



MEDSEEK's reThinking eHealth Webinar Announced: How Do You Define the Online Patient Experience: Trends, Issues and Developing a Return on Investment

MEDSEEK to hold reThinking eHealth Webinar where Henry Ford Health System, Alegant Health and Ochsner Health System will share their experience implementing MEDSEEK's Patient Portal at their hospitals.

Birmingham, AL ([PRWEB](#)) September 15, 2008 -- MEDSEEK, a leading provider of enterprise portal management solutions, announced today that two past eHealth Excellence Award Winners, Henry Ford Health System and Alegant Health, along with Ochsner Health System that is recognized as one of the 100 Most Wired hospitals and health systems, will share their insights and experience implementing MEDSEEK's Patient Portal at their hospitals.

Consumers continue to show their interest in obtaining medical information over the Internet and hospitals look to patient portals to increase efficiencies and as a differentiator in their market. In this informational webinar, three eHealth pioneers will describe how they have improved the patient experience and their ROI.

Pam Landis, Web Administrator at Henry Ford Health System, one of the nation's leading health care providers, will describe their advanced capability of how Electronic Office Visits called eVisits have shown to be a success for both the patient and the organization.

Today, 33 states are looking to employ pricing transparency for consumers. Alegant Health pioneered the implementation of My Cost, over a year ago. My Cost is an online tool that allows patients or consumers to obtain an estimate of costs they will incur for a specific medical test or procedure, along with their out-of-pocket responsibility. In the webinar, Jackie Goss, Operations Director for eHealth Innovation & Development, will illustrate how this has improved the online patient and consumer experience.

Melanie Roques, eHealth Program Manager at Ochsner Health System, will share their organization's online, real-time appointment scheduling function that is part of their patient portal. Additionally, she will describe the progress of their pilot program.

In our market perspective, MEDSEEK will describe the differences and functions of a consumer online experience, patient online experience and patient online relationship.

This Webinar will be held Wednesday, October 1st at 2pm EDT/11am PDT. Attendees must register to attend online at www.medseek.com/rethinkingehealth. As part of MEDSEEK's commitment to advancing eHealth education, the reThinking eHealth Educational Webinar series is provided at no cost and will be held monthly. In addition to participating in the Webinar discussion, attendees will receive a complimentary copy of the slides on the topics presented.

About MEDSEEK



Birmingham, Ala.-based MEDSEEK provides healthcare organizations with Enterprise eHealth solutions to fully engage and strengthen relationships with key constituents - physicians, patients, employees, and consumers. By connecting information and communities to foster an enhanced experience with the organization, hospitals will improve community advocacy, revenue and patient acquisition/retention, physician relations, and clinical decision making. MEDSEEK currently leads in KLAS® with its Clinical Portal Solution. With more than ten years' experience and 600+ hospital customers, MEDSEEK has the knowledge and expertise to meet the diverse needs of the healthcare community. For more information, visit www.MEDSEEK.com or call 888-MEDSEEK.

About Henry Ford Health System

Henry Ford Health System is one of the nation's leading health care providers, offering a seamless array of acute, primary, tertiary, quaternary and preventive care backed by excellence in research and education... Founded in 1915 by auto pioneer Henry Ford, the health system is committed to improving the health and well-being of a diverse Michigan community.

About Alegent Health

Alegent Health is the largest not-for-profit, faith-based healthcare system in Nebraska and southwestern Iowa with nine acute care hospitals, more than 100 sites of service, over 1,300 physicians on its medical staff and roughly 9,000 employees. Alegent Health is ranked first in the country in quality and patient satisfaction according to the Network for Regional healthcare Improvement (NRHI). That exceptional commitment to providing patient focused care for the body, mind and spirit of every person keeps Alegent Health faithful to its Mission, which was inspired by its sponsors, Catholic Health Initiatives and Immanuel Health Systems.

About Ochsner Health System

Ochsner Health System (www.ochsner.org) is a non-profit, academic, multi-specialty, healthcare delivery system dedicated to patient care, research and education. The system includes seven hospitals and over 35 health centers located throughout Southeast Louisiana. Ochsner employs over 600 physicians in 80 medical specialties and subspecialties and over 300 clinical research trials annually. Ochsner was ranked one of the "Best Places to Work" by New Orleans CityBusiness in 2005, 2006 and 2007 and received the Consumer Choice for Healthcare in New Orleans for 12 consecutive years. Ochsner was ranked as "Best" Hospital by U.S. News and World Report in 2007. Ochsner has over 10,000 employees system-wide.

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