

The Sage Experience – Customer Testimonial Overview Video Storyboard

INTRO:

Narration...

The SAGE experience is really about the optimizing the CUSTOMER Experience with proactive healthcare technologies. We understand that your “CUSTOMERS” are your PATIENTS which in turn, makes them our ultimate CUSTOMERS.

The Sage portfolio of healthcare and technology solutions includes tools that enable you to...

VIDEO INTERVIEWS:

experience LEADERSHIP... Sage's history of healthcare IT experience

ZHILLS – JD - 11:55:00

You may find it interesting but Florida Medical Clinic did not go and evaluate multiple vendors regarding their medical health record. We partnered with experts that we were comfortable in dealing with,

KINGSTON - MStevens - 04:15:28

I think what we were looking for overall, you know, was a vendor who we knew could meet all of our needs in a comprehensive fashion and, at the same time, you know, be there long term. Because the EMR world is changing so quickly, we knew that there was a lot of consolidation, vendors were changing, gobbling each other up, and we wanted to be certain that the player that we chose was going to be there long term to be able to provide the support. In our mind, the software is in some ways software but it's really organizationally the support and the effort put forth by the vendor that really makes it successful or not.

ZHILLS – JD - 09:26:23

the list of features are long and many. I think more important for me was I needed a product that was flexible, dynamic, robust, and on top of everything, it needed to be with people we knew

ZHILLS – JD - 12:27:00

you have a team of people that will help you walk you through the process. It is completely reengineering your entire practice from how the patient checks in to how the patient checks out and everything in between. So the comfortable thing for us is dealing with people we know and the expertise was there in helping us with whether it was transition from conversions or to processes, but it's a very complicated process but very worthwhile, and you deal with people who know how to do it.

ARIZONA – BTurner - 07:53:04

we ultimately selected the Sage Product, Intergy Practice Management and Intergy EHR. We felt that this product, the combined product, the integrated product provided us a better solution than we evaluated through the other vendors. We felt that this product also provided a means for us to increase our revenue, decrease our cost, and also improve on the effectiveness and efficiencies of our processes and procedures

KINGSTON - MStevens - 04:54:10

Well, I think it certainly makes it that much easier. You know, I think we live in a world where almost anything's possible from an electronic standpoint, but having the same vendor and the integration of all the systems I think, you know, just makes life easier from an execution standpoint.

ARIZONA – BTurner - 19:49:14 (*ALTERNATE to the PREVIOUS Brent quote*)

Our experience with Sage has been a positive one from start to finish. I really have come to rely on the excellent support that they provided to help make the implementation and long-term use of the product successful. I believe that they have helped me accomplish every single one of the goals that I had in mind for the practice when we selected the Intergy product.

We have recognized a significant increase in revenue. We have recognized significant decreases in our overall cost. And we are providing better patient care through the EHR system.

MIAMI – HCN – TN - 02:02:11:00

Sage has done a great job in working with us to create a product that really meets our needs.

LFOB/GYNE – MSuch - 42:27:05

We decided to go with Sage Intergy Suite because we've had very good success with Sage.

We've been a long time client of Sage, and I found them to be very reliable. I found the system to be very user-friendly. And it's, you know, quite honestly, it was an easy decision.

LFOB/GYNE – JHolden - 04:18:18

I would strongly recommend the system to others. We've had great support in implementing and the processes, the updates have always been positive. We send feedback in as we see things that might run smoothly and soon we see some of those changes incorporated in the next updates.

OREGON– LEdmond - 20:04:00

We find new things that make our lives easier with every upgrade.

ZHILLS – DD - 39:25:09

Our partnering with Sage was, first and foremost, based on past relationships with the company.

That was very important. The company had been always there for us and were very good partners for us for many years prior to this product.

LFOB/GYNE – MSuch - I've dealt with so many Sage people over the years, and I just feel that I can always rely on them. I know that if I'm having a problem with the system, that I'm going to get a solution, I'm going to get an answer.

KINGSTON – StanZ - 40:01:10

One of the things though that, you know, with Sage, you know, the software itself we felt had many features that were very beneficial for us, that fit with us – the ability to integrate the systems, the ability to I think to grow and expand with us – we felt that that was important. And I think the way in which the staff at Sage I think backed up the system and were able to work with us in a very team approach I think was also very important.

experience ACCESS... unparalleled access to patient records, billing, etc. by multiple staffers and from locations outside the office

ARIZONA – BTurner - 22:43:06

we have real-time access to patient charts anytime, anywhere, and we have eliminated what I would call the chart hunt where people are always looking for that infamous chart, who has it today.

ZHILLS – DD - 42:10:00

Probably one of the biggest benefits is the fact that we in this large multispecialty group have a unified patient chart

ZHILLS – JD - 28:27:08

access is the key. You can be much more efficient if you can simply access the information, and that's what the EHR lets you do.

LPEDS – BPritzger - 57:53:19

I think in general the patients have been pretty appreciative of what having an electronic medical record and particularly Sage has done for us. You particularly hear it in the evening when I'm talking to people or even during the day when people will call and ask if I have the record in front of me, and I say yes. Or if they need a form or a list of immunizations, to have everything available right away makes everybody pretty happy.

OREGON – KirkJ - 37:53:24

The biggest benefit from the practitioner's side from the electronic medical record is being able to improve patient care, have ready access to data, have things more efficiently handled, and to then improve the standard of practice so things aren't left out, things are complete, patients are reminded, doctors are reminded, staff are reminded.

LPEDS – LStewart - 10:20:20

I think managing the outcomes is directly related to having all the information available about a patient at the time you need it. Whether that be on a phone call, whether that's a patient standing in your office for a sick visit, a well visit, just having all their history there so you make appropriate decisions and choices.

