



University of Rochester Medical Center First in New York to Utilize Artificial Intelligence System to Improve Patient Experience and Maximize Efficiencies

On-Cue Software Solution from Allocade Automates Patient Flow; Creates Dynamic Patient Itinerary

ROCHESTER, N.Y. and MENLO PARK, Calif. – Dec. 2, 2009 – The University of Rochester Medical Center (URMC) and Allocade, Inc., today announced the first installation and implementation of the On-Cue™ system in New York. URMC is utilizing the On-Cue software solution from Allocade to automate patient flow throughout the hospital and improve operational efficiencies by creating dynamic patient itineraries. The On-Cue system utilizes artificial intelligence, offering healthcare an efficient operating system that helps caregivers to effectively manage patient flow and logistics.

“On-Cue enables scheduling dynamically, across departments, which has resulted in improved resource utilization throughout the enterprise,” said David Waldman, M.D., Ph.D., Chairman of URMC’s Department of Imaging Sciences. “The software system not only addresses workflow issues, but also assists with coordination and communication between different departments and caregivers throughout the hospital. We now have a common view of each patient’s daily itinerary – and in a hospital our size, the operational improvements are significant.”

The On-Cue system was designed to minimize the impact of unpredictable disruptions in scheduling across the hospital by streamlining coordination and communications amongst all caregivers. Utilizing artificial intelligence algorithms, On-Cue creates a dynamic patient itinerary of each patient’s resource plan of care for inpatients, outpatients and emergency department patients. The itinerary is continually adjusted in real-time as conditions change and it communicates to all caregivers instantaneously.

“The benefits of On-Cue were visible to us immediately,” said Constance White, Director of Clinical Operations for the Department of Imaging Sciences at URMC. “Our facility almost always runs at full capacity, and our department spans almost 45,000 square feet on one floor, with scanners in three separate locations spread far apart across our department’s footprint. With On-Cue, we are providing our patients with more prompt care, thanks to the fact that we’re now able to effectively communicate and load balance between our scanners, dispersing patients more evenly and efficiently. As a result, turn around time – the time between exam order and exam completion – has been reduced. Our operations are becoming more efficient, and our patient satisfaction is increasing.”

The origin of the On-Cue technology comes from NASA, where Allocade's Founder and Chief Technology Officer, Don Rosenthal, led the Artificial Intelligence Applications Group at the NASA Ames Research Center. The underlying On-Cue engine is the result of Rosenthal's work to optimally utilize the limited resources on the Hubble Space Telescope. The On-Cue software leverages the information already available in Hospital Information Systems (HIS), Radiology Information Systems (RIS) and Electronic Medical Records (EMR).

"We designed the On-Cue system to help departments within an enterprise to maximize resource capacity, improve their patients' experience and reduce the organization's overall operating costs," said Rick Smith, president and CEO, Allocade. "The successful implementation at URMIC is impressive not only because of the complexity and size of the medical center, but also because of its total patient volume. The hospital's adoption of the On-Cue system is once again proof that this software solution plays a significant role in improving healthcare."

About The University of Rochester Medical Center

One of the nation's top academic medical centers, the University of Rochester Medical Center forms the centerpiece of the University's health research, teaching, patient care, and community outreach missions. With more than \$145 million in federal research funding, UR School of Medicine research funding ranks in the top one-quarter of U.S. medical centers, while the School of Nursing ranks 12th highest in funding. The University's health care delivery network is anchored by Strong Memorial Hospital – a 739-bed, University-owned teaching hospital – which boasts programs that consistently rank among "American's Best Hospitals," according to *U.S. News & World Report*. Patients benefit from the Medical Center's robust teaching and biomedical research programs. Learn more at www.urmc.rochester.edu.

About Allocade, Inc.

Allocade Inc., headquartered in Menlo Park, Calif., develops software solutions designed to effectively address patient flow management throughout the hospital enterprise, while accommodating the continuous disruptions that occur hourly. The company's first product is the On-Cue™ System. Allocade's management team includes former top executives from Siemens Medical Systems, Philips Medical Systems, Winster, Acuson Corporation, Sierra OnLine, Stentor, Inzap and the NASA Ames Research Center. For more information about Allocade and the On-Cue system, visit www.allocade.com.

On-Cue is a trademark of Allocade, Inc.

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