



Improving the Healthcare IT Infrastructure

FOR IMMEDIATE RELEASE

Bridge Consulting Launches New Brand Elements, Focused Service Offering and Website for the Healthcare IT Industry

Bridge Consulting positioned as a Critical Resource for Ensuring the Healthcare IT Infrastructure is Ready for EHR Adoption

Chicago – July 27, 2010 ...Bridge Consulting, Inc., A professional services firm in the healthcare IT (HIT) industry, announces that it has launched its new corporate branding and updated website to better assist healthcare providers prepare for new Electronic Health Records (EHR) adoption and impending Health Information Exchange (HIE) integration.

MEETING A MARKET NEED

Bridge Consulting is an IT consulting firm that was created by seasoned executives who have worked with market leaders in the healthcare IT industry such as HP, Dell, Microsoft, PTC, and others. With the HITECH Act deadlines and incentive payments fast approaching, the Bridge Consulting executive team saw a critical market need to refocus and extend its consulting services. HITECH modifies HIPAA regulations and significantly increases fines for breaches to electronic Protected Health Information (ePHI). Additionally, the healthcare IT industry will need to demonstrate “Phase One of Meaningful Use” around EHR by 2011 to start receiving Medicare and Medicaid incentive payments.

Bridge Consulting’s professional services assist covered healthcare providers in conducting risk assessments, as well as implementing infrastructure solutions that address new HIPAA requirements and “Meaningful Use” reporting under the HITECH act. These services provide for the identification and mitigation of vulnerability gaps, and protect against unauthorized access to ePHI. With penalties for ePHI data breaches being increased to as much as \$1.5 million per record in some cases, the need to address data security, user authentication and access has never been higher.



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Bridge Consulting also helps ensure that healthcare organization's IT infrastructure is ready and healthy for EHR adoption. With Bridge Consulting at your side, we help ensure that organizations receive their optimal incentive payments and meet all compliance mandates. Without assistance, organizations risk not having availability to critical health delivery systems, resulting in loss of access to applications and data, loss revenues, decreased efficiencies, and risk of being non-compliant. Moreover, a breach of ePHI regulations will result in damage to the provider's reputation and patient confidentiality. Bridge Consulting helps ensure that providers are EHR ready and that their reputation is protected.

NEW BRAND ELEMENTS & WEBSITE LAUNCHED

Bridge Consulting hired MIOD, Inc., (www.miodonline.com) a healthcare market analytics provider, to help develop the company's corporate branding and web presence. Brand elements that reflect the company's market message are now reflected on the company website and marketing collateral. The website is designed to present Bridge Consulting's healthcare service portfolio, highlight looming HIT regulatory compliance dates, and allow potential clients to learn about cost saving and risk reduction solution options.

With this launch, Bridge Consulting is making it possible for healthcare providers to achieve optimal privacy, security and regulatory compliance as part of their EHR and HIE adoption, resulting in a healthier more effective healthcare industry, and better service and higher security for clients.

CONTACT:

Carlos Pickett, Principal Consultant

Bridge Consulting • 847.550.0793

cp@bridge-consulting.net • www.bridge-consulting.net