

Medical Office Online

Illustrated

What differentiates Medical Office Online from other, similar products on the market?

Medical Office Online is unique for two reasons. First, it is the best value. At only \$125 per provider per month for starting practices, it is all-inclusive with no add-ons, modules, or extra options. We designed it specifically for small practices (1-10 providers) that want state-of-the-art and cost-effective technology.

Second, it's our belief that physician-generated data should be owned and controlled by the physician. Medical records are the physician's work product and intellectual property. We believe all outside industries that use this work product should pay physicians for every instance of the use of the data generated by their practice. We provide each practice with a separate and unique database, so the doctors own their data. When we reach a critical mass, we will be going after this revenue for our physicians.

How can your product help physicians practice medicine more efficiently, save money, and deliver better care?

The service is easy to use and clinically efficient. Lab test results, refill requests, and messages from patient calls are updated in real time. Physicians can manage workflow throughout the day from any Internet-enabled computer or device. With Medical Office Online, you literally never have to enter the same information twice. This, coupled with the elimination of paper documents, reduces labor costs and makes the medical office run far more efficiently.

Patient Data

Medical Office Online handles all functions of your office electronically. This means you only have to enter and keep one copy of a patient's demographic and insurance information up to date.



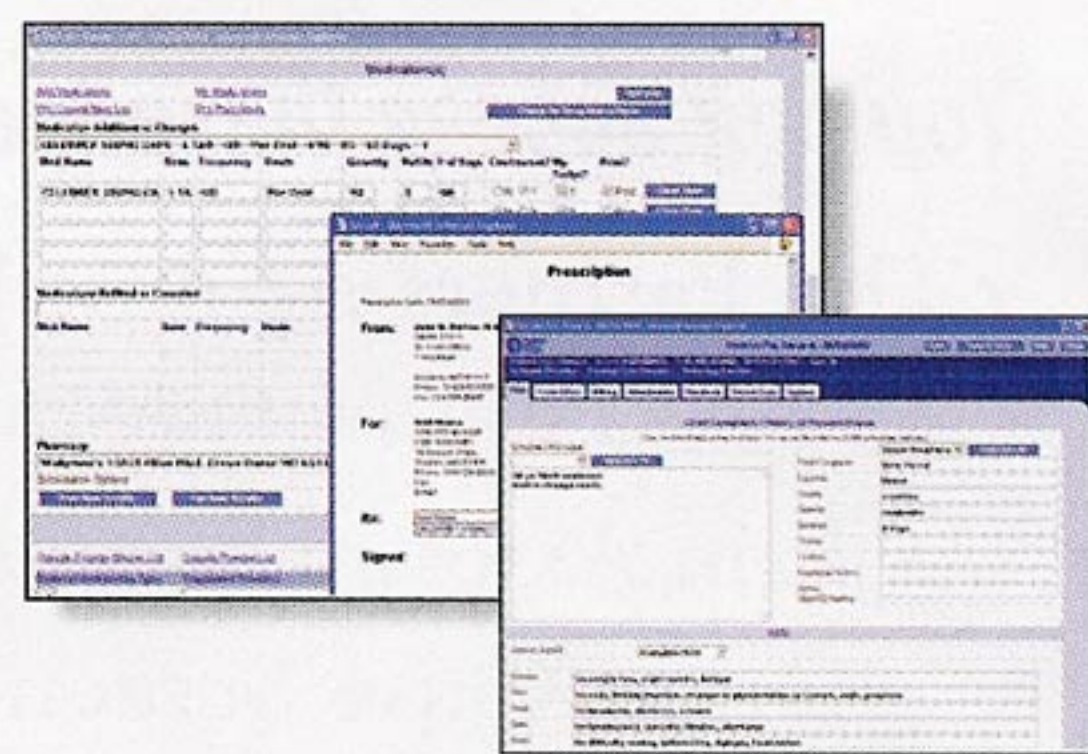
Medical Scheduler

Medical Office Online's Web-based scheduling allows users to schedule appointments for multiple providers and multiple resources (x-ray machines, etc) at multiple locations. Each provider can also check his or her real-time calendar from anywhere in the world, eliminating the hassles of re-synching.