OREGON – KirkJ - 50:20:00

... one of the real benefits is if we want to send records to somebody, we can, with the push of a button, fax all or parts of that medical record without going through all the expense of scanning, copying, faxing. It just does that all electronically. So the movement of the record is incredible. **The access to the data is unbelievable.**

OREGON – Ledmond - 04:17:12

And, you know, the other helpful thing about having the records on the computer is I'm able to link through from home and do them in my downtime at home. And I have children, you know,

so I like to be home when my children are home and awake, and so I can work, you know, from 8 to 3:30, be home when my children get home, and then when they go to bed, I can finish any extra work that I have to do that's not time sensitive and get it done. So it doesn't take away from my family time.

OREGON– LEdmond - 13:09:00 (*ALTERNATE to the above quote*)

So it's freed me up to do, you know, have more time to do those things that really matter, that really require my time, and not have to spend, you know, until 7 o'clock at night getting it done.

KINGSTON – NShaa -14:21:09

The PAC system is based on, is a web-based system, so it's very easy to access for me from anywhere. When they need some imaging reports, I can look at it from my home.

The other advantage is any referring physician can access any images at any time, so while I'm talking to the physicians regarding a case, they have the case in front of them and I have it in front of me also.

experience FLEXIBILITY... customizable templates, reports and workflows

ARIZONA - DrMartin – 04:10:23

When we were looking at medical records, electronic medical records, we looked at a lot of different vendors, and the thing that impressed me the most about the Sage product, the Intergy in particular, was they empower us to make the changes that we need to make it user friendly.

ARIZONA - DrMartin – 52:42:00 (*ALTERNATE to the above quote*)

When we were looking at various competing products, we found that a lot of them were very good, but they were very difficult to tailor to our specific needs

NJ – JMorris -13:45:00

when we were looking at systems, anybody that had just a standardized reports, we weren't interested in. We wanted to see flexibility.

OREGON– LEdmond - 59:56:00

one of the things I really liked about it was you could do a lot of customization with it, do a lot of templates to make things a lot quicker, and it made the billing so much easier and more accurate.

OREGON– LEdmond - 22:42:23 (*ALTERNATE to the above quote*)

I think the best thing about Intergy is the way that it can be customized.

LFPEDS – AKrissberg - 46:57:10

The templates for illnesses, each physician seems to pick a favorite, and you get very used to using one or two of them, and you're able to go through it fairly quickly. Some of us type, some of us write, someone of us use the pen, but you do get to use a certain template over and over again, and it's made it very, made it efficient.

KINGSTON – EDonahue - 21:04:16

Being able to extend the services at our facility by bringing the patient in on the same day, so we try to make it very beneficial for them and an easy transition.

The important thing is to get a history on the patient, so we have pop-up alerts that allow us to put in the patient's special needs such as a diabetic or if they have a pacemaker. Those things are very important to know in each modality that we get that history on the patient

OREGON – KraigJ - 58:45:14

I would recommend this system because it is easy to use. Even someone like me can use it. With Windows, it follows many of the conventions that so many of potential employees are used to using.

ARIZONA – CLang - 41:44:00

as far as being able to specialize encounters and so far, especially in orthopedics, I deal a lot in the Favorites area. I don't use the template area a lot, but I use the Favorite area, and that's very easy to customize to orthopedics because I can go in, pick the exams I want, pick how the exams are formatted on my dictation, and I can make bullet points so that can be consistent every time I see a knee patient or I see a hip patient, I have the same exam, and it'll be my Favorites which I can go to, just click that on the encounter and it populates that for me.

NJ – JMorris - 23:30:20

One of the nice things we like about the Sage system is the ability we have to modify the forms almost on the fly. I can make a change, we can look at it right away, and use it and see if it meets our criteria for collecting data in an accurate way.

LFOB/GYNE – JHolden - 10:17:00

In today's ability to streamline it with technology, we can be in better compliance with HIPAA guidelines by limiting access to the chart to certain people in the office, but still being able to move the information.

LFOB/GYNE – SMetzger - 30:18:17

Well, just the fact that you can, one, understand everything that's written. Two, you know exactly where every piece of information is in that chart, and it's right there. All you have to do is pull it up. You have to tap on it, and it's right there at your fingertips.

It's just a much nicer way of having a chart put together. The OB record that we have, you know, you can just look at the flow sheet for the OB record. You've got all the weights, you've got everything lined up there right in front of you. It's great.

LFOB/GYNE – SMetzger - 33:56:00 (*ALTERNATE to the above quote*)

It's hard to go back to think that you actually worked on a chart and you had to find charts and – it's all on the computer and it works great. And I learned it, so anybody can learn it.

experience EFFICIENCY... giving doctors more time with patients, better utilizing staff; cleaner claims; portal access

LFPEDES – AKrissberg - 41:00:14

It streamlined our practice.

ARIZONA – DrMartin - 58:20:00

It just seems as though we are much more efficient. Our documentation, I can go back a few years before we started this process and look at my notes, and, you know, based on the time restraints that we have in our practice, my notes were not nearly as thorough as they are right now. So I feel much better about my coding abilities to be comparable to the amount of work that I put into the note.

LPEDS – LStewart – 02:45:00

Getting the job done more quickly. It's different. I think the physicians are slower, probably because they chart better now than they used to chart. They would perhaps just do a couple of quick little lines on a piece of paper, and now they do more in-depth charting which is better. And it's better for us, if we have to track anything down, we can look in their note and their note is complete and it makes perfect sense.

ARIZONA – DrMartin - 54:35:05

A typical day for me involves half a day clinic, half a day surgery. In my half a day clinic I normally see between 20 and 30 patients. In the past, I would end the day with a stack of charts and would have to dictate either later that day or the next day. And since we started the EHR, when I finish clinic, I'm done with my notes.

