

Halfpenny Technologies Sees Rapid Acceleration of Need for Real-Time Clinical Data

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BLUE BELL, Pa.--([BUSINESS WIRE](#))--[Halfpenny Technologies](#) announced today the significant expansion of their clinical data exchange services, capitalizing on opportunities for real-time clinical data in a number of healthcare sectors, including health plans, hospitals and health systems, Accountable Care Organizations (ACOs) and retail clinics.

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As an early pioneer in healthcare clinical data exchange dating back over fifteen years, Halfpenny Technologies got its start enabling orders and results exchange between physicians and labs. With more than 70% of medical decisions based on lab results, the company’s expertise in that area provided a natural entrée into other healthcare sectors. Continual enhancements to their secure, cloud-based hub to capture, aggregate, normalize and route clinical data have produced positive impact on patient care in these sectors of the healthcare system.

“The shift away from simply relying on claims data, along with the increasing need of all stakeholders for real-time clinical data, has enabled us to build on our achievements and capture new opportunities for sustainable growth,” said Tim Kowalski, President and CEO of Halfpenny Technologies. “With healthcare reform, clinical integration is critical to reaching our goals of higher quality, better outcomes and lower cost. All healthcare stakeholders understand that information sharing is needed to be successful.”

Recently, Halfpenny Technologies has signed contracts with three major health plans to capture clinical data from more than 100 hospitals. This data will fuel their care management programs and help them maximize HEDIS scores and

Star Ratings. The company also contracted with one of the largest ACOs in the country to enable clinical data exchange in support of their care management and coordination strategies. Furthermore, a major retail pharmacy chain has contracted with Halfpenny Technologies to support their chronic care management program by enabling true data exchange with referring physicians and care coordination teams.

Health Plans have traditionally relied on claims data that is retrospective and limited in scope, but they can now supplement that data with real-time clinical data. Analysis of this data can result in actionable insight to stratify members for more proactive and targeted care management, enable those programs with comprehensive, timely information, and support quality reporting.

Hospitals, health systems and ACOs are looking to leverage their IT investments to improve patient care, deliver higher quality of care and achieve better outcomes. The sharing of medical records, exchange of information between care providers and better access to lab results can help clinicians make more informed decisions.

Retail clinics at pharmacies and big box stores have already proven themselves to be convenient and competitively priced for ambulatory care. They are now adapting their offerings to fill gaps in the care continuum for low acuity conditions and chronic care management.

“We are also pleased to be included in the Deloitte 500 Fastest Growing companies. For the third year in a row, we have been selected as a finalist in Greater Philadelphia Alliance for Capital & Technologies (PACT) Life Sciences Award and Technologies Award,” said Tim Kowalski.

About Halfpenny Technologies

Halfpenny Technologies is a leading provider of healthcare interoperability solutions that enable meaningful clinical data exchange. Our cloud-based, fully-managed solutions provide clinicians, labs, hospitals, pharmacies, accountable care organizations (ACOs) and health plans with a secure, vendor-neutral infrastructure that supports care coordination, care management, regulatory

requirements and data analysis within and between healthcare organizations. Founded in 2000, Halfpenny Technologies builds upon its core capabilities in clinical laboratory integration technologies and continues its legacy of technological innovation that now spans the community of care. www.halfpenny.com

Contacts

Halfpenny Technologies

Barbara Conrad, 610-277-9100, Ext. 180

bconrad@halfpenny.com