

# NEWSLETTER



October 2005 Customer Issue

## Letter from the President

Obviously, this last quarter has been an unbelievable challenge to many of our customers and residents of the Gulf Coast area. The devastation of Hurricanes Katrina and Rita will stay with this area for many years to come.

We have heard the story and seen the pictures, but few of us will ever have to endure what the residents of this area will struggle with for years to come. We also must remember the unfortunate people who perished in these deadly storms, or who were traumatized by being separated from their families during the chaos.

I am sure that many of the victims and survivors were patients or friends of the people that work at the practices and hospitals that use our system, and have been our customers and friends for many years.

Our hearts and our hopes go out to the Gulf Coast. We know they will rebuild, and in the end good will come from this nightmare. Please help the victims and survivors of these hurricanes by donating to your charity of choice.

Neal Flora

## So you think you've heard it all in the lab business!

In my business career I have heard, been involved, or dealt with a lot of things. Some have been challenging, but most have been fun and rewarding.

In sales and marketing, you are always looking for new markets for your product. Even with LabPak there are many other segments of the marketplace other than the traditional POL, reference lab or hospital lab. LabPak has been used in several student health labs in major universities, veterinary labs, and by Friskies research lab to name a few. These all seemed plausible to me, but one day one of our salespeople came to me and announced he had just sold his first winery system.

Well, as you can imagine, I figured he was getting heavy on the sauce, and I was ready to take him off the road. Well, it's true. Fletcher-Flora has now installed LabPak in two wineries, where it is hooked to a chemistry system to test the acidity of the grapes after they are picked. These results are then kept for historical data in their QC process. Who would have thought?!

Ken Mitchell, VP POL Division

## Customer Connection



Brennan Medical Group is a five physician office located in Watsonville, California. Bob Boscarelli, Lab Manager at the practice, states, "We purchased the LabPak LIS in 2004, which allowed our group to better serve the needs of our patients, along with having the convenience of a full on-site laboratory. Implementing the LIS system helped Brennan Medical Group go from a single instrument manager to a multi-user, multi-instrument environment with ease."

"The LabPak system automatically downloads our laboratory results directly into our electronic medical records (EMR) and into the patient's paperless chart," comments Boscarelli. "This allows Brennan Medical Group to have a paperless atmosphere, creating greater efficiency."

"Also, the LabPak system provided the laboratory with full QC including Levey-Jennings plots and Westgard rules along with an on-line connection to our instruments. This helps to reduce paperwork in the laboratory."

Send us your success stories for publication!

## Introducing encaLiber™

encaLiber™, the recent introduction to our product offering, is a Linux based Web Browser Laboratory Information System. The product is designed to solve the needs of medium to large hospitals, reference laboratories, and large group practices. The powerful, scalable, internet ready system will support the most demanding laboratory needs.

encaLiber™ is complete in its handling of specimen data from patient and order entry to final report. Comprehensive in scope, it provides for all areas of the laboratory, including Microbiology with integration to Blood Bank, and Anatomical Pathology applications. Fletcher-Flora is able to provide a customized encaLiber™ solution for any laboratory environment because of its open architecture. Open architecture allows the laboratory the freedom to choose a hardware platform so the system is not locked to a single vendor's proprietary hardware or operating system. Central to the design of encaLiber™ is its use of powerful relational database software. This provides the user with uncompromised access to database information.

encaLiber™ enables users in remote locations to access laboratory data via the internet from their home or office PC, and even with a wireless PDA.

For more information about encaLiber™, please contact Brian Mattson at (818) 865-1716 or via e-mail at [bmattson@labpak.com](mailto:bmattson@labpak.com).

## New Faces



**Jay Sax** joins the Sales Team as our Regional Sales Manager for the Southeast. He received a B.A. in Psychology from CSU Northridge and has 15 years of sales experience, primarily in the technology field. Most recently Jay was with Emdeon Practice Services (formerly known as WebMD/Medical Manager) where he sold Practice Management and EMR Systems to small and medium sized physician practices. Jay will be living and working out of Tampa, Florida.

**Celesta Severtsen** is our new Manager of Customer Support. She comes from Saddleback Medical Group, and has been a customer of Fletcher-Flora for many years. She will be responsible for the management of all aspects of Customer Support, including assuring the timely and accurate response from the customer support representatives to our customer base.



Celesta comes with over 20 years of experience as a medical technologist and has both management and supervisory background. She has the experience of being an end user of LabPak, along with an extensive understanding of the physician office laboratory. Celesta will be working out of our Anaheim facility, and she is a welcome addition to the customer service team.

**Mark Carmichael** is joining us as a Customer Support Representative. He is originally from the Tampa area and will be working out of our support center in Anaheim.



Mark has a Bachelor's degree from the University of Southern Florida, and has over ten years of experience as a laboratory technologist in both the hospital and reference lab setting. As an added bonus, Mark has spent the last three years as a senior software support specialist for laboratory information systems. Join us in welcoming Mark!

## Product Spotlight by Gretchen Endres

### Windows 98 Operating System Announcement!

Are you currently running Windows 98? These computers are becoming increasingly harder to maintain and support, and therefore, as of October 1, 2006,

Fletcher-Flora will no longer offer hardware coverage on CPU's with Windows 98 as the operating system. Fletcher-Flora will continue to offer hardware coverage on monitors, printers and label printers. Software support contracts will continue to be offered for these systems.

Our reasons for discontinuation of hardware support:

- Microsoft will not support Windows 98 after June 30, 2006.
- Windows 98 is NOT HIPAA compliant.
- The majority of EMR systems do not allow Windows 98 systems to be attached to their networks.

It is important at Fletcher-Flora that we, as a company, can give you "choices". I will be happy to provide you with our hardware specifications if you want to consider purchasing hardware on your own. Many of our customers have very capable I.T. departments and we certainly understand their value to you!

Any time we work with hardware that is not purchased through us, we run the risk of a very lengthy phone install, which can take away support from other customers. It is now our policy to charge a nominal fee to help you configure and install your own hardware. I will be happy to provide you with a quote.

Fletcher-Flora is currently offering to our customers promotional pricing on new servers and workstation CPU's with Windows XP as the operating system. We also can provide Windows 2003 server. Fletcher-Flora is working with Dell Computers to provide your hardware needs. All Dell CPU's are shipped to our headquarters, where they are configured specifically to your facility, prior to shipment to you. This results in a much quicker installation, and less down time for you!

Utilizing hardware that is purchased through Fletcher-Flora, Inc. has advantages. If your system goes down, we will have a replacement CPU out to you within 24-48 hours.

If you would like to take advantage of this hardware promotion, please call Gretchen Endres at 866-803-4674 or e-mail at [Gretchen@LabPak.com](mailto:Gretchen@LabPak.com).



## Did You Know?

Fletcher-Flora is now a publicly traded company, and our symbol is FFLH-PK. We have introduced a new product for the larger hospital market called encaLiber. For more information, please contact Brian Mattson, Vice President, Sales & Business Development, Hospital Division at (818) 865-1716.

## We need your feedback

*Fletcher-Flora would like your feedback on our system, support, and the general acceptance in the field of our product. It is important to our company to get your candid opinions. You can e-mail your thoughts to [ken@labpak.com](mailto:ken@labpak.com).*