ARIZONA – CLang - 49:09:06

it lends itself very easily to the workflow in a patient day, and, again, my biggest thing with it now, especially being a PA taking calls, it's very efficient on the weekends and at nights accessing information. Overall, it's just been a huge timesaver for me

LFOB/GYNE – JHolden - 01:43:00

In our field of obstetrics, our malpractice rate in Illinois is very high. We have incentives to lower our rates based on documentation in our medical records, and we get percent back, so many percent back for having an EHR, for having a specific OB flow sheet. We brought down our percent of our malpractice rate 9 percent when we went to an EHR.

OREGON – KirkJ - 41:33:00

I would point out that it's very cost effective for physicians and from a business sense – I don't like to talk much about business – but from a business sense if a physician is only doing revenue-generating things, those non-revenue-generating things can be done by someone else.

NJ – JMorris - 14:15:00

Well, the EHR has to be easy for the physician to use. Also, I believe that the workflow in the medical practice is going to have to change, and rather than have doctors being clerks and secretaries, I want doctors to be doctors

KINGSTON – NShaa - 15:17:27

By using the system, patient care is enhanced because of the speed that I can do the studies or I can read the studies, and I can also manipulate images, and I can send the key images to the referring physicians so they can take better care of the patients.

KINGSTON – EDonahue - 25:33:00

I think the key for patients responding to this system is the efficiency that we get them in and out. I just had a patient today come up to me and she was so thrilled, she wanted to talk to somebody...

ZHILLS – JD - 28:38:22

Clearly, we are more efficient using the Intergy EHR system than we were before. Our business in the last two and a half years has probably grown anywhere from 30 to 40 percent over the last two and a half years. My AR's less than it ever has been and my AR is as low as it ever has been in the history of our company.

ZHILLS – JD - 18:03:00

Our AR days are as low today as they've ever been. In fact, I think last month we reached 27 days in a true multispecialty group practice is pretty impressive as far as I'm concerned, okay

ARIZONA – BTurner -16:10:00

The most significant change that we experienced that had a financial impact following implementation, over the course of the next year we recognized a 10 percent increase in total revenue without any significant increases in the practice itself. We didn't add any physicians, we didn't change any other processes that would have significantly affected those numbers. I truly attribute the increase that we recognized following implementation based on better claim capture, quicker turnaround on our claims which ultimately allowed us to get paid more quickly, more effectively, and also increase the turnaround time on our claims submissions.

ARIZONA – BTurner -17:01:00 (*ALTERNATE to the above quote*)

Because we're able to bill all of our claims electronically and also receive now a significant portion of our claims through electronic remittance, it certainly has enabled them to work the claims more thoroughly.

ZHILLS – CA - 04:54:09

our claims are definitely more accurate and complete before, particularly because of the ability to utilize the claims scrubbing product that Sage offers. That's allowed us to ensure that the claims go out in a much cleaner fashion than they did previously.

ZHILLS – CA - 07:25:00 (*ALTERNATE to the above quote*)

I think that the Sage product has helped us to better manage our revenue cycle by providing the tools that we need to analyze revenue on a real-time basis.

experience COMMUNICATION... task management, patient education, secure email via the patient portal (e-prescribing, labs)

OREGON – KraigJ - 12:42:00

I have not dictated anything in several years.

LFOB/GYNE – JHolden - 00:38:08

Our business, since we've installed Sage and Intergy EHR, has been phenomenal. We have a streamlined system, we're a very busy five-person OB-GYN group, and it's allowed us to

function much more efficiently. We communicate with each other much more efficiently, we communicate with the hospital, with our insurance carriers, as well as other physicians.

NJ – JMorris - 27:47:23

Well, the other physicians, our referring physicians I think are going to like it because instead of getting these long notes, they're going to get what they want to see. And we hope to be able to share more data with them as part of a health information exchange because now it will be tied into the hospitals, we'll be able to be part of that network.

LFPEDES – LMcNair - 16:31:00

The tasking system, we were able to send a message to somebody rather than standing outside a doctor's office and waiting for that doctor to come out of a room. Therefore, staff time was used better.

LFOB/GYNE – MSuch - 46:39:00

The other thing too is the clinical tasking. We're able to speak to the physicians throughout the day and handle things all day long.

ZHILLS – DD - 44:34:00

The nice thing about Tasks is that it's asynchronous. We don't have to be necessarily able to communicate with each other at the same time because when you get a bunch of providers all pretty busy, so the ability to communicate asynchronously is really important.

MIAMI – HCN – MR - 05:50:25

Sage really helps optimize the patient experience as well. There are patient education information that's embedded in the Sage software so that you can print out something on how to take care of your child who has a cold and a fever. There is medication prescription information that's very, very valuable to the patient as well.

LFPEDES – LMcNair - 25:29:22

The fact that they have information right away. That is where it becomes very interactive with a patient. The doctor or a nurse or a medical records individual can say look here, here's your growth chart, or, see, I'm doing this prescription, see what I'm writing for the script here and the directions. Do we understand each other? And everybody can see it can be very interactive instead of being an inhibitor to communication.

LFOB/GYNE – MSuch - 53:26:00

we definitely are answering inquiries within minutes as opposed to one, two, six hours.

ZHILLS – DD - 55:35:20

And, again, as far as being very, very proactive, times are changing. The value-driven consumer is out there. It's affecting all industries. Health care is no different than any other. And we want to be able to respond to that. We want to be able to give people the capability of communicating with means outside of the traditional ways that a medical practice communicated with patients.

OREGON – BEvans - 42:04:00

The patient portal has been instrumental in processes of medication refills, registrations, appointment requests.

OREGON – KirkJ - 43:48:12

We are utilizing the portal system and electronic systems for inquiries and things for making appointments. We're pushing that because it is so efficient.

ZHILLS – DD - 56:16:12 (*ALTERNATE to the above quote*)

The ability to be electronic, communicate through multiple methodologies, that's what we think patients are looking for and really the direction patients will like to go.

experience INTEGRATION... integrated e-prescribing and labs as well as integrated claim scrubbing, financials and reporting

ZHILLS – JD - 28:00:20

Prescription refills are where you get your biggest bang for your buck in the Intergy system

OREGON – KraigJ - 00:27:00

I hardly ever have to sign my name because of the prescriptions are going electronically, and that was something that was a constant interruption was to be signing so many prescriptions and having this go automatically.

