



Rabbit Healthcare Systems Runs at Fast Pace

Austin, Texas-based company holds leadership role in EMR for oncology practices

Austin, TX, August 28, 2007 --(PR.com)-- Brad Vassberg recognized a business opportunity in 2004 and jumped on it.

At the time, the Austin entrepreneur was managing information technology systems for several oncology practices. Two of Vassberg's clients - including Lone Star Oncology P.A. of Austin, Texas - notified him that their provider of electronic medical records (EMR) software was going out of business. Rather than merely offering his condolences, Vassberg took action.

“I stepped up to the plate and, within 30 days, came up with the barebones basics of an EMR system so that those practices didn't have to resort to paper charts,” Vassberg recalls. “We saw what other software companies were doing and saw that they couldn't provide what our clients were asking for. I knew we could do a better job.”

Now, what recently was renamed as [Rabbit Healthcare Systems](#) (formerly Rabbit Records LLC) is accomplishing that “better job” with great success. With about \$180,000 in capital invested in the Austin-based software company during the first six months of operation and a three-year total of about \$400,000, Rabbit Healthcare Systems has enjoyed steady growth since its founding in 2004. Last year, Rabbit posted about \$165,000 in revenue. Revenue is projected to reach at least \$750,000 this year, says Vassberg, founder and president of Austin-based Rabbit Healthcare Systems.

Aside from growing its revenue, Rabbit Healthcare Systems is expanding its client base and its workforce. This year, the company has signed up three more clients, bringing the total to eight. And soon, Rabbit's staff will increase to 10, including the startup's first sales manager. Currently, the company occupies about 600 square feet in the former medical records room at Lone Star Oncology, which is a 50-50 partner in Rabbit Healthcare Systems.

Lone Star Oncology, which operates four clinics in the Austin area that treat adults who have cancer and blood disorders, became a Rabbit Healthcare Systems customer after it had spent \$275,000 for an EMR system supplied by the software vendor that shut down. Lone Star Oncology's patients are among the 15,000 to 20,000 patients in Texas, California, South Carolina and South Dakota who currently benefit from Rabbit's EMR system.

“Rabbit's EMR system provides records that look and function like our standard medical charts and that all personnel can easily navigate. The system has improved the management of Lone Star Oncology and, more importantly, has allowed our doctors and nurses to devote more time and energy to our patients,” says Debby Johnston, practice administrator for Lone Star Oncology and business development representative for Rabbit Healthcare Systems.

Rabbit Healthcare Systems is positioned to capitalize on rising interest in healthcare IT.



According to a 2005 report in a journal called Health Affairs, less than 20 percent of physicians' groups in the United States use EMR systems. A recent survey by Millennium Research Group found that nearly 18 percent of physicians' practices used EMR systems last year, but the number could climb to more than 30 percent by 2011.

April Chan, an analyst at Millennium Research Group, says: "A number of vendors are now introducing more streamlined and simplified versions of their EMR systems to increase physician usability and acceptance. The software-as-a-service delivery model will be an attractive alternative for small- and medium-sized practices that do not have the resources needed to acquire and maintain a system."

The vast majority of physicians' groups, most of them smaller practices, still rely on old-fashioned paper for storage of patients' medical records. Despite federal initiatives designed to promote healthcare IT, adoption of EMR systems has been slowed by lack of money, concerns over privacy and the sheer challenge of transitioning from paper to electronic records.

Rabbit also is positioned to gain momentum as the oncology care business grows. The World Health Organization has predicted a 50 percent jump in the incidence of cancer around the globe from 2000 to 2020.

A report from Lexington, Mass.-based WinterGreen Research Inc. concludes: "The oncology market will grow steadily due to numerous factors, including the aging population, new treatments available, the unraveling of the genetics behind cancer, and the fact that cancer is a significant disease with many variations."

While Rabbit Healthcare Systems certainly won't abandon its core business of providing EMR systems to oncology practices, the company envisions expanding into complementary markets, including pain management and rheumatology.

Rabbit's flagship software product is Rabbit EMR. Features of Rabbit EMR include records management, drug-dosage calculations, drug-interaction monitoring, oncology treatment plans and e-prescriptions. Modifications constantly are being made to the software to elevate its performance, Vassberg says.

"Rabbit EMR allows our clients to operate in a paperless environment, simplifying the maintenance of patients' records and boosting the profitability of oncology practices," Vassberg says.

Rabbit Healthcare Systems also provides a software product called Rabbit LIS, which helps manage test results from medical laboratories. Furthermore, Rabbit is developing a billing system that will be released later this year.

"This is an exciting time in the life of Rabbit Healthcare Systems. We already have eight satisfied clients and expect to gain more customers as we ramp up our sales efforts, enlarge our staff, roll out new products and branch out to other segments of the healthcare industry," Vassberg says.



About Rabbit Healthcare Systems

Rabbit Healthcare Systems, based in Austin, Texas, is an electronic medical records (EMR) software development and healthcare solutions company built on a foundation of real medical-practice experience. The company's EMR system provides information that helps healthcare professionals make critical medical decisions and helps contribute to the profitability of healthcare practices. For more information, visit www.rabbitrecords.com.

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