ANNOUNCING imaServe.

An EHR / Practice Management solution created just for Behavioral Health agencies in New York.

OBVIOUSLY IT'S SPECIAL.

ima OUR STATE OF MIND IS NEW YORK.

For more than two decades, IMA has been devoted to one thing:

Providing EHR / Practice Management software that makes it easy for behavioral health agencies in New York to meet every one of the state's very demanding requirements – as well as all the requirements of the federal government.

OUR COMMITMENT TO NEW YORK IS NOT NEW.

As those involved in behavioral health know, the regulations and requirements of NY State are changing constantly. Those who, like us, have their finger on the pulse of that change know more changes are coming, and the rate of change is increasing.

- **Certified Complete EHR for Meaningful Use 2014 Edition**
- **NYSCRI forms included**

UNIQUELY PREPARED FOR WHAT'S COMING.

IMA is not a large national company attempting to make inroads into NY State. We're a smaller, flexible company that has always been intensely focused on the state and, for years, has devoted all our attention and resources to it.

As a result (and this is important), while out-of-state competitors have to reconfigure or retrofit their EHRs to meet the state's demanding, changing, and complicated requirements, our integrated EHR has been designed to serve New York State. In other words, the requirements for NY State regularly get "baked in" to our software.

What's more (and this is important, too), unlike most out-of-state vendors, IMA is uniquely able to keep up with all the changes in NY State hurtling your way. We have one focus and will not miss a beat, which means neither will our clients. For more than 30 years, we've been following and carefully studying all critical industry topics that are of both state and national significance. We make sure our clients are fully aware of the issues and that our system is updated so they can easily and effectively deal with them.

Not just a vendor. A partner.

For example: Regularly there are new billing rules in NY State not fully defined. IMA will not only know when they are defined, we'll know their implications and what's required of you and our software. Important national topics we're following closely include:

• Accountable Care
• Care coordination
• DSM-5
• ICD-10
• MU Attestation

NY State is committed to rapid and dramatic change. IMA is committed to NY State – and to providing an integrated EHR / Practice Management tool that's comprehensive, easy to install and use, and extremely economical. We're also committed to our clients.

As our clients will attest, we're not just a vendor – we're a devoted partner whose relationships with them go well beyond basic training and support. In short, we work collaboratively with our clients and embrace their challenges as our own.

Announcing imaServe. A one-of-a-kind solution for one state: New York.

imaServe incorporates the latest version of our EHR/Practice Management software for behavioral health providers in New York State plus a brand new web-based EHR subsystem.

The EHR component includes options for either a Windows-based or web-based solution. Either way, imaServe provides a single interface to the clinical, financial, and administrative functions associated with providing behavioral health services.

imaServe = EHR + Practice Management

The right EHR / Practice Management software can be of enormous benefit to a behavioral health agency from both a financial perspective and a quality-of-care perspective. The wrong one can be a costly burden and mistake.

imaServe was specifically designed to meet all the many, often complicated and demanding, requirements of NY State. What's more, it's comprehensive, highly reliable, easy to install and use, and meets all federal and state requirements.

If you are an existing IMA client, you'll find imaServe to be a remarkable evolution of the tried and true system you've been relying on for years. If you're a potential new client, you'll find it to be a highly advanced EHR / Practice Management solution that can help your agency in many ways.

Services as well as software.

One important way in which we partner with clients is by offering a range of services that help them take advantage of many features of our software.

Perhaps the most important is outsourced billing – which can provide cost efficiency, transparency and consistency. When we perform this service, we assume the role of "user" instead of "system provider."

This enables new clients to begin using the e-billing and financial tracking operation immediately, even before acquiring a trained staff. It enables established clients to not miss a beat when a critical billing staff person leaves. We can jump in until a replacement is trained and make sure billing and cash flow are not interrupted.

Other valuable services we offer include:

- **Optimized Billing:** to maximize billing efficiency and recovery from Medicaid, Medicare, and Managed Care insurers

- **Meaningful Use consultation:** to help your agency receive ARRA Stimulus Plan incentives

- **Customization of forms and modules:** to suit the particular needs of your agency

imaServe provides every benefit you want from both EHR and Practice Management software

EHR
- Documentation of services, needs, plans, and assessment
- Alerts for client specific care related indicators
- Ticklers for missing documentation
- e-Prescribing

Practice Management
- Efficient registering and scheduling
- E-billing and remittance
- Caseload management and reporting
- Supervisory reporting and management tools
- Financial reporting

EHR & Practice Management
- Interoperability
- Streamlined workflows
- Easy-to-access data and management reports
- Enhanced productivity
- Improved quality and coordination of care

imaServe = EHR + Practice Management

DESIGN FEATURES

- **Efficient clinical staff management.** Tracks clinical documentation, billing data, and staff productivity. Provides executives, managers, staff, and clients with easily accessible reimbursement rates and utilization statistics by client, staff, program, location and unit.

- **No retrofitting needed.** Unlike EHRs developed by national companies, imaServe does not need to be configured or retrofitted to meet NY State requirements – it's been designed to accomplish that.

- **Cloud-based solution.** imaServe includes an optional web solution that seamlessly integrates with the Windows solution.

- **Interoperability.** imaServe is designed to easily connect to, and exchange data with, other systems such as Regional Health Information Organizations (RHIO), lab testing facilities, e-Prescribe, or partner organization systems.

- **Mobility.** Mobile access to imaServe on all Apple and Android-based devices will be available soon and for no additional fee.

- **Comprehensive.** imaServe is both an EHR and a Practice Management solution that meets all the needs of both the financial and clinical aspects of a behavioral health organization.

- **Meets all federal and New York State criteria.** imaServe meets absolutely all the latest requirements of both the federal government and NY State. This includes Meaningful Use, OMH, OASAS, and OPWDD.

- **Forms and more forms.** imaServe provides the full set of NYSCRI v2 and OASAS 822 standardized forms. It also makes it easy to add customized forms for an agency.

Some important words about cost.

You can pay more for EHR / Practice Management software. In fact, one large agency in New York recently paid five times more. But you can't purchase a solution that will serve you any better. With imaServe you get an integrated, highly reliable solution designed specifically for NY State – for considerably less than what national vendors typically charge for their EHR.

The many types of programs imaServe supports for NY State agencies

OMH Program Types
1. Outpatient Clinic
2. PROS
3. Care Coordination
   a. Health Homes
   b. ICM, SCM, and Blended
4. CDT
5. ACT
6. Residential

OASAS Program Types
1. Outpatient Clinic
2. Outpatient Rehab
3. IOP
4. Methadone
5. Inpatient
6. Residential
7. Detox
8. Medically Supported Withdrawal – Outpatient

OPWDD Program Types
1. Waiver
2. DayHab
3. Service Coordination

Who we serve

Our integrated EHR / Practice Management software is currently being used by these types of NY State providers:

• Multi-disciplinary social service agencies

• County Mental Health and Addiction Services clinics

• Independent clinics

• Dayhab centers

Whether you're an existing client or a possible new one, if you have questions, we'd like to answer them. So don't hesitate to contact us:

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IMA BY THE NUMBERS

20+

The number of years we've been providing systems and services to the NY State Behavioral Health community

30+

The number of agencies in NY State currently using our EHR / Practice Management software

100+

The number of sites in NY State currently using our EHR / Practice Management software

2,000+

The number of people in NY State currently using our EHR / Practice Management software

15 – 400+

The number of people using our integrated EHR / Practice Management software at any specific agency

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