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**FOR IMMEDIATE RELEASE**

## **Brown & Toland Helps Set State-of-the-Art Standards for Exchange of Laboratory Information**

SAN FRANCISCO, CA (October 17, 2006) — In an era of rapidly changing technology, today's average physician office prescribes to a slower pace, relying on antiquated paper records, and balking at the purchase of costly and intimidating electronic health record systems. Office procedures can be especially archaic when it comes to the delivery of patient lab results, which can take days or even weeks to be processed, delivered, and recorded.

Brown & Toland Medical Group hopes to change that, making the exchange of lab information much more streamlined statewide. The group was one of five clinical care providers in California to receive a grant and be charged with testing the new EHR-Lab Interoperability and Connectivity Standards (ELINCS).

The California HealthCare Foundation (CHCF) collaborated with national labs, vendors, and leading health organizations to create ELINCS, a standard specification for the transmission of real-time lab results in ambulatory care settings. Grantees, including Brown & Toland, tested live implementations of ELINCS and will provide critical feedback.

“There's a need for a common language, a standard, for people who have lab information, and people who want lab information,” said Pete Alperin, M.D., Brown & Toland's Director of Medical Informatics, who likened the players in the exchange of lab results to “pitchers and catchers.”

“We set out to create a real-life test for delivery of real-time laboratory results from a lab's information system to an electronic health record,” said Alperin. “We wanted to learn what the benefits were, and what the kinks were.”

Brown & Toland launched its own Electronic Health Record (EHR) in 2005, providing physicians with access to complete, real-time online laboratory information. The ELINCS project was a natural next step, according to Alperin, a way to share the medical group's expertise and with other California medical professionals.

“This was our contribution to clinical health integration in the state,” said Alperin. “We were able to give back to the greater healthcare marketplace in California. Hopefully, we’ve made the whole process of implementing lab reporting technology more turn-key for other groups.”

**About Brown & Toland Medical Group**

Brown & Toland Medical Group, based in San Francisco, Calif., has more than 1,500 physicians serving more than 200,000 patients. Brown & Toland is a three-time winner of the prestigious Pacific Business Group on Health (PBGH) Blue Ribbon Award for medical excellence and has earned numerous other awards for quality. For more information, visit our Web site at [www.browntoland.com](http://www.browntoland.com).