

BayScribe launches 'BayScribe in a Box' at HIMSS '08

BayScribe unveils the latest in Digital Dictation & Transcription Technology and an entirely new and unprecedented means of acquiring it at HIMSS 2008.

ORLANDO — Feb. 25, 2008 — BayScribe, an industry leader in Dictation & Transcription technology is redefining itself, and the market, with the launch of BayScribe in a Box. Until today, BayScribe has been a Dictation and Transcription ASP (Application Service Provider). The Founders explain the shift in strategy to BayScribe in a Box as "market driven".

Timely and accurate Dictation & Transcription (DT) ensures proper provider billing and timely payment for services which are critical to running a Healthcare organization. Accurate DT also ensures proper care, including scheduling follow up treatment, rehabilitation instruction, prescription dosage and administration, among other things.

"The ASP model was a great way to start BayScribe and at the time it was inline with what the industry was looking for. With the evolution of EMR over the last six years, the need for custom interface development and integration caused us to rethink the future of BayScribe, in terms of what would best meet the evolving needs of our Healthcare customers. The Healthcare industry requires dynamic, scalable, fault tolerant system architecture, which *is* BayScribe. The industry also has requirements for custom interface development into EMR systems and requires ongoing modifications AND wants them quickly. This creates a challenge for us as an ASP, because changing the core application for one client has potential implications for another client; therefore, this requires thorough system testing prior to implementation. These challenges simply don't exist when the system is running the client's application exclusively," stated Ron.

Brent continued, "In addition, many of our healthcare clients desire – and in some organizations, require – to have the systems located in their datacenter so as to maintain and ensure the 24x7x365 connectivity that healthcare demands". Bill added, "Redundancy and Disaster Recovery also weighs heavily on the minds of CIO's, and having the data in the client's datacenter keeps them squarely in control". Dave summed it up with, "BayScribe in a Box is the culmination of these industry and client requirements".

"The biggest benefit of the ASP model was the pricing. Clients don't have large capital expenditures for hardware, software, etc and get the added benefit of being able to move to another technology from another vendor if suddenly there is a 'new' leader or a product breakthrough. We decided to make an unprecedented move and give our clients the best of both worlds with BayScribe in a Box. Pay for the system as you use it; cancel anytime; AND have the system onsite, in your facility to optimize uptime and customization." Steve Bonney, VP of Business Development continued, "We firmly believe that this approach to 'ownership' is the perfect marriage of what our clients, and the industry, want. We are dedicated to earning our customers business each and every month and will strive to stay at

the forefront of Dictation and Transcription technology – and make it easy and affordable to use.”

Going Virtual

In addition to launching BayScribe in a Box, the company announced that it will also be launching a Virtual Appliance edition. The move to VMware further emphasizes this commitment to not only move with the market, but in fact to lead the market. Presently, there are no turnkey Dictation/ Transcription Appliances on the market and there are NO Dictation/Transcription Appliances running on VMware.

“This move should turn the industry on its head”, stated Steve Bonney, BayScribe’s VP of Business Development. “The founders of BayScribe have made a commitment to completely redefine the Digital Dictation and Transcription industry in 2008 by changing all of the rules – the rules of deployment, and the rules of acquisition. We are all very excited about partnering with VMware to redefine this market”.

About BayScribe

Founded in 1999 by Ron Neuenberger, Bill Michel, Brent Smith and Dave Atkinson (the makers of DVI and Voicewave), BayScribe is simplifying the Dictation and Transcription process in Healthcare organizations through the implementation of Simple, Powerful and Affordable enterprise wide systems. Together they developed what has quietly become the most robust Dictation and Transcription ASP on the market. In addition, unlike any other Dictation or Transcription Systems provider, BayScribe allows customers to pay for the service as they use it, much like an Application Service Provider (ASP), thereby eliminating the large initial investments required by its competitor’s. With hundreds of clients and thousands of daily reports generated, BayScribe is a leading supplier of dictation and transcription technology. www.bayscribe.com