

## Expert Pathology Software Solutions from Cortex

**Cortex serves anatomic pathology laboratories with lab management and medical billing systems.** With our flexible software solutions, we provide pathology labs with everything they need to deliver and collect for their services.

### Cortex—Trusted by Hundreds of Pathologists for Decades

**Our 25 years of listening and responding to our customers' needs has helped us create some of the most comprehensive, flexible, and easy-to-use products on the market—**

When clinicians send specimens out for analysis, they place high trust in the pathologist with whom they work. When pathologists select software solutions, Cortex works hard to achieve that same level of trust. We know that our customers understand their own business better than anyone else, so we work with them to make sure our solutions fit their workflow and address their management challenges. The result: software that works in real world anatomical pathology labs to streamline operations, provide excellent customer service to clinicians, and manage billing and collections.

### Customer Service Drives Everything We Do

**Our focus on customer service distinguishes Cortex as more than a software vendor—**Our driving mission is to be an organization focused on meeting—and exceeding—our customers' expectations. Cortex provides tools to help manage data, bill and collect for services, produce timely and informative reports, and assist with quality assurance.

We work with our customers to make sure they have the right solution for their particular needs.

### Our People Make the Difference

**What really sets Cortex apart is our people—**Cortex recruits and retains client-focused, flexible and pragmatic professionals. Our customers know our employees are just a phone call—or an email—away. While we take business seriously, we put people first.

### Real Results for Pathology

Our robust laboratory management and medical billing products offer our customers many benefits.

- **Flexibility—**Our products are created to give customers total control over their data. With easy retrieval of data and quick creation of ad hoc reports in addition to our wide range of standard reports, we allow each laboratory to optimize the system to meet their specific needs.

- **Integration**—Customers can streamline their operations and save valuable time using the advanced capabilities of lab management and billing systems that work together. With a common database, there is no double entry, saving customers time and money, reducing errors, and enhancing data accuracy.
- **Intuitive Design**—Our user screens are straight-forward and have been modified over time to incorporate 25 years of customer feedback and suggestions. They are easy to learn and easy to use.
- **Easy Implementation**—Our expert implementation staff takes a project management, hands-on approach to getting each system tailored and working in our customers' offices faster than other vendors in the market. We believe this approach causes less disruption to the work force, more complete knowledge transfer, and happier customers.

## Our Services

- **The Gold Standard**<sup>®</sup>—an adaptable, easily tailored, *patient-centric*, anatomic pathology software system that allows quick, accurate data entry and creation of custom patient reports. The Gold Standard<sup>®</sup> features integrated Cytology, Histology and Imaging modules, and used with

Cortex Medical Billing, patient data is entered once and is always up-to-date.

- **Cortex Web Report Delivery**—an added feature to The Gold Standard<sup>®</sup>, Cortex Web Report Delivery services allow laboratories to electronically deliver reports via the Internet where ordering clinicians can securely access them. Cortex Report Delivery services is a “rules based” solution that offers a number of options and features, and can quickly be updated to accept new business requirements.
- **Cortex Medical Billing**—a flexible and comprehensive medical billing application that is based on the award-winning *Microsoft Dynamics SL* accounting system. Our easy-to-use *patient-centric* system features electronic billing of claims, patient statements, automatically generated reports accessed with a click of the mouse, and data exporting capabilities that allow you to use data in other programs. **ANSI837** format is available for electronic claims and **ANSI835** for electronic remittance and **patient payments can be posted electronically** via a lock box. Cortex Medical Billing can be purchased in combination with The Gold Standard<sup>®</sup>, or as a stand-alone medical billing system.



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