OREGON – KraigJ - 10:21:00

There's a huge change in the patient portal in the fact that the patients can communicate in a secure fashion, and you can communicate back and forth. All our labs and most of our path reports come directly into the system. And so it's a one-step process in the fact that you're responding to the task of interpreting that laboratory data and responding to the patient at exactly the same time.

KINGSTON – StanZ - 42:11:00

we are involved for the past three years in a medical home model, pilot program, and the software has been very useful to us in being able to pinpoint areas in which we can intervene so that patients can receive timely services and then result in reducing readmissions, making sure that patients receive the services that are required, and then aggregate this information and report it in a way that is very cost effective for us.

MIAMI – HCN – MR - 13:32:00

And with Sage it really makes financial reporting a pleasure and optimizes finances for our practice.

NJ – JMorris - 14:27:14

I think the importance of having an integrated database is that we can eliminate one step of the physicians having to fill out a billing slip and that we know that we have consistency of data. A lot of rejections occur because we have a breakdown between the front desk and the billing department or the front desk and the doctor filling the papers out incorrectly. So by having an integrated database, everything's kept up to date.

ZHILLS – CA - 05:47:00

we've been able to do some comparative analytics using the practice analytics tool that lets us look at the physicians in the practice against their peers in the same specialty to ensure that the coding is pretty much on the same level in terms of the physician coding

NJ – JMorris - 14:03:00

And so we were really interested in the practice analytics because it gave us the flexibility to do reporting the way we want it done, when we want it done.

KINGSTON – StanZ - 49:45:00

One of the areas that we see that has been very useful is the Report Writer where we're able to, you know, not only see patient, information on a patient-by-patient basis, but we're able to see information across all our patients so that we know where there are trends, and it helps us tremendously in our planning and processing.

In fact, the information led to us revising our whole collection policy

OREGON – BEvans - 39:32:00

when the claims are processed in the evening, it goes through the initial scrub. So usually if there's anything right off the bat that was missed, it is caught before it actually transmits out in the evening, so we don't have to wait for the denial to come back.

LFOB/GYNE – MSuch - 54:16:04

Claims are more accurate because, number one, you've checked eligibility before the patient's ever come in.

OREGON – BEvans - 40:12:00

the claims processing turnaround time, we used to be probably at about 60 days on average, some 40, but now our average gross turnaround days is usually around 25 to 28 days.

LFOB/GYNE – MSuch - 49:36:11

Well, there's all kinds of things that has assisted us in managing our revenue with the Sage product. You know, some of the little things are eligibility, being able to check eligibility before a patient comes in to the practice and knowing what it is that you're going to be able to collect from that patient and doing it up front. When you're processing statements and claims, it's all electronic, so things are getting there quickly. Less room for error. And if there are any errors, you know it before you ever even send it.

KINGSTON - MStevens - 09:56:04

Well, I think just, you know, we see the data, you know, more timely. You know, I think there's the ability to drill down to levels that, you know, historically we weren't able to, and hopefully, you know, that's going to mean a lot in terms of revenue capture.

experience OPTIMIZATION... patients are getting optimized care; physicians using these tools know they're providing the best care possible and can even provide the metrics to back that up; billing processes are optimized for a positive outcome.

MIAMI – HCN – MR - 17:41:00

Well, it's very difficult to optimize patient care if you're on a paper-based system. And Sage, with its electronic records systems and its automated reports, allows you to decide what is most important for you to achieve in the way of patient outcomes.

ZHILLS – JD - 11:02:03

It has become an absolute strategic advantage for us with our patients and in the marketplace to be able to provide this level of service.

LFPEDES – LMcNair - 28:04:00

I think the other sort of remarkable thing for our practice is that Sage, Sage's product of Intergy touched each and every one of us. Our patient educators never thought that they would be talking to a person and dealing with a computer at the same time. Our doctors, again, had the concerns about am I going to be giving better care or worse care because I have to deal with a computer? They think they're giving better care now. They've got a better picture of this person.

OREGON – KirkJ - 48:13:00

So the system improves care by being the constant reminder of things without us seeking that out, without us having to prompt it. It prompts us.

LFOB/GYNE – JHolden - 21:42:12

I think without a doubt, since we've gone with to an electronic health record system and one that works as smoothly as Sage has for us, that we have improved our patient care. We have improved that in the aspect of timely response to inquiries, to being able to easily find appointment slots and to bring them back into the schedule to get the follow-up scheduled, the reminders that go into the computer when somebody's had a mammogram that needs a repeat in six months.

OREGON – BEvans - 48:29:00

we're able to be more proactive in taking care of patients

LFPEDES – BPritzger - 57:53:19

I think in general the patients have been pretty appreciative of what having an electronic medical record and particularly Sage has done for us. You particularly hear it in the evening when I'm talking to people or even during the day when people will call and ask if I have the rerecord in front of me, and I say yes. Or if they need a form or a list of immunizations, to have everything available right away makes everybody pretty happy. And, in general, I've heard that.

I think overall patients are pretty impressed that we have a system that seems to be working and that's helping us to take care of their children.

LFPEDES – AKrissberg - 49:23:00

Now, when a three-year-old comes in, they said they were playing doctor. What were they doing? They were charting on the computer. They used to be having a stethoscope and listening to other patients. But before they do that, the patients are playing on the computer. So it's become part of a medical visit, and the children are picking up on it.

MIAMI – HCN – AR -36:12:05

So the idea of patient involvement and the success around electronic health record is to improve the return of investment to providers and physicians, and the return on investment is the patients will actually respond positively.

