



FOR IMMEDIATE RELEASE

LIFEPOINT INFORMATICS IS A GOLD SPONSOR FOR G2 LAB INSTITUTE 2014

Stop by to see demos of the new patient access portal, new provider portal and new website

Glen Rock, NJ, October 15, 2014– Lifepoint Informatics will be exhibiting at the G2 Lab Institute 2014 this week as a gold sponsor to demonstrate how clinical laboratories can connect, compete, comply with patient access to lab test results and advanced provider access - anywhere, anytime.

“G2 Lab Institute is an event we look forward to participating in every year. It gives us the opportunity to showcase our new solutions and advances in our existing products while meeting and speaking to our customers and other healthcare partners,” William Seay, President and CEO of Lifepoint Informatics said.

Stop by and ask for a demonstration of the new patient access portal which:

- Complies with CLIA and HIPAA requirements.
- Supports communication between patients and lab
- Creates outreach mechanism via email capabilities
- Encourages patients to be more engaged in their healthcare
- Uses advanced algorithms match the patients to their protected health information

Helping laboratories connect, compete and comply

In addition to the new patient access portal, Lifepoint Informatics has made dramatic enhancements to its [provider portal](#) and [mobile application solutions](#) for lab test results.

“Lifepoint Informatics' infrastructure is built on a unified workflow platform which better enables hospitals, labs and healthcare organizations to deliver clinical and administrative messages in a meaningful way in order to satisfy marketplace demands,” explains Seay. “Using a balanced strategy for outreach and growth; labs, diagnostic imaging center, hospitals, health insurers, EMR vendors and accountable care organizations (ACO) rely on Lifepoint’s products to achieve their strategic initiatives.”

With solutions for [interoperability](#), [data repository](#), [CPOE integration](#), [physician portal](#), [patient access](#) and [mobile access](#), Lifepoint Informatics can help healthcare organizations better manage and coordinate care for improved population health. *For more information, call 877-LAB-TEST.*

About Lab Institute

With over 500 thought leaders and hundreds of critical topics dissected over the past 30+ years, **Lab Institute** remains one of the longest-running healthcare conferences in the nation's capital. Since 1983, professionals in the healthcare industry, and more specifically the laboratory industry, annually attend what is widely known as the premier learning event that defines market excellence and success.

From effectively navigating legislative changes and planning for the future to growing profitability to leveraging emerging technologies — **Lab Institute** promises balanced intelligence and insights on major policy and business issues affecting the lab and pathology sectors.

About Lifepoint Informatics

Lifepoint Informatics is a leader in healthcare IT focusing on laboratory outreach connectivity, health information exchange and clinical data interoperability to help healthcare providers improve patient care and lower costs through the use of information technology. Since 1999, Lifepoint Informatics has enabled more than 200 hospitals, clinical labs and anatomic pathology groups to grow their market share and extend their outreach programs through the deployment of its ONC-ATCB certified Web Provider Portal and its comprehensive portfolio of ready-to-go EMR and EHR interfaces. For more information, please visit www.lifepoint.com.

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