

eHEALTHTRUST ARIZONA'S CEO SELECTED TO CO-CHAIR CBI'S SECOND ANNUAL ELECTRONIC HEALTH RECORD FORUM

Conference to Explore Best Practices for Implementing Electronic Health Records (EHR) and How Health Record Banking is a Major Component of EHR Adoption

PHOENIX, Arizona (October ##, 2010)—eHealthTrust Arizona, the first large-scale health record bank in the U.S., announced today that its CEO and president, Brad Tritle was selected to co-chair the national Electronic Health Record Forum on Nov. 2-3, 2010, in Kansas City, Mo. Tritle will work along-side Dr. David P. McCallie, vice president of Medical Informatics at Cerner, to kick off the event.

Medical errors kill more people in the United States each year than breast cancer, AIDS and car accidents - with lack of access to health information accounting for at least one-fifth of these deaths, according to the Institute of Medicine, CDC and PriceWaterhouseCoopers. The federal government has recently issued guidelines and policies on the use of health information technology which will improve health care quality, safety and efficiency for all Americans.

It's an exciting, dynamic time to be in the healthcare industry. The future course of healthcare is being set now. This conference will educate healthcare providers about the importance of electronic health records (EHR), how health record banks play a vital role in the adoption of EHR, and how to successfully implement EHR. Experts, including Tritle and eHealthTrust's founder, Dr. William Yasnoff, will lead discussions on issues like giving consumers control, ensuring security and privacy, meeting federally-mandated requirements, and ensuring patients are benefiting and protected by health record banks.

"As paper records become a thing of the past, eHealthTrust and its partners are excited to spotlight this new direction the healthcare industry is taking with electronic records that are accessible 24/7," said Brad Tritle, president and CEO of eHealthTrust Arizona. "This conference marks a national shift to electronic health records and will help healthcare providers understand the impact and advantages of EHR and how to make a smooth transition to an electronic format."

On Tuesday, Nov. 2 attendees can attend a pre-conference workshops: Health Record Banking – An Essential Complement to EHR Adoption in the Era of Consumer Control (Co-led by eHealthTrust's Dr. William Yasnoff). For complete conference details, schedule of events and fee information visit www.cbinet.com/ehr.

[QUOTE FROM CBI]