

## Practice Fusion Partners With Dell On E-Records

By [Sari Krieger](#)

Practice Fusion Inc., which provides doctors with free Web-based software for electronic medical records, said it has teamed up with Dell Inc. to offer doctors discounts on the hardware for this purpose.

Practice Fusion Chief Executive Ryan Howard said most doctors' offices are small and don't have access to electronic medical records. While there are existing technologies that can accomplish this task, they often cost tens of thousands of dollars, which is prohibitively expensive, he said.

The company's software enables doctors' offices to electronically schedule appointments, enter patient information, order lab results and send in prescriptions to one of the 50,000 pharmacies connected to the system, Howard said.

The company's software is completely free of cost for doctors. And now that Practice Fusion is working with Dell, doctors can buy the software and computers or other technology as a package at a discounted rate, Howard said. Details weren't disclosed.

San Francisco-based Practice Fusion earns its income through advertising on the software specifically targeted to doctors, but Howard said it doesn't include pop-ups.

The company also sells to doctors aggregations of data that don't include specific patient information. For example, when the H1N1 virus hit last year, the company sold information to doctors on which of their patients were high risk and should be offered the vaccine.

The four-year-old company raised about \$7 million in one venture round over the last year from Morgenthaler Ventures, Felicis Ventures and [Salesforce.com](#) Inc.

"Practice Fusion is the most exciting health care IT company in operation today," said Rebecca Lynn, a partner at Morgenthaler Ventures. "It is the fastest-growing electronic medical record community because it has cracked the code on how to sell to small medical practices, which represent 80% of all doctors in the U.S. The Dell partnership makes the Practice Fusion system all the more compelling and easy to implement, and will undoubtedly extend their lead."

The company will have about 53 employees after it hires seven more this week, Howard said.

The company is close to break-even, which Howard said he expects to reach by the end of the year. Practice Fusion has almost 4 million patient records on its system, with 40,000 users in 20,000 offices, Howard said.

He wouldn't disclose sales or valuation figures.