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Platinum Corporate Membership \$4,000
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BRIEFINGS PUBLIC RELATIONS

M and the National Health-Care Plan

by Peggy Hoffman



Peggy Hoffman

In the summer issue of *MLINK*, MTA's member newsletter, we posed the question: Does M have a role in the national health-care plan? We reported that long-time member Ruth Dayhoff, M.D., demonstrated the VA's DHCP Imaging System to Hillary Rodham Clinton, Senator Jay Rockefeller (D-WVA), and several colleagues as part of their investigation into a workable health-care plan.

Clinton's interest in the M-based imaging system suggests that M Technology could indeed have a role. But our technology has big competitors. It falls on all our shoulders, then, to push M ahead of the pack. It shouldn't be a difficult case to make.

The evolving health-care system will rely on the strategic use of information technology, including such applications as:

- A standard computer-based electronic patient record system;
- A national information network to automate traditional insurance transactions; and
- A community-based physician information network.

The words "electronic patient record," "standard," and "network," are familiar to the M Technology market. In many health-care facilities around the world, we have networked critical departments to allow them to share clinical data. Often, these same networks link to billing departments. At the VA, these networks include state-of-the-art imaging capabilities. And, naturally, we achieve all this by using a standard language approved by the U.S. government.

The discussion about health-care reform presents a national platform for us to showcase M Technology. MTA is mounting an effort to educate the press about M's role in the quest to develop computing systems for the new health-care system. We intend to show the press our success stories—the VA, DHCP, and Brigham & Women's Hospital, for example. And to point out facts such as M is the dominant technology used by medical labs. We'd like to add your story to our growing list!

Our community has much we can tell the press about M. Perhaps we can make the case that M is the "technology of choice" for health-care computing. **M**

Peggy Hoffman is MTA's communications director. She manages the organization's industry promotion and Distinguished Member programs in addition to other PR functions. Hoffman has extensive experience in marketing and public relations, which includes lecturing and writing.