



THERE'S NO PLACE LIKE SWEARINGEN

AGAINST ALL ODDS — PART 3

... continued from our last newsletter



Randall Swearingen

"I've also learned not to let anybody convince me that something is impossible until I decide it for myself."

Eventually, Source Data Systems was acquired by Keane and CyCare was acquired by HBOC and Varian Associates decided to write their own oncology package in a completely different way than they had originally planned. But by that time, Swearingen Software was an established company and RMS was an established product so sales continued to fuel our growth despite the setbacks of losing the business of the three aforementioned companies.

Life stayed good until about 1997. We were under continued pressure to create a Windows version of RMS. It had been a DOS product since its inception and, up until then, I had no reason to rock the boat. Existing customers didn't seem too con-

cerned about whether RMS was a Windows product. But, at every demo we did, that was a key question; and there was only one acceptable answer – Windows. My background was DOS. Windows was as different from DOS as apples are from oranges. I had written RMS for DOS but had no clue as to how to go about writing a Windows product. In fact, I was terrified of programming in Windows, so I hired contractors with years of experience in the Windows environment. Over the next three years, Swearingen Software invested close to \$1.5 million into the project which missed multiple deadlines. Once again, with the company bleeding financially and, with no end in sight, it wasn't hard to sense that I was on the wrong path and I

could foresee the death of the company if something drastic didn't happen soon.

A lot was happening in my life in the year 2000. We had just lived through the Y2K phenomenon, and my wife, Trish, was pregnant with our first son, Mickey. Now, my company was in jeopardy of failing after investing heavily in a failed effort to create a RMS for Windows product from scratch. I had no other alternative, so I had to continue the financial bleeding until I could find an answer. This was the second, and so far the last, dark time for Swearingen Software.

It may sound a little melodramatic but it was then that I had to face my greatest fears. Could I learn Windows programming? Could I do something that

Continued on P. 4

New Office Hours



Michelle Weyer

"Two types of emergency after-hours support are available."

Our office hours have changed. Our new office hours are: 8:00 AM to 5:00 PM Central Standard Time. However, we still offer standard support from 7:00 AM to 7:00 PM. When calling before 8:00 AM or after 5:00 PM, please leave a message so that your call can be returned. Calls before 7:00 AM and after 7:00 PM are considered emergency after-hours support.

Two types of emergency after-hours support are available. The

first one is standard technical support. This is included with your yearly support contract and includes emergency technical support coverage from 7:00 PM until midnight. If you call on the 24x7 mailbox after midnight, there is an additional charge.

The second type of emergency after-hours support is 24x7. This option gives you emergency after-hours support from midnight until 7:00 AM in addition to standard technical support. An additional charge for this

type of emergency support is added onto your support contract.

If you are unsure if your facility has paid for 24 x 7 support, please call our support department at 1-800-992-1767, and a representative will be glad to assist you. For your convenience I have included a list of support extensions:

Bob Templeton	113
Steve Cook	116
Michelle Weyer	117
DeeAnn Willey	118
Victoria Cook	119

RMS — The Key to Your Success



Lynne Foley

"Our first RMS User's Conference away from Houston was a huge success! Everyone came away with a great learning and networking experience."

Swearingen Software's annual 2005 RMS User's Conference was held in April in Key West and everyone came away with a great learning and networking experience.

We had a total of fifty-nine customers, two vendors and nine guests plus fourteen Swearingen employees in attendance. Two learning tracts were offered featuring classes in Transcription, Patient Systems, Form Design, Document Routing, Managing Users and Configuration Options, Audit Trails, and External Tools and Reporting. In addition, there was a class in Mammography where the newest version of this updated module was shown. There was a demonstration of the new features that have been added to RMS during the past year and a special session on RMS and PACS.

Two sessions of our ever-popular Brainstorming were held, where

customers present their ideas for improving RMS and then everyone votes on what they consider the best ideas. The winning ideas are implemented in a future version of RMS. This year's winners of the Best Brainstorming Ideas were Connie Simmons from Valley Hospital in Las Vegas, NV and Bruce Marcolongo, of Universal Health Services.

Greg Moerbe and Jim Beecher from Pervasive Software presented a demonstration of their products during the Audit Trails class. Pervasive Software sponsored our lunch on Tuesday and also provided some nice prizes for our celebration on the last night of the conference.

Our evening events introduced us to Key West in an exciting way. Saturday night our dinner tables overlooked famous Duval Street from the balcony of Bagatelle Restaurant, located in a lovely historic house built by a sea captain in

1884. On Sunday, we put on our walking shoes and participated in the "Southernmost Scavenger Hunt," learning a bit of history as we looked for answers to clues in sometimes unusual places. The winning team was the "Blues Clues". In second place, we had the "Pink-Y-Lemonaters." The team that found "Pinky," the flamingo mascot, was the "Key Lime Shooters" and they were rewarded with special flamingo sunglasses.

On Monday we took a sunset dinner cruise aboard the *Liberty Clipper*, a tall sailing ship. We were treated to a Caribbean Bar-B-Q feast and a beautiful sky.

After a free night, we ended our conference with a delicious luau meal complete with roasted pig and lobster tail. As our famous pirates, The Dread Pirate Swearingen and Mr. Smee would say, "ARRGH! It was a grand time in Key West!"



Electronic Medical Records Transmission Anyone?



Steve Cook

Do you realize that the days when we file a copy of every report in the patient's X-ray jacket is going away? I know that you will be glad to see that process come to an end along with having an X-ray jacket for each patient.

