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FOR IMMEDIATE RELEASE

Ascent Integrated Medical Solutions Changes Name to MedSym, Inc.

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Company to Emphasize Physician Technologies Marketplace

CHICAGO — (*Business Wire*) — With substantial progress and results comes a need for change and alignment visibility. Clients and friends of Ascent Integrated Medical Solutions were recently informed of a name change to MedSym, Inc. The new name is effective immediately with this announcement.

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The name will reflect one of the company's key differentiating factors: the ability to strategically and creatively help clients balance and shape a successful course by providing fully integrated single platform healthcare solutions for practice management and electronic health records.

"Our explosive growth of new business can be attributed to this ability to creatively navigate the practice management and electronic health records requirements of practices and clinics," noted Keith Whitley, Chief Executive Officer of MedSym. "Clients who are extremely pleased with our solutions of one module often reward us with additional modules to launch."

Once known for its strength in practice management software, MedSym (formerly Ascent Integrated Medical Solutions) now offers EHR's for oncology/hematology, ENT/Allergy, Family Practice, Internal Medicine and Cardiology. This seamless and comprehensive product design approach for these specialties, all under one roof, provides clients greater choices to select MedSym with total confidence.

Along with the name change, the Company adopted a new corporate logo, and a new visual identity. A new product name for the "T.I.M.E." (Totally Integrated Medical Enterprise) product suite has also been rolled out. The new product name that replaces T.I.M.E. is ConcurMDPM (the practice management module), ConcurMDEHR (the EHR module) and ConcurMDLIS (Laboratory Information System). Additionally, a new visual identity and a new web site have been released, which can be found at www.medsyminc.com. The changes are effective immediately, and all future business activity will be undertaken with the new company and product names.

The oncology/hematology application has garnered exceptional client acceptance within this specialty environment. The parent company for MedSym is Southeast Cancer Network, located in Tuscaloosa, Alabama. Southeast Cancer Network is staffed with over 300 dedicated healthcare physicians, administrators, nurses and affiliated staff located at 14 sites throughout the southeastern United States. The Southeast Cancer Network staff has collaborated in the design of the most comprehensive solution in the medical oncology setting. Our specific focus in medical oncology/hematology patient care has created a unique vision that enabled the development of innovative solutions that deliver measurable value to MedSym's oncology/hematology clients.

The depth and breadth of SCN's expert focus on unique oncology solutions is unparalleled in healthcare. The specialized medical oncology application suite is also newly named HemOncPro. The



HemOncPro Suite is comprised of three fully integrated modules: HemOncProPM, HemOncProEHR and HemOncProLIS.

Along with these name changes, MedSym also re-aligned its executive team. The team reflects a diverse group of experienced individuals:

- Keith Whitley, Chief Executive Officer
- Preston James, Executive Vice President
- Debbi Cantu, Director of Customer Service
- John E. Lawrence, Senior Systems Administrator
- Matt Predmore, Director of Application Development
- Sherri Aaron, Director of Clinical Implementation

Though the name has changed, the company's culture of providing a professional client experience has not. MedSym will continue to deliver a high standard of care in the work they produce and in the services they provide. The company also remains steadfast in enhancing products and professional services.

Our new name recognizes the rich history of the company while capturing the exciting opportunities that lie ahead of us," stated Preston James, Executive Vice President of MedSym. "The company has undergone significant evolution, and our new name reflects these developments while recognizing our long-standing business presence. These developments include expanding our management and staff team, and continuing to advance the competitive advantage of our HemOncPro and ConcurMD products."

2009 will be a year of change for the healthcare industry, and MedSym is perfectly positioned to continue to deliver valued solutions to medical practices and clinics throughout the United States. MedSym has a dedicated group of clinicians, professional administrators, and account specialists who provide clients with a standard of care that surpasses many technology vendors within the healthcare marketplace.

**For more information about MedSym and its services,
contact Preston James at sales@medsyminc.com.**

About MedSym, Inc.

MedSym, Inc. (formerly ASCENT Integrated Medical Solutions) is a leading national provider of integrated practice management (PM) and electronic medical records (EMR) software for physician offices and medical clinics across the United States. Founded in 1995, MedSym's Oncology software, HemOncProEHR and HemOncProPM, includes a complete set of physician-designed applications that automate the unique processes of oncology billing, scheduling, workflow planning, chronic disease management and clinical practice for physician offices and medical clinics within the context of each physician's unique clinical processes. MedSym, Inc. is a wholly owned subsidiary of Southeast Cancer Network. Southeast Cancer Network is a 14 site cancer care organization with over three hundred dedicated associates delivering patient care services spanning the southern United States. For more information on MedSym, Inc., visit www.medsyminc.com.

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HemOncProPM™

HemOncProEHR™

HemOncProLIS™

ConcurMDPM™

ConcurMDEHR™

ConcurMDLIS™