

September 9, 2009

Dear Editor:

I read with interest *USA Today's* recent article: "24 hours in the ER shows challenges of health system."

Nowhere in the healthcare continuum is current patient medical data so needed, yet so missing.

Our company, Vital Data Technology works with health plans, employers and individuals to securely connect patients' key health information at the point of emergency care. The information we are delivering today offers emergency care professionals data that helps expedite triage and treatment decisions as well as provides for more precise coordination surrounding needed follow-up care – minimizing unnecessary repeat visits to the ER or worse.

And, we are delivering this service at a fraction of the cost of other information exchange-focused projects that require large government subsidies.

While there are many points of view concerning healthcare reform and how to fix the systemic problems inherent in the system, we believe private sector, entrepreneurial solutions need to be supported and not excluded from being a viable part of the answer.

The Federal Government's effort to encourage health information technology as a component to both managing healthcare inflation and improving quality is correct. However, the requirements (and associated costs) that are being proposed, which would allow a vendor's product to qualify for ARRA funding and be utilized by hospitals and doctors, may inadvertently squash needed innovative, effective solutions, rather than promote them.

Sincerely,

Matthew D'Ambrosia  
President and CEO  
Vital Data Technology