ZHILLS – JD - 19:12:29

I think the impact on the patient has been tremendous. In fact, many of our patients now demand looking at their chart on the computer screen.

MIAMI – HCN – AR - 25:49:22

And at the end of the day, the clinics say they love the software. It's not my opinion or Sage's opinion. We have providers that will sit in this chair and be able to say, you know what, we have good software, we have good outcomes, and now we can manage our patients better.

LFPEDS – AKrissberg - 51:06:24

I think that medical practices historically have been behind in using electronic records, whether it's because we're so busy doing other things, don't want to take the step, but once you take the step and get used to it, you realize the benefits of it.

KINGSTON – StanZ - 58:53:00

the more that I think the physicians become familiar with the technology, the more comfortable they start to feel. I think it's going to be very helpful in terms of health care reform, that the physicians' offices are electronic, and **this doesn't mean that they have to lose the art to practicing medicine and the importance of the caring and nurturing, you know, that is there with patients. And if you view the technology as a tool and not an end in itself, but a way in which to enhance your care with the patient and perhaps give you even more focused time, may not be a matter of spending more time, but I think it's the question of being able to spend the quality time, and I think the patients will benefit in health care** I think. This platform is necessary for health care reform.

WRAP-UP:

Optimizing the PATIENT experience and enhancing your bottom line. That's the SAGE Experience.

Sage Logo.

Teddy Roosevelt and EST – Ushering in a New Era in Life Safety

[INTRO: Edwards Systems Technology welcomes you to a new era in life safety.

As we approach the dawning of a new millennium, it's only fitting that we take a look back at how things have changed over the last century.

Back in the early 1900's, even though it may not have been termed as such, "life safety" was as important as it is today. As President, Theodore Roosevelt dedicated his life to reminding us that as good citizens, it is our responsibility to practice "preparedness". As life safety professionals, you know that being prepared is what life safety is all about.

Today, it is our great honor to introduce to you the man who was a soldier, a cowboy, conservationist, statesman, author, explorer, and even a Nobel Peace Prize winner... Ladies and Gentlemen...The 26th President of the United States...Theodore Roosevelt.]

Good day! WHAT A SPLENDID DAY. Well, its bully to be [here today!](#) Now, many of you will know that before I became President, before I became a Rough Rider...I was a cowboy. AND COMING HERE TODAY, I remember back in my cowboy days when I was a *rancher in the Dakota Territory*, I came upon a raging prairie fire on one of the ranges. Flames were everywhere, THREATENING MY LIVESTOCK, and in those days...there were very limited resources available to contain such a large fire. So, you know what I did??? I split a steer and dragged the carcass across the prairie to set up a fire break.

Times have changed and you might think that's pretty gruesome but back then...you had to make do, you did what you could with what was available.

Technology has come a long way since then. No longer do you have to "make do". You have a

Teddy Roosevelt and EST – Ushering in a New Era in Life Safety

tremendous number of choices in determining how you protect your property. There are products that protect you from fire, from security lapses, and from other general hazards. BUT...until today, there has been no single product package that truly integrates all of the life safety features you need and want.

As President I led America into the 20th century with my no-holds-barred philosophy of meeting problems head-on and conquering them...EST is leading the world into the 21st century with the only true integration platform for life safety. Today we're here not to introduce you to a new product, but to *a new era in life safety*.

How many of you know who EST is??? Edwards Systems Technology...Well, I was attending Harvard back in 1872 and that's when Edwards was established.

Back then, if you had to warn your neighbors or co-workers of a fire, chances are you headed straight for an Edwards pull station. In those days, you were just a discarded matchstick away from a major fire. In fact, had Edwards pull stations been around a year earlier when the Chicago fire occurred, I have no doubt that the damage may have been less extensive.

Yes...I've certainly seen many a calamity in my day...the Johnstown, PA flood in 1889...the San Francisco earthquake in 1906...horrific acts of nature which spawned raging fires and fire related accidents. But you know...I came away from all of those tragedies with a single notion. Preparedness! Preparedness is the key to basic human survival. You have to be prepared for the unknown events that life dishes out in your personal and professional life, just as we as a nation have always had to be prepared for the unknown events in our history.

As life safety professionals, you know that preparedness will not prevent fire or security

Teddy Roosevelt and EST – Ushering in a New Era in Life Safety

problems, but unpreparedness eventually insures utter disaster.

We all like to think that a fire or security breach will never happen to us...which hopefully, is the case...but...we must be prepared in the event of such an occurrence.

My motto has always been: Qui Plantavit Curabit - “He who has planned well, will survive.” You can take that one to the bank!

Too often I see people who are re-active rather than pro-active. Now the re-active person will eventually learn the best way to handle a situation, but only after they’ve already made a mistake along the way. In life safety and security, you can’t afford to be re-active. If you are...you may not get a second chance to correct your mistake. That’s why EST is taking a pro-active approach to integration.

Now some re-active person will say...”Well, I’ve had the same alarm for several years and it works just fine. Why should I bother upgrading my existing system”??? WELL , HE’S WISHING, HE’S HOPING, HE’S OPTIMISTIC. As I always told my children, “Optimism is a good characteristic, but if carried to an excess it becomes foolishness.”

Certainly, EST is optimistic that their new integration technology will be a forerunner in the marketplace for truly integrated systems, but they’re not foolish enough to think that you’ll be swayed simply by some interesting anecdotes from Theodore Roosevelt. However, they are confident, as am I, that their top-notch equipment and leveraged technology will speak for itself.

I’ve always been a firm believer in leveraging your resources to make the most out of what you have. That’s exactly what EST is doing with their integrated package. Leveraging existing fire and security hardware like sheet metal, power supplies wiring, and annunciators.

Teddy Roosevelt and EST – Ushering in a New Era in Life Safety

This isn't simply a "re-use" of existing fire alarm modules, but development of new security modules, access control devices and CCTV interfaces. These modules compose the most comprehensive, event-driven crisis management system in the industry.