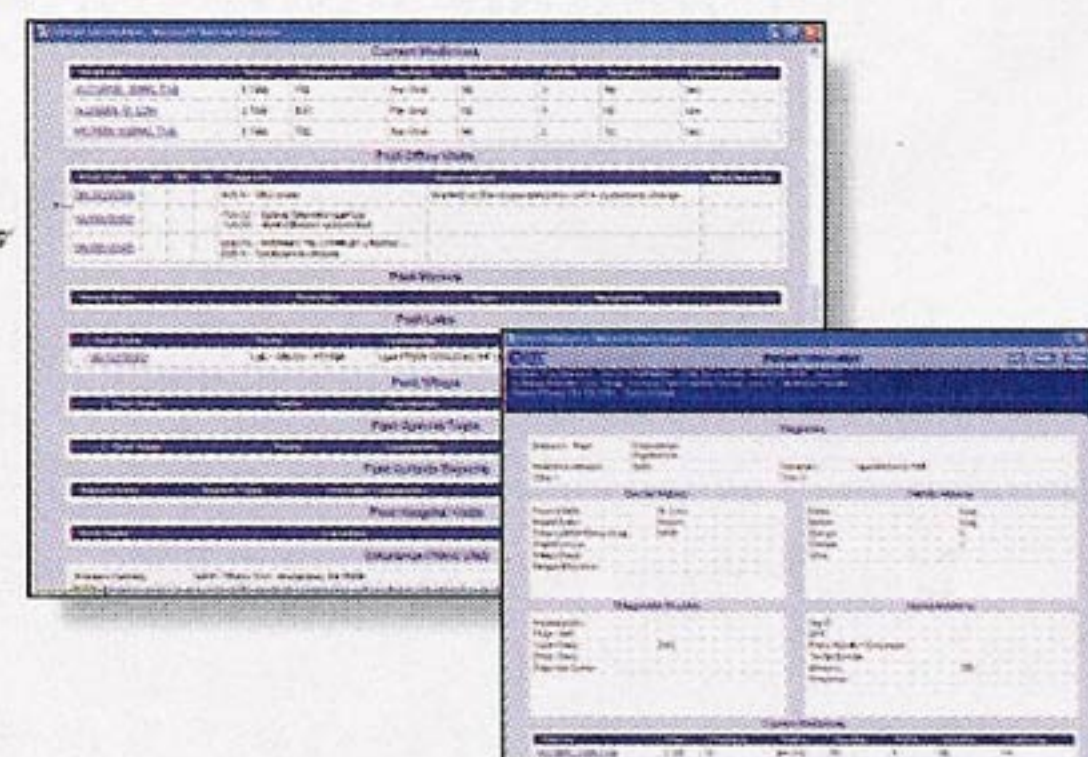
Electronic Medical Records

Medical Office Online is more than an EMR; it is actually an OMR (online medical record), giving you the power to securely access your patients' full records from anywhere. It has been designed by physicians to be extremely user-friendly and efficient.



