

## Need

Evolve Exchange provides secure medical cloud platform interoperability for data exchange for EMR Companies that are presently positioned with a need to ally their Company with such an Exchange in order to achieve Meaningful Use Stage 2 Certification. Evolve Exchange will empower your Company with Medical Cloud Technology that will overcome the obstacles of Transitions of Care and PQRS, so that your Company and your Doctor Customers can continue to prosper. The cost for this service is very reasonable and can be passed on from your Company to your Doctor Customers at a profit. On the other hand, the cost in Time and Dollars for your Company to do this on your own is clearly enormous. For your EMR Company to accomplish this with Evolve Exchange it will be necessary to build an interface to Evolve Exchange's Generic Transcription Service, a task that we estimate will take two months on average.

In addition to our medical cloud infrastructure, we have a list of functionality modules (Business Services) that you can choose from.

Given that Data is trapped within the context of a single clinic, true interoperability is not achievable without implementing Data Center Grade Networking.

While outbound communication is less difficult, inbound communication will be a major problem. NAT and its variations (Port Forwarding, etc) allow for rudimentary communication between a private network and the world, but the inbound task of finding the office in question is a problem. Communication will be restricted to previously created relationships, making dynamic/need based communications near impossible. Moreover, who will be in charge of custom routing configurations? Then, there is the question of upgrading networking equipment when that becomes necessary. The fact is that your relationship with the end user has become far more complex even if you only account for a simple and unsecured availability.

Security is comprised of authentication, authorization, and auditing. Even assuming that the challenge of providing availability can be resolved, how can security be provided per the following?

- 1) How can you assure that requests are from who they say they are from (**authentication**)?
- 2) How will you restrict a request to only read, write or delete data that is allowed (**authorization**)?
- 3) How will you track and log failed authentication or attempted unauthorized activity (**auditing**)?

These requisites of interoperability, now into the future, cannot be accomplished practically without a solution beyond the context of a single office. Really, these complex requisites are best accomplished by a third party facilitating secure communication between trusted parties. By connecting clients directly to our medical cloud based server and thus removing the customer's premises server from the

Equation, users can achieve secure access from any valid internet connection. Furthermore, the Data of the customer client is securely available to all third party Medical Facilities, third party Health Information Exchanges, and third party Medical Registries.

## Solution

Evolve Exchange makes complete use of the benefits of the cloud, comprising an environment of server clustering and resource pooling as well as clustering at the application level for high availability. We can accept connections from any device form factor or manufacturer-we only require SSL connections to either a WCF/SOAP or a Rest Service Host.

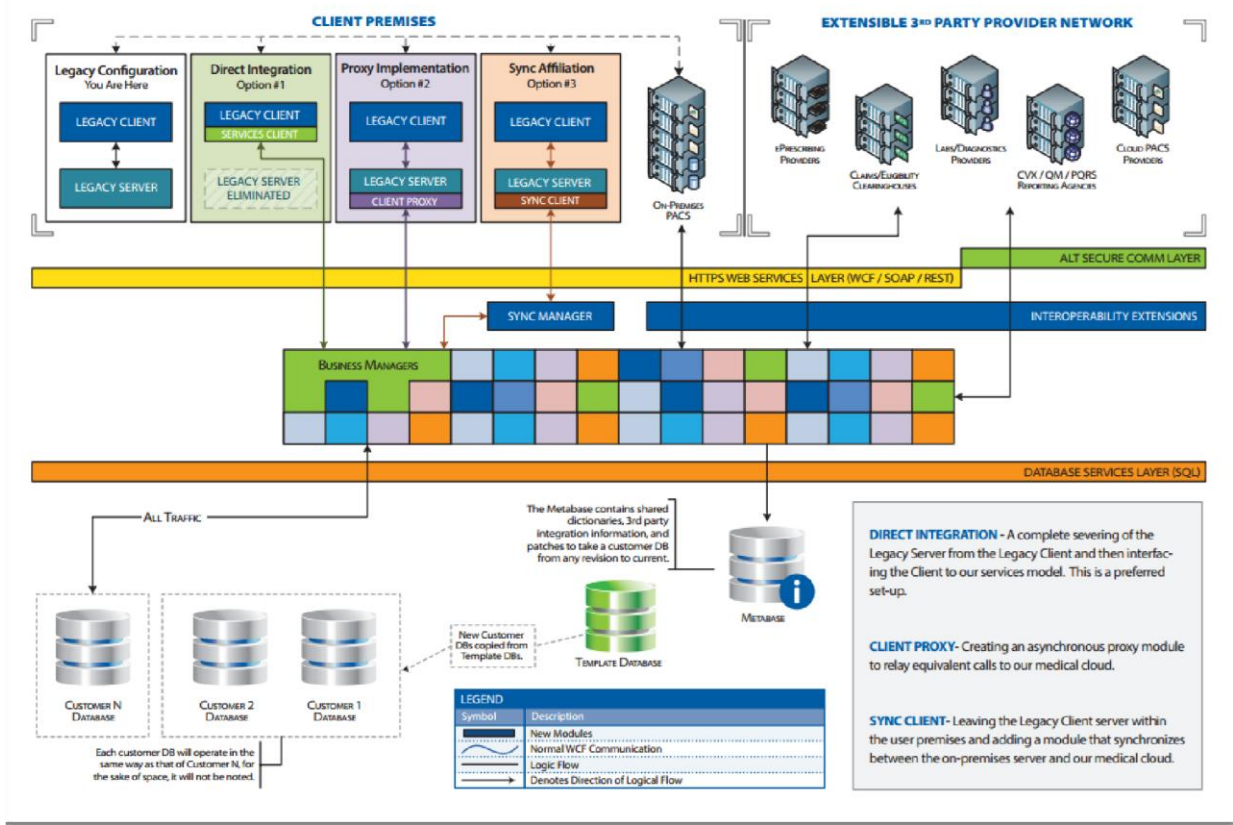
Evolve Exchange is a true cloud optimized Health Services Platform and should not be confused with either a hosted virtual implementation of current legacy applications or a company with a cloud hosting environment to help you migrate your server- which will still require additional server logic.