Tell me...do you recognize any of these places? You know...as a "rough-rider" I never really cared much for posh accommodations, but I think I could handle staying at any one of these lovely hotels...especially knowing that they're some of the safest places in Las Vegas; safe because they're all protected by EST life safety systems. What a BULLY outfit!

You know, over the years, I have always admired a business that has a good reputation for high ideals and standards.

EST's reputation in the life safety industry has always been very highly regarded. They're a business unit of the SPX Corporation, a multi-billion dollar Fortune 500 company. They're a global company with offices throughout the world, AND ...EST, like myself, is a leader in innovation. They were the first to introduce numerous innovations like networked fire alarm systems, multisensor technology, and utilization of existing wiring without restrictions.

Yes, indeed,. EST is capitalizing on their experience in the fire alarm industry to bring the security industry the first, and most reliable truly integrated life safety solution.

Sounds like a SQUARE DEAL to me. And after looking into what EST has to offer you, I'll tell you right up front it's a SQUARE DEAL if I ever saw one!

They've got the best integration platform going. This isn't simply some "interconnected " or "interfaced" system...No SIRRreeee! This is "true integration"...a single, seamlessly integrated system including smoke and fire detection,

Teddy Roosevelt and EST – Ushering in a New Era in Life Safety

access and building control and security! Until now, there hasn't been a "truly integrated" system in the marketplace because the technology simply wasn't available. But I'm here to tell you, the time has come.

With products like their new event driven FireWorks NT package with its four quadrant design, and their sleek new Card Reader Interface modules, EST is changing the face of integrated life safety systems.

Let me illustrate that on a personal note.

I'm sure many of you have heard of my daughter Alice! She was rather wild and independent . SHE WAS CAUGHT SMOKING A CIGAR ON TOP OF THE SUPREME COURT BUILDING, SHE RELEASED HER PET SNAKE IN ONE OF MY CABINET MEETINGS, AND WAS DRIVING A 1906 DUSSENBERG AROUND WASHINGTON AT A TOP SPEED OF "25" MILES PER HOUR . SHE gave me a few headaches while growing up. I was once asked, "Theodore, can't you control Alice?" I answered, "I can control Alice or manage the country, but I can't possibly do both at the same time!"

My point is this...

I've always believed in the need for a single management system.

The same goes for life safety AND...

EST recognizes this need for a single point of management and responsibility. As you browse through the booth in a few minutes, you'll see that they're providing just that...a single, event driven management solution for your life safety needs.

By integrating their top of the line, EST3 fire alarm control panel with the FireWorks NT package, EST has developed the most comprehensive life safety system on the market.

Teddy Roosevelt and EST – Ushering in a New Era in Life Safety

The design of this system is so flexible, that it supports a virtually endless number of migration paths. You know the old saying...”you can’t get there from here”...Well, now you can.

Whether you’re looking to integrate your existing system into security or access control, or you choose any of the other options, EST has an integration solution for you.

And, you can be assured that no matter which EST integration solution you choose, it will be of the absolute highest quality.

No compromising!

I’ve looked long and hard at what EST has to offer, and I can tell you...there is no compromising on quality issues !

All of the integrated products they offer undergo a rigorous set of “Checks and Balances”...to ...assure outstanding reliability for all concerned.

Whether it be checking as part of required routine maintenance or inspecting a life safety installation for a “Certificate of Occupancy”...these checks and balances insure peak performance

I have often said, “What we as a people need more than anything else is the steady performance of the everyday duties of life, not with hope of reward but because they are duties.”

EST’s “duty” - is to provide a superior life safety solution - to protect the occupants of the buildings their systems are in. They understand that steady performance of their systems is crucial, and they work hard to provide a product line that upholds that level of performance.

In closing, I’d like to leave you with one thought. Many of you are familiar with that old adage I use from time to time;

Teddy Roosevelt and EST – Ushering in a New Era in Life Safety

“Speak softly, carry a big stick, and you will go far.”

If you need a truly integrated life safety solution
... In the life safety-security industry, EST is your
BIG STICK .

I am dee-lighted to have had this opportunity to
speak with you. It's been BULLY !!

SP05 Opener: The Mission Continues...

It started with a "Mission"...

Over 130 years ago, we began developing the technology that has led to the most advanced fire alarm systems in the industry...

...from the early days of buzzers, manual stations, bells and annunciators

...to multisensor detection and the first networked fire alarm panels

...to truly intelligent life safety networks featuring multiplexed digital communications and patented advanced signaling technology.

Technical expertise has always been at the core of our business, and in the 90's, we decided that what we needed to go along with the technology was a distribution strategy that would match the level of our products.

It was that line of thinking that led to the most innovative leap in distribution strategies the fire alarm industry has ever seen.

With the development of a superior network of "partners" whose business and technical acumen was up to par with the technology they would be charged with selling and servicing, the Strategic Partner program was born.

When we developed the SP program, we "raised the bar" for our distribution. Only the best of the best were chosen to be Strategic Partners.

Our original goal was to have our strongest distributors selling our premier products, and that basic premise is what has strengthened the SP program into the success that it is today. Our SPs lead the industry with their technical and application knowledge as well as their pioneering business strengths.

SP05 Opener: The Mission Continues...

This joint venture is a true partnership... full of give and take. Strategic Partners - through their experiences and with groups like the Business Development Council - have helped us grow our business with innovative ideas just as we've helped them grow their business with innovative products and technology.

By definition, the words "Strategic Partner" describe the relationship with you...our most valued customers as one of "sharing a plan". Over the years, we've shared our vision, our insights, our technology and our goals. The result...we've been very successful...taking a simple idea and growing it into one of the most successful distribution models in the industry.

Moving forward, we're planning on continuing this tradition of listening to our customers and maintaining this partnership...this legacy.

Essentially, our name has changed and now we'll have the added credibility of the power that the GE brand brings to the market.

