

**For Immediate Release**

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**Partnership Launching New Technology Platform Aimed at Empowering Physician- and Primary Care Team-led Quality Improvement, Communication, and Care Coordination**

*American College of Physicians and CECity to Test Cloud-based Platform Integrating Secure Social Networks, Communications, Professional Portfolios and Quality Reporting Tools with an App Store To Address National Patient Safety and Quality Priorities*

**Orlando – January 23, 2011** – A new partnership is set to provide expanded access to MedConcert, a new and innovative multi-tenant cloud-based platform for healthcare, designed to cost-effectively scale and spread continuous quality improvement and address key patient safety issues. The announcement of the alliance of The American College of Physicians (ACP) and CECity.com, Inc. (CECITY) came at this week's 37th Annual Meeting of the Alliance for CME.

The strategic alliance is beginning with a diabetes pilot test in ACP state chapters. Working closely with internists and their practice teams, the pilot will test the full power of MedConcert to improve diabetic patient care processes and outcomes. Applications (Apps) will include ACP's innovative Medical Home Builder along with an automatically populated PQRS-based diabetes registry, patient survey tools, and a Facebook-like communication networking capability. In addition, pilot participants will have access to pay-for-performance and recertification opportunities.

Dr. Louis Diamond, MD, FACP, president of Quality Healthcare Consultants and adviser to the project, noted that, "As we continue the journey from a focus on performance measurement to improvement, we need a platform to link interventions to the specific identified gaps in care. Such a platform must be user friendly to individual healthcare professionals and teams, facilitate communications, and importantly, learning. Such a platform is MedConcert, powered by CECity, and the focus of this pilot".

Dr. Michael Barr, MD, MBA, FACP, senior vice president of the Division of Medical Professionalism, Practice & Quality at ACP adds, "ACP is very excited about this collaboration with CECity. MedConcert represents a truly innovative approach to engaging physicians and other health care professionals in meaningful quality improvement activities. This unique platform combines quality improvement tools with educational content, innovative graphics to highlight improvement opportunities and progress, and the ability to create networks of like-minded colleagues through its social networking features."

MedConcert provides healthcare providers and organizations access to a cost-effective, reusable platform in which Apps can be plugged in to address a wide variety of critical quality, safety and financial needs. Apps include patient surveys, clinical registries, quality reporting, population health management and coordination of care applications, to address issues such as reducing hospital readmissions through enhanced care coordination.

Using Web 2.0 social networking tools available within MedConcert, healthcare professionals and healthcare organizations are able to build secure communities of practice, which have been demonstrated to drive the quality

improvement process. The platform provides professionals within these communities with access to communication and collaboration tools to support the sharing of best practices through learning and action networks, private messaging services that enable patient-centered care coordination across disparate systems, professional portfolios in support of Maintenance of Certification (MOC) and Continuing Medical Education (CME), and registry-based performance improvement solutions to help physicians better manage their practice and the health of their patient population.

"CECITY is proud to partner with the ACP to launch MedConcert. Our goal is to connect health care professionals 'across walls' in a meaningful way to create communities of practice that enable care coordination, drive continuous performance improvement and encourage lifelong learning," said Simone Karp, RPh, Co-Founder and Chief Business Officer of CECITY. "In this new era of patient-centered health care we need affordable, scalable innovations that allow all stakeholders to collaborate to achieve the "Triple Aim" for patients and that support the physician practice under new financial models, such as ACOs. We appreciate the opportunity to realize this vision in collaboration with the ACP through MedConcert."

#### **About ACP**

The American College of Physicians is the largest medical specialty organization and the second-largest physician group in the United States. The ACP is a national organization of internists — physicians who specialize in the prevention, detection and treatment of illnesses in adults. ACP members include 132,000 internal medicine physicians (internists), related subspecialists, residents and medical students. For more information about ACP, visit [www.acponline.org](http://www.acponline.org). Follow ACP on [Twitter](#) and [Facebook](#).

#### **About CECITY**

Founded in 1996, Pittsburgh, Pennsylvania-based CECITY ([www.cecity.com](http://www.cecity.com)) is the healthcare industry's leading software as a service provider of cloud-based applications and distribution networks for Performance Improvement, Quality Reporting, Maintenance of Certification, and Lifelong Learning. Healthcare professionals and organizations, including quality improvement organizations, physician practices, hospitals and health systems, health plans, medical publishers, associations and specialty societies, pharmacy chains, certifying boards, and educational providers, count on CECITY to power their high stakes solutions for continuous quality and performance improvement, care coordination, patient registries, professional education and development, board certification, REMS, patient safety and medication adherence, population health informatics, and quality reporting in support of health care and payment reform.

For more information about CECITY, visit [www.cecity.com](http://www.cecity.com) or call (412) 586-3311.