



Every second Wednesday of the month, we deliver newsletter that contains few sections including what is new in the industry, what is new in our company, an optional case study and a quote. We hope you enjoy and learn. If you have any feedback, feel free to reply to this email. You can also contact your account manager or point person at FSD Solutions.

New Trend in the Industry - Health Information Exchange and Electronic Health Record

At its core, Health information exchange is the Electronic movement of health information among organizations according to nationally recognized standards. The goal is to bring an individual's health information to the point of care whenever and wherever it is needed. For example if need medical care, your medical information travels with you no matter which provider you go to. If you have a small medical practice, you can benefit from electronically sharing patient information with hospitals, labs, pharmacies, and other physician practices while remaining independent and in control of your practice's patient data.



The single connection to the HIE hub provides access to a wealth of information, offering bi-directional workflow and full participation in the healthcare community without the cost and management of building separate interfaces.

A product that enables medical practices to exchange health information is called EHR (Electronic Health Record). Some of the vendors in this area are NextGen, AllScripts, Medisoft. There is a stimulus incentives from the government between \$44,000 and \$64,000 (beginning in 2011) to switch to EHR.

In summary, one thing for sure is that we all can expect a lot of changes in this area in

next couple of years. Healthcare landscape as it exists today will not be the same. Healthcare industry has been slow to adapt technology but not using technology will not be an option anymore.

What is new in our company? - Quick Logo Design

FSD Solutions has launched [Logo Design](#) Website (Quicklogodesign.com), a new branding website. Quicklogodesign.com assures to decrease the investment in a logo to only \$25, and reduce your designing time downward to minutes.



Quicklogodesign.com resolves a key marketing challenge by providing a low price Logo Design solution that new businesses face when starting their business. By spending less in designing a logo, new businesses can now invest more on obtaining new clientele.

"We experienced that there was an enormous market of startup businesses that in fact needed a logo, but just didn't have the time or budget to spend in a brand/Logo. We recoil every time we see an ad without a expert logo. New business owners frequently make the hard decision to forgo investing in a logo so they can focus on gaining customers. Now, they can do both," says Asif Nizami, Product Manager for Quick Logo Design.

Quote of the Month

"Any change, even a change for the better, is always accompanied by drawbacks and discomforts." - Arnold Bennett

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