

EXTENSION Media Kit

July 2011

EXTENSION, INC. Corporate Overview

EXTENSION, INC. is headquartered in Fort Wayne, IN and is the developer of the EXTENSION® Solution Suite (ESS). EXTENSION is focused on serving the needs of healthcare organizations, both large and small, and provides revolutionary healthcare software solutions that facilitate instant communication between patients and clinicians within enterprise settings. The ESS enhances a broad array of communication devices used as clinical workflow tools by aggregating data from various HIS and IT systems - including medical devices - and delivering context-aware, time-critical alerts and notifications to those devices. EXTENSION further enables the use of these end points as user interfaces for administrative processes, which positively impacts revenue performance.

EXTENSION solutions are sold through a vast channel of resellers and are currently available across North America, Australia, and New Zealand. With the implementation of Electronic Health Records (EHR) becoming widespread, the amount of discreet clinical data is rapidly increasing. There has always been tremendous pressure upon clinicians to work quickly to provide care to many patients – the advent of so many systems providing such data compounds that pressure. EXTENSION provides a means to filter data in order to highlight and notify necessary parties of critical events and makes the information available when and where it is needed. By increasing the availability of clinical data, the aforementioned pressure is eased allowing the clinician to make accurate, informed decisions with confidence. The EXTENSION software platform tightly integrates any HL7 or web services-based medical application or device with corporate telephony systems and other end points using standards-based protocols. The results of more efficient communication are increased patient and staff safety and satisfaction, improved quality of care, reduced cost and errors, and greater return on telephony and healthcare IT investments.

EXTENSION, INC. Mission

The EXTENSION, INC. mission is to “Evolve healthcare with context-aware interactive communication.”

The EXTENSION Brand

The word “EXTENSION®” appears in our company name and most of our solution names. “EXTENSION” is suggestive in that our offerings are simply an “EXTENSION” of a healthcare organizations existing clinical and telephony systems and when implemented into a healthcare practice, EXTENSION marries these large investments which allows greater ROI to be realized from them.

EXTENSION at a Glance

Officers

Todd Plesko, CEO
Steve Tyler, CTO
Josh Mahler, COO

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Founded

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Core Solutions

EXTENSION's goal is to deliver fully integrated IT solutions to hospitals and medical practices so that they may realize greater ROI from their clinical and telephony investments and deliver improved patient care. Our strategic partnerships and offerings are continually evolving. To date our core solutions are as follows:

EXTENSION® HealthAlert™ for Nurses

Context-aware clinical alerting solutions for nurses via Cisco IP handsets, smartphones, tablets and other common communication devices.

EXTENSION® HealthAlert™ for Physicians

Context-aware clinical alerting solutions for physicians via smartphones and tablets.

EXTENSION® HealthPractice™

Clinical and operational workflow solutions for ambulatory environments .

EXTENSION® Mobile

User-friendly application for smartphones and tablets.

EXTENSION® Engine

Customizable solutions for organizations that wish to create their own rules and workflows.

EXTENSION® Device Messaging

Secure, non-SMS text-based messages connect users in the hospital's communications network via their preferred device.

Digital Physicians Office (DPO)

A small physicians group, operational and clinical workflow solution with Allscripts MyWay EHR and Cisco UC500 integration.

EXTENSION® Joint Solutions

Includes joint EXTENSION integrations with AeroScout, Arc Solutions, Cisco Contact Center, and GetWellNetwork.