What hasn't changed is our unwavering commitment to the SP program. We've spent years cultivating a relationship with you, and we have every intention of moving forward as "partners".

Join us as we take the next step on our journey...continuing a mission we started eight years ago. Welcome to the next generation of the Strategic Partner program.

Client:	GE Security	Writer:	C. Alfano
Project:	SP Conference 2006 Video	Date:	3/23/06

VIDEO

OPEN WITH KEVIN AND MIKE WALKING DOWN A HALLWAY.

PASSING LOUIS PARKER'S OFFICE AS MIKE MOTIONS TOWARDS THE DOOR.

KEVIN SHAKING HIS HEAD ADAMANTLY MIKE TAUNTS KEVIN THEY KEEP WALKING AND STOP OUTSIDE JOE'S DOOR ENTER JOE'S OFFICE

AUDIO

INTRO TO BE DONE "LIVE" AFTER KEVIN SHOWS THE SCHOOL DVD.

KEVIN: You know Mike, I can't believe that we couldn't get a hold of one of those Itemisers for our demo.

MIKE: Yeah I know...I can't believe that Homeland wouldn't trust us with the real thing! But...never fear...I think our hybrid version will blow that thing out of the water anyway.

KEVIN: I do to. I mean with the combination of Canadian engineering and American ingenuity that we used in this joint venture...how could it not?

MIKE: Exactly...I think "The Economiser" is just the ticket! No consumables to bother with...just blow the substance in question into the detector and see if it registers and alert. It's easy-to-read signaling appliance makes it the most user-friendly trace detector on the market, don't you think?

KEVIN: That's right! It's low on cost and high on efficiency...at least that's what we're hoping for anyway...

MIKE: Hey Kevin...whatdya' say we try this thing out?

KEVIN: Yeah lets...but we're not starting in there...Noooooo way!

MIKE: Chicken!

KEVIN: I say we try out the Economiser in your boss Joe Nassab's office that way if we anyone gets in trouble it will be you!

MIKE: Sure, throw me under the bus.

MIKE STARTS GOING THROUGH JOE'S DESK...FINDING GOOBER GRAPE JELLY, P-NUTS AND OTHER GOODIES

CUT TO EXTREME CLOSEUP OF DESK TOP. WE SEE WHITE POWDER. MIKE LOWERS HIS FACE INTO THE SHOT, LOOKING SHOCKED.

KEVIN'S FACE DROPS DOWN INTO THE FRAME ALONGSIDE MIKE'S.

MIKE SCRAPES THE POWDER INTO HIS HAND

CUT TO WIDER SHOT. KEVIN STANDS UP.

MIKE STANDS UP THEN BLOWS THE POWDER INTO THE DETECTOR...RESULTS START CALCULATING ON PC
KEVIN GRABS AT THE SWAB AND THEY START HAVING A TUG OF WAR.

SHAWN ENTERS THE ROOM. MIKE AND KEVIN LOOK AT HIM QUIZICALLY AS HE MENTIONS CHANGING THE BABY IN JOE'S OFFICE

KEVIN: We don't have anything to worry about...it's not like we're going to find anything in Mr.Clean's office.

MIKE: Heyyyyy. You see what I see?

KEVIN: (WORRIED) Oh, boy. This is not good.

MIKE: Well...I guess we should see what we have. Let's test out our baby.

KEVIN: Are you kidding me? Joe's gonna' have our heads!

MIKE: We *gotta* test it. (LOOKS AT CAMERA BRIEFLY) It's already on tape now...we may as well. Just blow the substance into the specially engineered detector and...

KEVIN: What the-

SHAWN: Hey guys. Sorry to barge in on your video shoot. I was just in here changing the baby – heck I didn't want to do it on MY desk... and I think I left behind the ... (LOOKING AROUND THE DESK)

SHAWN FINDS BABY POWDER BOTTLE, SHOWS IT TO THEM, AND EXITS THE ROOM.

MIKE AND KEVIN LOOK AT EACH OTHER DUMBFOUNDED.

MIKE AND KEVIN WALK TOWARDS A CAR IN THE PARKING LOT.

WE SEE KEVIN FUMBLING AROUND IN THE CAR. THERE'S A PILE OF "DUSTY" GE-RELATED BOOKS IN THE BACKSEAT.

CUT TO KEVIN PULLING BOOKS OUT TO SHOW MIKE.

MIKE NOTICES SOMETHING ON THE TOP BOOK, PULLS IT TO HIS FACE AND DRAGS HIS FINGER THROUGH THE DUSTY BUILDUP.

KEVIN AND MIKE LOOK AT EACH OTHER ...

SHAWN: Ah, there's the baby powder. (SHOWS BOTTLE TO GUYS) Sorry to interrupt.

MIKE: You know, trace detection doesn't just take place in buildings. Cars and other forms of transportation can just as easily be investigated. Let's test it out again.

KEVIN: I'm really glad that Dan Symtka - our Vice President & GM of Engineered Systems for GE Security - was gracious enough to let us use his car for this demonstration of the Economiser.

MIKE: Of course, we'll just be going through the motions, as there are clearly no narcotics or explosives to be found in Dan's car.

KEVIN: You may want to rethink that statement.

MIKE: Hey, what's this?

KEVIN: Drugs maybe? Explosives?

MIKE RUNS THE SCAN. WE SEE KEVIN DIGGING AROUND IN THE CAR FOR SOMETHING ELSE.

KEVIN PRODUCES A BIG JAR OF PLANTERS PEANUTS.

THEY BOTH START MUNCHING ON THE PEANUTS.

MIKE: Nope. Peanut dust. Salted Planters, I suspect.

KEVIN: Right you are. The Economiser, once again, one hundred percent accurate!

MIKE AND KEVIN IN BOB HASKINS OFFICE.

