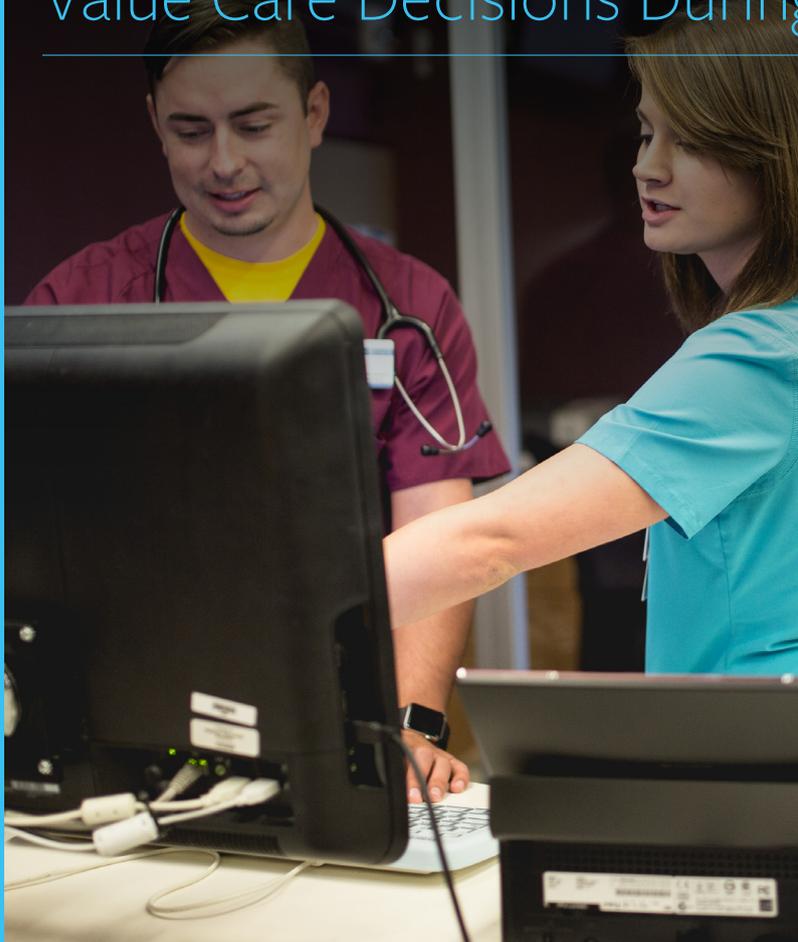
Empowering clinicians to deliver safer care at lower cost



Center for Technology Innovation
Texas Hospital Association

www.tha.org/smartribbon

A Powerful Application Designed to Help Providers Make Value Care Decisions During the Ordering Process



Empower your clinicians to deliver cost-efficient and safer care. Smart Ribbon provides physicians with patient-specific cost and risk data at the point of care.

Overutilization not only drives up costs for hospitals and patients, it significantly contributes to adverse drug reactions, hospital-acquired conditions, complications, discomfort and lost productivity. Smart Ribbon provides real-time cost, risk, and other hospital-specific data at the point of care.

What is Smart Ribbon?

Smart Ribbon is a patent-pending, non-intrusive ribbon of information that hovers over a hospital's electronic medical record and gives physicians real-time, patient-specific cost and patient risk data about the patient concurrently being viewed in the EMR.

