



## **gloStream and Microsoft – The Document Standard for Medical Practices**

*EMR and PM Solutions with Microsoft Office Built Right In*

Making a decision about which EMR to choose can feel like a bet. Are you picking the right technology provider? Will they be around for the long haul? What happens to my data if I want or need to change EMR providers? We specifically designed gloEMR and gloPM with Microsoft Office built right in so that Doctors and Practices would feel confident that they've chosen an EMR that's based on proven technology, that will be easy to use, and that will be there when they need it.

### **Why We Aligned With Microsoft**

What is the world's most prevalent technology for document management? It's Microsoft technology – and that's why partnering with Microsoft has always been a key ingredient in gloStream's product and marketing strategy. Having Microsoft Office built in to our products offers Doctors a powerful, flexible and easy-to-use solution for digitizing their patient records. We are also deeply committed to providing local sales and support, and using Microsoft's robust community of experienced and professional technology partners is the best way to do that.

### **Leveraging Microsoft Technology in gloStream Products**

gloStream is the only EMR and PM company that has built Microsoft Office into its applications and the results for our Doctor clients are significant. Our users have access to feature-rich technology they can customize and use to collaborate with other team members whether in their office or working remotely.

Additionally, since Microsoft Word is the de-facto template editor standard and most people already know how to use it, our users are already familiar with our technology so training time is condensed. Our gloDNA and gloLive processes also ensure that doctors are up to their full patient load in a matter of days or weeks, not months.

### **The Microsoft Partner Community**

gloStream's decision to leverage Microsoft technology and implement our 100% channel strategy creates significant advantages for gloStream and our doctor clients. First, our Partners enter our Partner program with deep experience supporting Microsoft technology. Some of our partners have more than 25 years supporting the very technology our products are built on. Second, we have access to Microsoft's partner community which we leverage to develop relationships with some of the nation's very best technology partners.

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### **Microsoft Technology is a Safe Choice**

Doctors today are anxious about their EMR purchase – for many it's their first technology investment and they want to be sure that the health records they're digitizing will be protected and available forever, regardless of what happens to the company they purchased their technology from.

Unlike competitors that manage patient data in proprietary systems and unique formats, gloStream stores data in Microsoft-based formats such as Microsoft Word. These are systems that have been around for more than 30 years, are supported by thousands of technology partners, and will likely be around forever. In fact, to support the ongoing lifecycle of Office technology Microsoft spends \$5 billion annually to further improve the Office suite.

Simply stated, an investment in Microsoft-based technology is a safe bet because it's an investment in technology that is well supported and developed by a stable and successful company. An investment in a proprietary system supported by an EMR company without a successful track record, in contrast, is a much different proposition.

### **Microsoft's Investment In gloStream**

Executives at Microsoft have identified gloStream as a unique business with exceptional promise. As such, we were invited in 2009 to participate in Microsoft's Accelerator program. This invitation-only program provides gloStream with technology, marketing and support services that offer important advantages to our clients and technology Partners. Most importantly, we are a direct beneficiary of Microsoft's enormous research and development budget and also have the opportunity to preview and link to new technology before it becomes widely available.

**For more information about gloStream's alignment with Microsoft, please contact Todd Krieger at 248-227-9167 or [todd@glostream.com](mailto:todd@glostream.com).**

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