

Contact: Margalit Gur-Arie
Purkinje
(314) 824-5030
mgurarie@purkinje.com

FOR IMMEDIATE RELEASE:

Purkinje Announces EMR Promotions in Support of National Healthcare Reform Initiatives
Purkinje makes Electronic Medical Records adoption affordable for all physicians by eliminating most upfront investment

St. Louis, MO – January 28, 2009 - Purkinje, a leading software and service partner to physicians, announced today that, for a limited time, it will offer free training and implementation services to all new customers, in an effort to accelerate Electronic Medical Records adoption and in support of the current administration's healthcare transformation initiatives. Practices that choose the Purkinje EMR during the month of February 2009 will receive free training and implementation services.

According to recent studies, the high upfront cost of most EMRs is one of the main reasons for slow technology adoption, particularly among small physician practices. While Purkinje's web based subscription model has eliminated all software upfront costs, training fees prove to be a hardship for most physicians in this troubled economy.

"We believe that there is something inherently wrong with a system that forces physicians to apply for a loan in order to gain access to EMR technology" said Margalit Gur-Arie, Executive Vice President at Purkinje. With inefficient reimbursement rates and a fragmented healthcare system, Primary Care physicians, in particular, are experiencing increasing financial challenges in providing adequate patient care.

Priced for the small and medium-sized practice, Purkinje's Web-based, software-as-a-service (SaaS) solutions relieve physicians from costly software and hardware investments. The Purkinje integrated EMR and Practice Management System is currently available for \$399 per-provider-per-month. According to Margalit, Purkinje decided to absorb the training costs, for a limited time, while exploring long term strategies to make EMR technology more affordable. For more information call 866-935-8069, or visit <http://www.purkinje.com/ehr/careseries.cfm>

About Purkinje: Purkinje partners with physicians to help them save time, maximize income, and provide optimal care to their patients. The company offers a unified suite of solutions in the areas of practice management, electronic health records, personal health records, and electronic prescribing which incorporate innovative decision support and workflow enhancing tools. Additionally, Purkinje provides a complete Revenue Cycle Management solution that further maximizes efficiency, cost savings, income and timely reimbursement. Purkinje has over 70 employees and is based in St. Louis, Mo. For more information, please visit www.purkinje.com

###