

Greenway Provides Positive Document Imaging Outcomes With ImageGear SDK

Case Study Highlights



Maintained focus on core business, not learning new competencies.



Out-of-the-box support for 100+ document and diagnostic image formats.



Faster time to market, saving nearly a year of development time.



Unlimited distribution option meant unhindered end-user product delivery.

About Greenway Health

Greenway Health is a health information technology (HIT) company that enables providers to successfully navigate a changing healthcare industry, making patient-driven care a reality. They deliver an integrated ambulatory information solution that encompasses all health IT and revenue cycle services. They partner with nearly 10,000 organizations and 75,000 progressive providers who embrace the future of value-based medicine.

The Challenge

As medical practices began the move into the digital space, Greenway Health's Medical Manager product was one of the first practice management systems on the market. At the time, insurance claims were still paper-based. Anticipating the shift to electronic information management, Greenway wanted to build a document imaging solution into Medical Manager

(and later into its Intergy product) that could support a variety of file types and standards without placing any limitations on their practice clients.

“All of our customers need document management,” said Todd Treiber, Greenway Health’s vice president of product development. “There are so many different standards, the need was to have a tool that could handle the variety of documents and images that exist.”

How Accusoft Helped

The Greenway Health team wanted to focus their efforts on developing practice management tools and helping clients comply with industry regulations—not learning about and maintaining support for an extensive list of file types.

“One of ImageGear’s big strengths is that it can support just about any sort of document out there. That was obviously one of the major drivers, and the fact that not only could it handle most document types, it could also handle diagnostic images,” said Treiber.

Not needing any customization or enablement support, the Greenway team was able to seamlessly integrate the toolkit into Medical Manager and Intergy out of the box. The company also continues to rely on Accusoft’s imaging expertise for support as they help providers meet meaningful use stage 3 requirements.

“Unlimited [ImageGear] distribution has been very advantageous for us.” said Treiber. “The licensing model has worked out, and it makes it really easy to provide a product for our customers that doesn’t get in the way because of licensing restrictions.”



CUSTOMER PROFILE

Headquarters	Carrollton, GA
Industry	Healthcare Information Technology and Services
Founded	1977
Employees	1,600
Accusoft Customer	Since 2004
Business Solution	Document and image viewing with ImageGear Medical SDK



Greenway Health, Intergy EHR

The Result

Although Treiber estimates that they saved about a year of development time by integrating ImageGear into their products rather than building a custom solution, speed to market is a secondary benefit for him.

“We can focus on our business, which is helping workflows in the practice, as opposed to managing an image. That probably is the greatest advantage that we got from using a toolkit like this,” he said “Let the toolkit handle that, and then we’re able to focus on practice management or electronic medical records.”

As Greenway Health continues to drive innovation in the changing healthcare industry, they know that document and image viewing is one less area they have to worry about. Accusoft’s superior imaging technology, combined with its reliable support give Greenway peace of mind to focus on what’s important.



“We have only a couple of third-party toolkits that are really key to what we do. Accusoft is one of those.”

—Todd Treiber

VP of Product Development

About Accusoft



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Accusoft offers a robust portfolio of document and imaging tools created for developers. Our APIs and software development kits (SDKs) are built using patented technology, providing high performance document viewing, advanced search, image compression, conversion, barcode recognition, OCR, and other image processing tools for use in application and web development.

Founded in 1991, Accusoft is focused on solving document lifecycle complexities through a customer-focused approach, continuous product development, proactive support, and forward-thinking leadership.