Evolve Exchange has an intricately architected, SAS 70 - hosted cloud architecture. Upon that base, we have built a distributed clustered HA (High Availability) SQL tier and a Business Managers Server with a client-facing secured web service interface tier. You should beware of companies offering only one of these tiers or none of these tiers, particularly implementation that simply virtualizes current Legacy Servers and then places them in a data center on a public IP address.

Evolve Exchange has constructed a generic, straight-forward, and simple-to-consume litany of web service functionalities that allows a single point of integration.

Evolve Exchange is willing and able to assist in implementing an interface that will meet your needs and we believe this would follow one of the following scenarios:

- A) **Direct Integration - The preferred set-up** - a complete severing of the Legacy Server from the Legacy Client and then interfacing the Client to our services model.
- B) **Relay Proxy** - creating an asynchronous proxy module to relay equivalent calls to our medical cloud.
- C) **Sync Client** - leaving the Legacy Client server within the user premises and adding a module that synchronizes between the on-premises server and our medical cloud.



## Permanence

The above description of the technology should make it clear that this Solution has permanence. If you form a partnership with Evolve Exchange, you will have secured for your company a solution to the thorny problem of interoperability for the present and into the future. As you vet our solution, we are certain that you will conclude that our solution is the logical answer to the challenge of Universal Interoperability and that Evolve Exchange will empower your company to operate at a level previously only associated with large corporations.

Aside from Hospitals and Large Multi-Office Doctor Organizations, it is not cost-effective to connect local networks to HIE's. However, Evolve Exchange offers this possibility to EHR Companies providing Client/Server Technology through a Local Network and also to EHR Companies already using web delivered applications. Furthermore, our Medical Cloud Exchange can easily adapt to newer versions of Meaningful Use as they arise, meaning that Evolve Exchange is a permanent solution to the requisites of interoperability so that your Company is assured of compliance with certification for the long term. Evolve Exchange is able to make quick and efficient adjustments so that your Company and your Doctor Customers can immediately take advantage of a new version with very little effort.

We are aware that there will be other Companies offering similar services, but we know that the Technology they will be offering is clearly inferior to the Evolve Exchange. We are confident that our Solution to the Requisites of Interoperability is

the best Solution, employing the most advanced use of state of the art Computer Engineering. We hope that your Company will assign to your Computer Engineers the task of vetting our Technology Solution as a natural part of the decision process in choosing whether or not to partner with us. We are confident that an in depth examination of our Solution will make it clear to you that our Solution is the best Solution in the present and for the future.

As your partner, we pledge to you – beyond the technology – honesty and fair dealing in all matters. We pledge to work side by side with you to achieve success for both parties. Furthermore, while it is the sharing of technology that forms the basis for our business relationship, logic dictates that there is a business synergy to be gained when companies work together.