



# PHOENIX CARE

Patient and Practice Management Software  
for Bariatric Surgery

## FOR IMMEDIATE RELEASE

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## **Phoenix Care Launches New Bariatric Patient and Practice Management Software**

***Software combines traditional health metrics with patient behavioral data***

Philadelphia, PA, June 12, 2006—[Phoenix Care](#) today announced the launch of its new practice and patient management software suite designed specifically for bariatric surgery clinics. The Phoenix Care applications and tools improve both patient outcomes and clinic efficiency by combining optimized access to traditional health metrics and alerts with patient-reported behavioral data.

Based on more than four years of development of the company's diabetes case management tool developed with the [Joslin Diabetes Center](#), a world-wide leader in diabetes research affiliated with Harvard Medical School, Phoenix Care focuses on serving the unique data and communications need of every member of the bariatric care team as well as the patient. With Phoenix Care, bariatric care teams can not only better manage their practices by standardizing processes and workflow and increasing collaboration, they can also better monitor, assess, and manage the long-term behavioral changes required of bariatric patients. In addition, patients are more involved in their healthcare with access to their medical data and Phoenix Care's unique, secure two-way link between the bariatric care team and patients.

“We developed Phoenix Care to address the two challenges facing every bariatric surgery clinic: improving the long-term health of their patients and running an efficient and high quality practice,” said RJ Kedziora, CEO of Phoenix Care. “Everything Phoenix Care does is geared toward improving patient outcomes. It allows bariatric care teams to maintain a more comprehensive picture of the patient—uniquely combining both medical *and* behavioral data—and provides the structure necessary to deliver more personalized care in a more efficient way. And it helps to engage and empower patients in their own healthcare.”

“In our experience, most bariatric surgery clinical programs are limited in their ability to provide individualized, behaviorally focused treatment, and few have a true patient-centered model of care as is typical in the US for the treatment of diabetes and cancer,” said Gary Welch, PhD, Director of Behavioral Medicine Research at [Baystate Medical Center](#) and Associate Professor at [Tufts University School of Medicine](#) in Boston.

“Phoenix Care is a comprehensive case management model that recognizes the importance of tracking key medical outcomes while providing individualized behavior change support.”

## About Phoenix Care

The Phoenix Care suite is a web-based application and consists of three modules:

- **Clinical module:** enables a practice to standardize patient care, engage the patient in their healthcare decisions, and increase collaboration among team members through customizable templates, alerts, reports, and workflows; can be integrated with existing healthcare systems such as EMR, lab, pharmaceutical, and billing systems; and enables long-term outcomes data tracking and reporting for research or achieving accreditation
- **Patient portal:** secure communication between the care team and the patient; access to the patient’s medical, laboratory, and nutritional analysis data; community and support groups; and telehealth medical device integration
- **Behavioral survey component:** uniquely allowing caregivers to survey, monitor, and assess patient behavior to help guide patient interactions

The Phoenix Care suite for bariatric surgery clinics is now available as a hosted application or installed on site by the company's implementation specialists. Demonstrations are available by request. Phoenix Care completed usability lab testing in March 2006 and has been in clinical use since May.

### **About Phoenix Care**

The parent company of Phoenix Care, [Estenda Solutions](#), Inc., was founded in 2003. Estenda provides innovative health-delivery solutions and consulting with a heavy emphasis on R&D. Phoenix Care is based on the foundation of a diabetes case management tool developed with the [Joslin Diabetes Center](#), a world-wide leader in diabetes research affiliated with Harvard Medical School. This tool represents a four-year ongoing development project and is in production use at numerous military, private, and community hospitals and health centers. The Phoenix Care suite for bariatric surgery was designed with a major Boston-area medical center's bariatric practice and behavioral health specialists. For more information, please visit [www.phoenixcare.com](http://www.phoenixcare.com) or call (610) 834-2908.