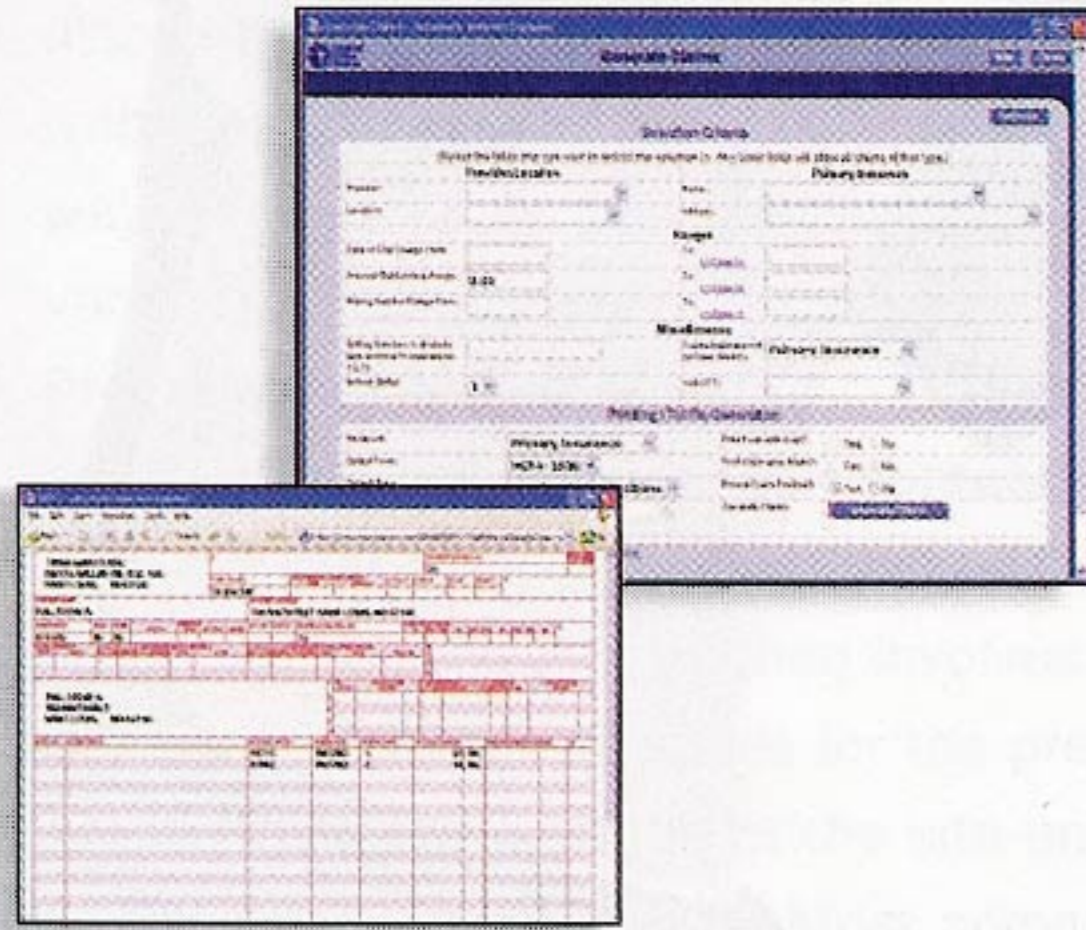
Clinical Summary

The clinical summary allows a provider to view a patient's entire medical history from one simple well laid out screen. The provider can then click on linked documents to delve deeper into any section of the record.



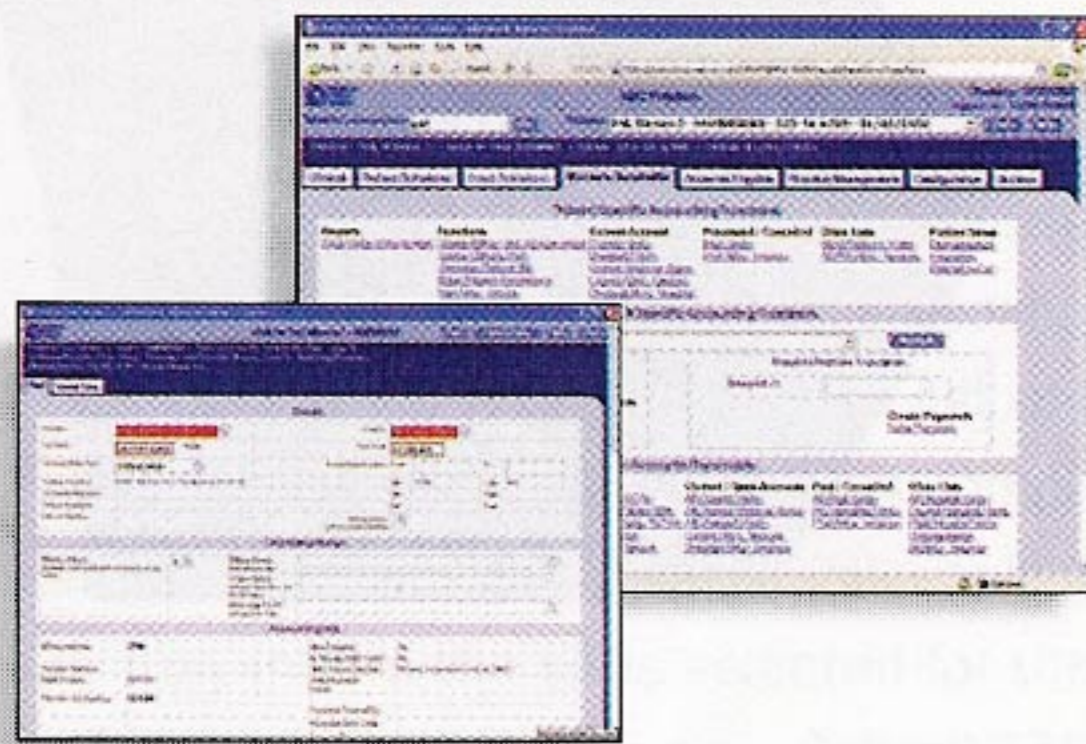


Dr. Costello has been in private practice since 1985 after obtaining an AB (1974), MD (1977), and Board Certification in Internal Medicine (1980) while at Saint Louis University and Board Certification in Rheumatology (1984) after training at Barnes-Washington University. He is the CEO of Medical Office Online, Inc.



