



EMDAT EXPANDS TEAM TO SUPPORT SALES AND CLIENT GROWTH

Fitchburg, WI – August 8, 2012 - [Emdat Inc.](#), a leading provider of web-based medical documentation software designed to bridge the gap between the Electronic Health Record (EHR) and traditional dictation, today announced yearly client and sales growth which has led to an investment in corporate head count.

Emdat reports double-digit growth in their client base during the first half of 2012, driven by a direct expansion into the health system and physician practice market segments. Emdat's approach to medical documentation allows clinicians to use mobile devices to fully document patient encounters, preserving the clinical narrative while automatically populating EHRs with structured data that supports Meaningful Use. Consequently, medical facilities not only realize increased clinician productivity, but also experience Emdat's cost-reduction capabilities to lower documentation expenses.

Emdat's commitment to continued, innovative platform enhancements and responsive, personal client service led to a 39% growth in employee size over the past year from new hires in sales, implementation, product development, quality assurance, interfacing and customer support.

In July, Emdat expanded its healthcare industry expertise with the addition of VP of Marketing, Laura Serrano-Haggard. With more than two decades of healthcare experience in both the academic and corporate setting, Serrano-Haggard will provide leadership and strategic vision to support the next phase of growth. She joined Emdat from 3M/CodeRyte where, for the past five years she served as the Director of Revenue Generation and was responsible for both marketing and sales operations. During that period, CodeRyte experienced triple-digit growth in the sales pipeline and established a foundation as the world-class leader in computer-assisted coding solutions. Prior to CodeRyte, Serrano-Haggard held product management and marketing roles at Cerner Corporation.

"I am impressed by Emdat's sophisticated solutions, world-class service, and prestigious client base," said Serrano-Haggard. "I am excited to be part of a successful, entrepreneurial company whose focus is to improve care quality while reducing the total cost to document."



Emdat has experienced double-digit revenue growth every year since its inception in 1999 and is investigating options for a larger office space in its Madison, Wis., area headquarters in order to accommodate the company's trending growth.

ABOUT EMDAT

[Emdat, Inc.](#) is a leading supplier of web-based medical documentation solutions. Empowering over 20,000 clinicians globally, Emdat continues its single focus to create sophisticated technology designed to decrease cost and maximize productivity and accuracy of the document creation process while protecting the richness of the clinical narrative. Medical facilities, health care providers and documentation service organizations trust Emdat to provide flexible, user-friendly and cost effective solutions that streamline workflow and easily integrate with electronic health record (EHR) systems — automatically populating data — to help ensure successful adoption. Emdat's mobile app allows clinicians to generate documentation from anywhere with a WiFi network or cellular data connection.

Headquartered in Fitchburg, WI, Emdat works with more than 2,600 medical facilities throughout the United States and a network of hundreds of documentation service providers worldwide. More information on Emdat is available at www.emdat.com.

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