Medformatics® Inc.
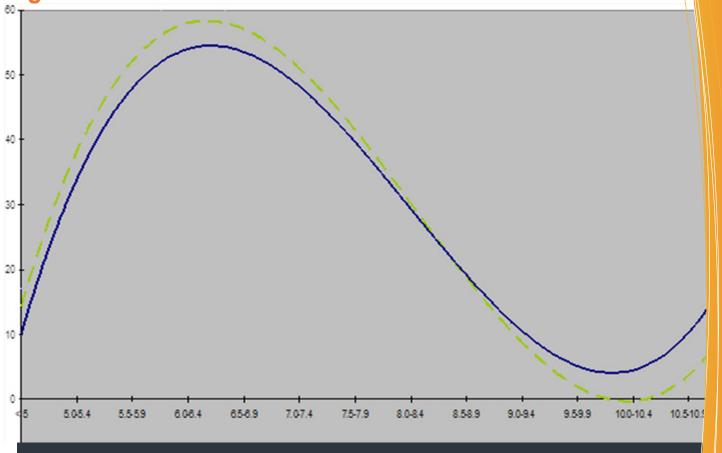
Medformatics® specializes in the design, selection, and implementation of health care information systems. Our clinically driven approach to software and algorithm development sets us apart from other health care I.T. consulting organizations and allows our customers to better understand the complex relationships between health care processes, cost, and outcomes.

Informatics consulting, software, and algorithms for health care

simplifying **Health Care I.T.**

Consulting
Software
Algorithms

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Medformatics® Inc.

Since 1997, Medformatics® has been an instrumental partner in the development of a wide range of health care software, products and services:

- **Disease management** systems
- **Data analytics** for health care
- Industry standard **claims data grouping methodologies**
- **Data warehousing** for health care
- Custom **claims-based grouping** systems for medical decision support

- **Episode-based** pharmaceutical reporting
- Development and rollout of outpatient **electronic medical records**
- **Vendor** selection processes
- **Clinical guideline** content
- **Physician profiling** systems
- **Outcomes** research projects

success stories: flexible solutions for your health care I.T. needs

DATA WAREHOUSING FOR HEALTH CARE

Medformatics® helps an Illinois **health data warehousing provider** use claims, health risk assessment, laboratory, and pharmacy data to assess the value of wellness and population health management.

DISEASE MANAGEMENT—POPULATION HEALTH MANAGEMENT

Medformatics® developed algorithms and programs for a major **disease management** provider using its proprietary software, the Medformatics® Advisor. The algorithms use ICD-9, CPT-4, and pharmacy claims data to identify and risk-stratify patients with chronic disease. He also developed disease state management algorithms for a Delaware-based multi-national pharmaceutical corporation, which also used **Medformatics®** software to identify candidates for prophylactic Tamoxifen administration.

PHARMACY ANALYTICS

Medformatics® provided clinical and informatics leadership for a national pharmacy benefits manager, assuming leadership over the design of a product that encompasses population and episode-based physician profiling. At a national pharmacy analytics firm, **Medformatics®** developed **algorithms** to accurately infer the specialty of providers based on their practice pattern as evidenced in administrative data.

EVIDENCE-BASED MEDICINE TRACKING SYSTEMS

Medformatics® developed clinical informatics algorithms that power a major national insurer's guideline adherence product. This state-of-the art clinical data system allows managers to compare observed practice patterns with best-practice recommendations..

ELECTRONIC MEDICAL RECORD SELECTION

Medformatics® guided a Wisconsin medical group through a complex evaluation of a possible electronic health record acquisition, helping the group avoid adoption of an expensive solution before it had adequate buy-in from its physician stakeholders.

PROGRAM EVALUATON

Medformatics® assisted a major national telecommunications firm in its evaluation of wellness and case-management services provided by its managed care providers.

JEFFREY HERTZBERG, MD, MS

JEFFREY HERTZBERG, MD, MS founded Medformatics® in 1997. His wide-ranging experience in health care information technology (medical informatics) has uniquely qualified Medformatics® to provide clinical and informatics leadership for organizations active in this emerging and crucial area.

Dr. Hertzberg was a board-certified internal medicine physician in full-time clinical practice from 1990–1994. Before founding Medformatics, Inc., he earned an M.S. in medical informatics during a National Library of Medicine/N.I.H. postdoctoral research fellowship at the University of Minnesota.