B-ROLL OF BOB HASKINS RUNNING UP AND DOWNSTAIRS. *VIDEO IS SPED UP.*

BACK TO BOB'S OFFICE. KEVIN SPIES SOMETHING ON THE DESK.

MIKE MULLS OVER HOW TO TEST THE DESK.

CUT TO BOB ENTERING THE ROOM. *VIDEO IS SPED UP.*

KEVIN: Now sometimes, you'll see that someone's behavior alone is enough to raise suspicions and warrant an investigation.

MIKE: Take Bob Haskins – our VP for U.S. Sales & Service. Up and down the stairs all day long. Where does he get all that energy? We're here in his office to find out.

KEVIN: Hey, check it out. Some sort of liquid here. We can't test liquids, can we?

MIKE: Hmm...good question, I don't think so.

BOB: (SUPER SPED UP) Hi, guys! How's it going?

SURPRISED BY BOB'S ENTRANCE, MIKE HIDES THE SWAB BEHIND HIS BACK. KEVIN JUMPS IN FRONT OF THE MACHINE.

BOB REACHES TO A SHELF FULL OF RED BULL CANS, PULLS DOWN A CAN, POPS IT OPEN AND TAKES A BIG GULP.

VIDEO IS SPED UP.

CUT TO WIDE SHOT. MIKE AND KEVIN ON ONE SIDE OF THE SHOT STAND VIRTUALLY MOTIONLESS.

BOB IS VERY ANIMATED AND SO HOPPED UP ON THE RED BULL, THAT HE'S SPILLING IT ALL OVER THE PLACE AS HE TALKS.

TAKES ONE LAST GULP AND THEN EXITS.

KEVIN & MIKE IN DEMO ROOM REFLECTING OVER THE DEMO

MIKE: Bob, what are you doin' here?

BOB: (SUPER SPED UP) Just stopped in to get me another Red Bull. (BIG GULP) Man, this stuff is fantastic! Keeps me going and going and going.

BOB: Need the extra energy, you know. Gotta make sales! Gotta make sales! Hey, you gonna be at the sales meeting this afternoon? Big sales meeting. Need to be there. Hey, you like this shirt? Does it make me look fat? I don't want to look fat? You'd tell me, wouldn't you? I mean, you would, wouldn't you? When you're in sales, gotta look your best. All the time. All the time. Well, can't stop now. Gotta keep going. See you at the meeting. You'll be at the meeting, right? Right? Am I talking to myself here? You ever gonna answer me? Whatever, gotta go. Later!

BOB: (GULPS) Love that Red Bull!
Yeehaaaaaa!!!!!!!

KEVIN: Well, Mike. I think we had a pretty successfully Economiser demo, don't you?

MIKE IS
MANEUVERING THE
DEMO UNIT AROUND
AND PULLS OUT A
BEER FOR EACH OF
THEM

GRAPHIC:
GE Security (LOGO)

KEVIN ENTERS
STAGE AND OPENS
THE CONFERENCE

MIKE: Absolutely Kevin. I think we still have a few bugs to work out, but we've got a great jump on the competition with this technology. After all, where else can you get a trace detection system that also holds your beer?!?

KEVIN: I'll drink to that!

MIKE: Me too!

MUSIC: DOWN AND OUT.

FireWorks Demo Script

FireWorks...the future of life safety at your fingertips.

Years of research and development has culminated in the design of the world's first and only truly integrated life safety system. A system so advanced, it's like nothing you've seen before. The FireWorks package from EST provides building owners with a fully customizable, event driven life safety solution.

Let's take a closer look at how the program works.

Shown here, is the main FireWorks interface. When the system is normal, this is the display shown. Notice that information is presented in a simple manner by dividing the major system components into four quadrants. By dividing the screen in such a manner, the system provides the operator with a single control point for monitoring many functions at the same time.

In the event of an alarm, or alert condition, the Event Quadrant, in the lower left corner of the screen, will change to display the alarm event. If multiple alarms are present, the messages displayed will automatically be prioritized within the window to insure that the operator receives the most critical messages first

The event that's highlighted or selected is what drives the information shown in the other 3 quadrants - hence the term "event driven". Depending on the nature of alarm event reported, the other quadrants change to reflect pertinent data regarding the selected event. This greatly simplifies what could otherwise be information overload for an operator.

Let's have a look at each quadrant. You'll notice that the Map Quadrant, in the upper left of the screen, now has a touch sensitive area,

or TSA, flashing. You can select to view the map areas by expanding the branches or by clicking through the map itself.

By navigating through the map, you can work your way through the facility down to the exact point where the alarm originated.

Depending on the type of alarm, the upper right quadrant may reflect live CCTV Camera imagery, pre-recorded video clips or static descriptive images. The Camera Quadrant, shown here, allows you to see the area where the event occurred. The system also provides the capability to pan, tilt, and zoom within the area to get a closer look at the problem at hand (if the camera itself supports pan/tilt/zoom functions.)

In the event of a supervisory alert like the one shown here, you can see a still image and a description of the item that originated the alert condition.

The Event Action quadrant, in the lower right corner of the screen, displays general information regarding the event. For example, this information may instruct the operator as to what action they should take to rectify a situation, or it may be a warning of potential hazards in the area where an event is taking place, such as a chemical or hazardous waste warning.

Once you've addressed the point or device that was reporting the alarm, you can go to the Event Action quadrant and log entry messages for each of the events. Here you can explain what steps were taken to rectify each condition. This data can then be saved to serve as part of the system history log.

Once a point has been reconciled, it can be cleared from the event list by acknowledging the point. Once all events have been acknowledged, the system may be reset, but

only by an operator with the appropriate authority to do so. This authority is determined by the password level of the operator.

Once this is done, your system will “go green” returning to it’s normal operation, and the FireWorks display will return to the normal four quadrant display.

FireWorks provides a single point of management and responsibility for your facility by putting all of the life safety controls you need right at your fingertips on a single monitor.

FireWorks...the future of life safety!