Roshtov Software Ind.– the company

Roshtov Software Industries addresses the critical issues raised by the information intensive nature of health care provision: the need to access, manage, document, and share information, and the need to contain cost.

Roshtov Software Industries Ltd. is a provider of integrated EMR (Electronic Medical Record) solution systems to healthcare providers, mainly HMO's, Hospitals, Regional Clinics, and Multi-Disciplinary Group Practices. Our product, the **Clicks**© software system, is an original Roshtov product, based on Microsoft latest Windows technology. It is especially designed for the full spectrum of managed care needs, and provides total administrative, financial, and medical management capabilities for the patient encounter and the overall organisation.

Clicks© software is a fully integrated system designed to provide an enterprise wide solution and address specific needs and strategies of the organisation or practice. **Clicks**© solutions have been specially designed to deliver a measurable improvement in the healthcare organization's clinical, financial and customer satisfaction outcomes. This enables clients to quantify and maximize the benefits of their **Clicks**© solution and overcome the competition.
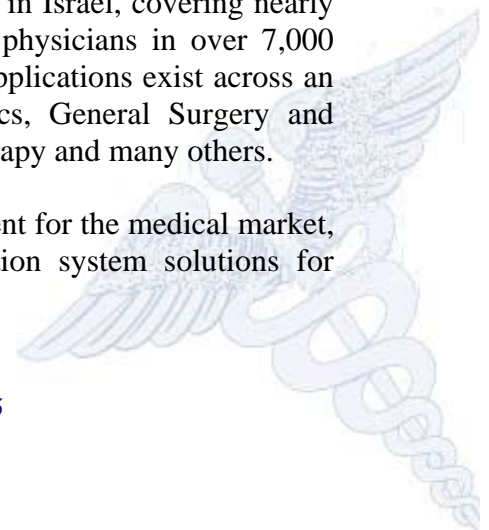
Thousands of consultations with hundreds of physicians in varied medical fields have been helpful in providing us with the insight to construct a most comprehensive, intuitive and user friendly electronic charting and patient record retrieval system.

Company History and Overview

Roshtov was founded in 1989 as Roshtov Software Industries Inc. by Dr. Allon Zuker M.D., and Mr. Hanan Shahaf. In March 2000 it became a public company and is listed in the Tel Aviv Stock Exchanging Market. Today, Roshtov Software is a company with over 130 employees, operating in Israel. Its main offices are in the Hi-tech Industrial Park in Omer, with branches in Tel Aviv and Haifa.

The customer base includes all major healthcare providers/insurers in Israel, covering nearly all the primary care population, with close to 15,000 practicing physicians in over 7,000 installation sites of varying size and number of stations. **Clicks**© applications exist across an array of medical fields ranging from Family Practice, Pediatrics, General Surgery and Gynecology through Cardiology, Neurology, Psychiatry, Physiotherapy and many others.

The company has wide/extensive experience in software development for the medical market, application design, implementation and assimilation of information system solutions for healthcare providers.

Senior Management Team

Mr. Shahaf
Managing Director/CEO
A graduate of the Ben Gurion University with a degree in Industrial Engineering and Business Administration experience. Mr. Shahaf has been in the field of computer hardware and software since 1980, with several Israeli companies.

Dr. Zuker, M.D.
Joint CEO and Director of Research & Development
Formerly assistant director at the Soroka Medical Center in Beer Sheva. He has been involved with software development and manufacturing since 1982.

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The Healthcare Environment

Roshtov recognizes the need to provide the medical community with a competitive advantage. Physicians are focusing on increasing patient volume with the need to contain cost. Increases in the cost of healthcare and political pressures due to reforms are now reshaping the healthcare industry worldwide. Providers of healthcare are now required to assume the risk of cost of care, as employers and individuals are free to choose their health plan. Thus, health care providers must constantly walk the thin line between effective control of ever growing expenses and providing the best medicine professionally possible.

Administrative costs

According to research, about 15% to 30% of patient charts are misplaced or lost, or on the other hand duplicated. Lack of central access to a patient record results in delayed or erroneous billing, duplication of effort, or even increased liability due to potential mistakes or fraud.

Improving quality of care and lowering costs

More than 70% of the health care budget is controlled by physician decisions. This is where the major potential savings in the cost of healthcare reside. Influencing physician practices has been difficult because of the need to provide feedback to the physician while decisions are made. For these reasons, medical management is now, focused on two main areas important in responding to competition: productivity (increased volume of patients seen with same or less resources), and patient satisfaction (to maintain their patient base).

Consistent record keeping, in managed care organizations, enables quick assimilation of medical data by multiple doctors dealing with a patient's file. Moreover, capturing medical data at the point of care, and accessing it where and when needed, is essential to making accurate, well informed decisions and providing quality care. Reducing the amount of time spent on paperwork and quickly producing all documentation, whether as a function of patient care or as support for claims and decision-making, is imperative.

The Clicks© Information Solution Suite

Variety of design concepts and application suites

The **Clicks©** software products were built with a typical doctor's office in mind. It is intuitive and consistent with physician thought processes, all other processes such as billing and forms are simplified and generated automatically from the clinical data.
Costs are therefore reduced and time is saved considerably.

Secondly, **Clicks©** is connected to the HMO's clinical, administrative and financial database system, residing in the HMO's central computer, and allows immediate analysis of complex data with potentially real time feed back to physicians and medical staff. The system can be tailored to the specific needs of the client.