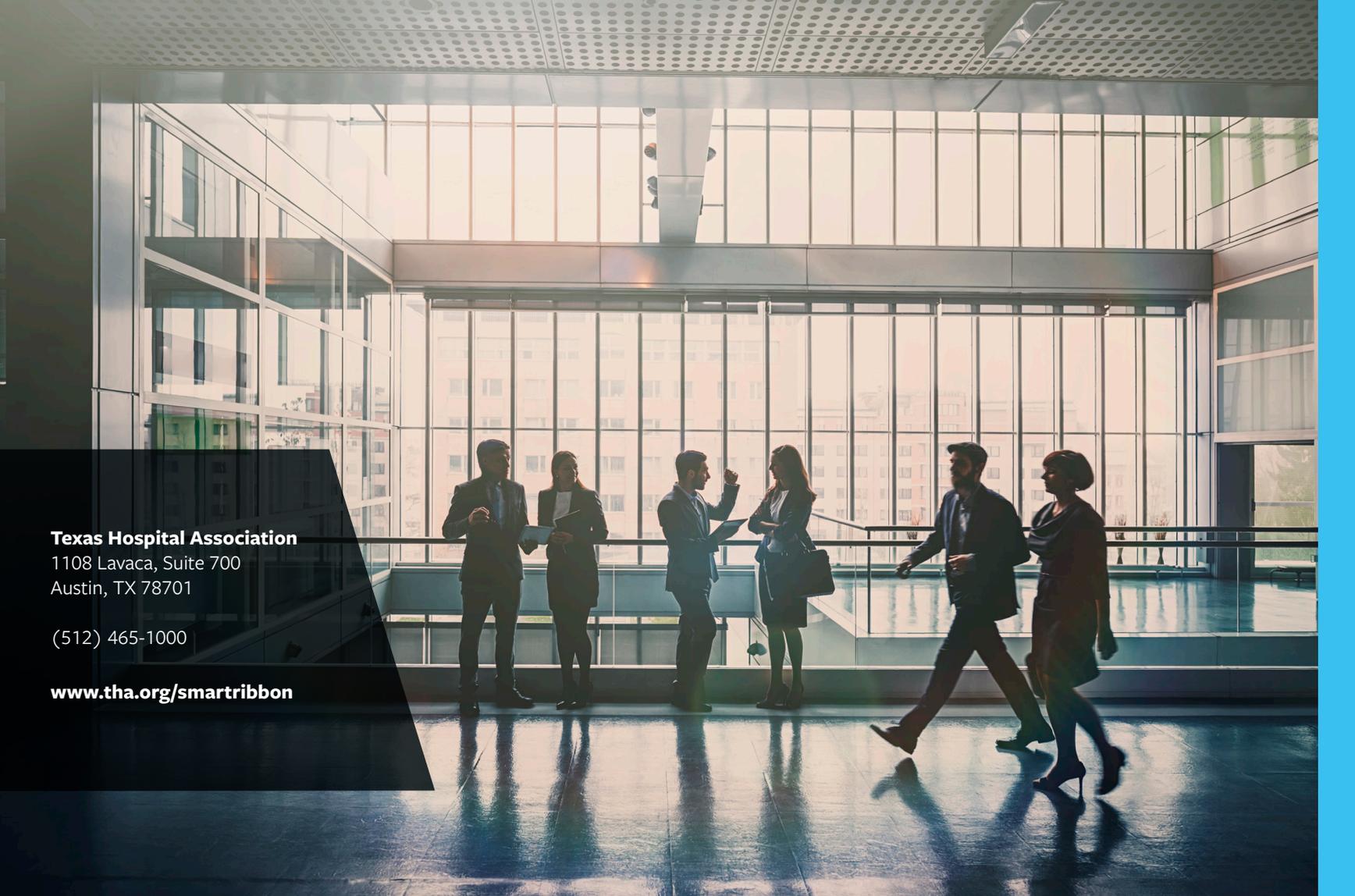
Why does my hospital need Smart Ribbon?

Physicians' orders control 87 percent of hospital expenses.* However, they know very little about the cost of each item they order. Many studies have proven that informing physicians about treatment costs and/or risk of patient harm, at the point of care, causes them to order fewer and less expensive tests and medications.

What can Smart Ribbon Do?

As physicians and health care systems become better aligned to control costs and improve care, Smart Ribbon empowers providers. Its innovative, patent-pending design does not require EMR integration. Using HL7 feeds to gather clinical data, and leveraging existing authentication and permission infrastructure, Smart Ribbon produces measureable, hard-dollar reductions in costs. Through Smart Ribbon, physicians are shown real-time cost and risk data at the point of care, including detailed information about medications, labs and radiology. Smart Ribbon is a powerful tool that provides actionable clinical and financial intelligence, so hospitals can deliver more cost-effective and safer patient care.

*Health Costs Absorb One Quarter of Economic Growth, Boston University School of Public Health, Feb. 9, 2005

A modern office interior with large windows and people in business attire. The scene is brightly lit, with a polished floor reflecting the light. A group of six people in business attire are standing near a large window, engaged in conversation. Two people are walking across the foreground. The ceiling features a grid of circular perforations. The overall atmosphere is professional and collaborative.

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