Claim Filing

With Medical Office Online, you can have your claims filed electronically within days of signing up for the service.



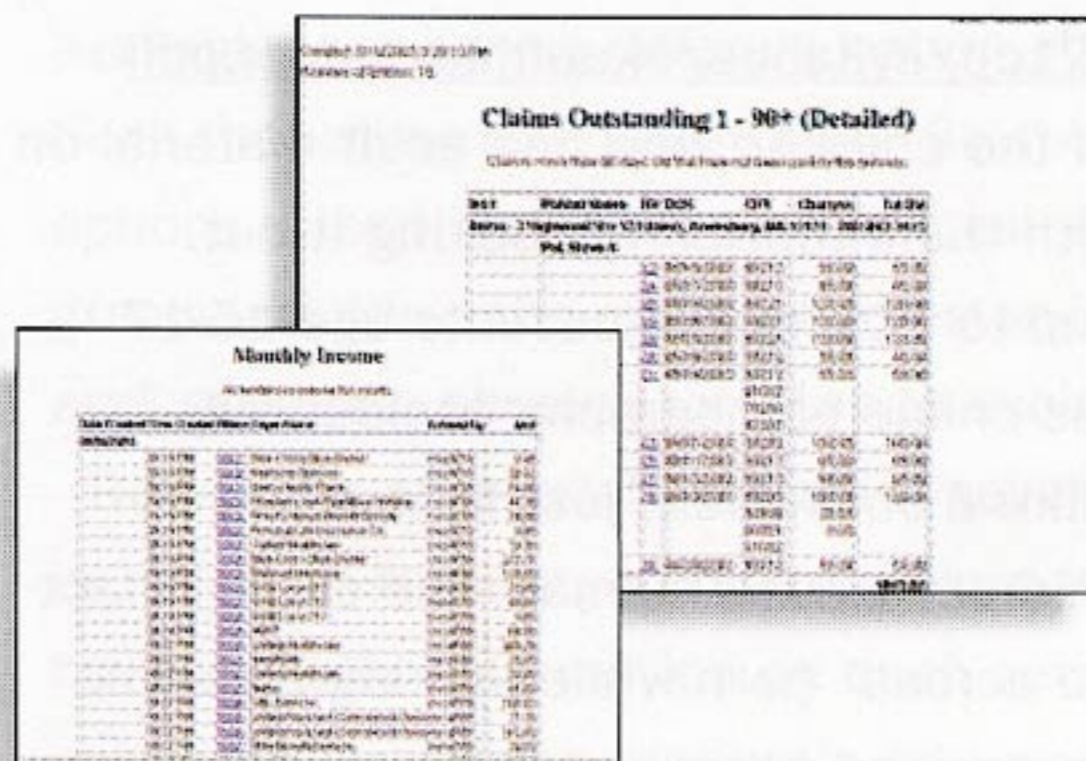
Medical Billing

Medical Office Online has a full accounts receivable package built right in. You have the option of doing your own billing in-house or outsourcing your billing to Medical Office Online.



Remittances and Payments

Once checks and EOBs have come back from the insurance company, remittances are automatically entered into the system.



Reporting

Medical Office Online offers a complete suite of financial reports designed by top medical billers. It also features customizable reporting, allowing you to tailor reports specifically for your practice. Providers now for the first time have real-time access to reports that allow them to manage their practice, monitor their cash flow, and analyze their clinical work.

What is the most popular feature according to the physicians currently using your product?

Physicians appreciate the ease of entering medical record data in the exam room, right at the point of care. Our system allows them to type, pick auto-fills with their mouse, use a stylus and tablet, use voice recognition, or use a transcriptionist; whichever method they feel most comfortable with. Because our product is a Web-based application, patient records and business information can be viewed from any location.

How long does it take to get set up with Medical Office Online?

It takes approximately 80 hours on the part of the office manager to setup and train, after which they need to train the doctor and staff. It typically takes four weeks at the least and three months at the most to transition the entire office to the system.

How do you see the market for EMRs changing in the next few years?

I think the inherent superiority of true Internet-based applications (over server-based systems) will mean fewer vendors selling software or servers that reside on location at a physician's office. I see software increasingly becoming all-inclusive and lower in price.

What changes or additions to Medical Office Online are in the works?

We have targeted five areas for improvement: patient access, insurance company access, human resources, payables and P&L statement generation, and regulatory support. **MDNG**