With Swearingen software out-bound results interface, you can send the results to PACS via HL7 and have the results stored in PACS with the images. And,

you also have the option to have a copy of the report, in Rich Text Format (RTF), placed in a directory to be picked up by the Electronic Medical Record application. This allows your facility to have the report stored in two locations, one with the X-ray images, and the second in the Electronic Medical Record.

It is also possible to have the HL7 message go to the Electronic Medical Record, but the

final result will look better in RTF. The reason is that while all formatting such as paragraphs, bold underlining etc. are maintained in RTF, they are not maintained in the HL7 format.

We, at Swearingen Software continue to add features that will meet your needs. If you would like to know more about this or any other feature, call one of our support staff and we will be happy to answer your questions.

Swearingen Welcomes Two New Members of Staff!

Louis Orlando



Louis Orlando

Those of you who were at our User's Conference in Key West, FL, have probably met Louis Orlando.

Swearingen Software is very pleased to announce that Louis recently joined our staff as a Senior Programmer. His extensive experience in medical billing software development and support, as well as Pervasive database, Microsoft Windows Worksta-

tion and Server, and Microsoft Visual Basic will add many skills to round out those of our already talented programming team. We expect that Louis' experience developing medical billing software will be very beneficial to Swearingen Software as we embark on designing and developing a billing module for RMS.

Louis is a native Houstonian who served with the U.S. Navy and is a Vietnam veteran. He is

married to Donna, a registered nurse with 27 years experience in that field. Louis and Donna are sharing the joys of raising her 13-year old son. As a hobby, Louis works with a group that restores and maintains military aircraft.

We are very excited about the addition of Louis to our staff and know that he will add much to further enhance our already powerful RMS software.

Jeff Parker



Jeff Parker

In all probability, if you were at the User's Conference, you also met Jeff Parker. Jeff is our newest addition to Swearingen Software staff. And we are delighted to welcome him!

Jeff comes to Swearingen Software with over 25 years experience in Information Technology Architecture, Consulting, and Sales. Prior to joining Swearingen, Jeff worked for Cerner, BMC Software, and

Digital Equipment.

Jeff is taking on the responsibilities of new account development, software sales, and business development. Jeff's background comes primarily from the perspective of Information Technology, selling, architecting, implementing, and supporting business, mission, and life critical applications. Academically, he possesses a Master's Degree in Management, Computing, and Systems from Houston

Baptist University and a Bachelor of Business Administration from Texas State University in San Marcos.

Jeff is a long-time resident of Sugarland in Southwest Houston. He and his wife Sandra have been married for 27+ years and have three children: Andria (23), Stephen (22), and Alec (11). His hobbies include radio controlled airplanes, digital photography, hunting, fishing, reading, and woodworking.

ON-SITE SUPPORT



Bob Templeton

"In response to your request, we offer both a 3-day and a 5-day on-site support package."

We are back from our Annual Users Seminar, and what a great time we all had! As usual, you have challenged us with many tasks and recommendations, and we welcome the challenge. We will soon be delivering RMS for Windows Version 5.0. This release will require significant file conversions.

Many of you have asked about having us come on-site to do this upgrade, as well as to perform an evaluation of your system.

In response to your request, we offer both a 3-day and a 5-day on-

site support package. The one you choose depends on your needs. For example, 3 days could be used to upgrade to a new release and train your staff on the new features available. Or, we could use the 3-day option to evaluate and implement the features you currently have as well as to explain options available to your system and how they could benefit your facility. If you choose the 5-day option, we could combine the upgrade and the evaluation. Or, because the Scheduling module requires more setup and training than most modules in the system,

we could use the 5-day option to perform these tasks. Setting up the Mammography module and training your staff in its use could be either a 3-day or a 5-day package with the 5-day option being optimal.

Some customers may choose to put the on-site support in their support contract. This allows them to budget annually and eliminate the need to request management approval each time on-site support is needed. If you are considering this option, please call Support for a quote.

Against all Odds — Part 3 (conclusion)

couldn't be done with \$1.5 million? Was it even worth trying or should I just hang on to the DOS product as long as I could until all my customers went elsewhere for a Windows product? My mind answered "no" to each of these questions but as before, I had a tiger by the tail. And as before, I really had no choice but to dig in, stop being scared of the unknown and fight what could very well have been my last stand for Swearingen Software.

I decided to purchase a \$700 set of Visual Basic training video tapes. I stayed at home for the next week watching the first 4-5 tapes of the 10 tape series while work on the original project continued back at the office. I then set out, not to write RMS for Windows from scratch but rather to convert the known working logic in RMS for DOS into RMS for Windows. About six weeks later, I had a Windows program that simulated the RMS patient master file program. Six months later, I had the

first working version of RMS for Windows. We took the two different RMS for Windows products to the RSNA in 2000 (the original project which had been created from scratch and my new project which had been converted directly from RMS for DOS). Both products were shown to existing, as well as perspective customers. The original product was very powerful but it was also very complex. The new product was, well, just like RMS for DOS except it was in Windows. There was an overwhelming consensus that the newer product was "the one". When I returned to Houston, I let go of all the contractors but one, archived the work they had done to one CD, put that CD away and never turned back.

RMS for Windows, as we know it today, was released in early 2001. It has since gone through several major upgrades. Larry Cartee and Anita Johnson have done a great job of making it better and better

over time. And, Swearingen Software is a healthier company than ever before. They say that "anything that doesn't kill you will make you stronger". At least in this case, they were right. The bottom line is that I've learned a lot about business, people and myself in the past 20 years because of Swearingen Software. I've learned to trust that little voice inside me instead of being afraid of it. I've also learned not to let anybody convince me that something is impossible until I decide it for myself.

Who knows what the future holds for Swearingen Software? Hopefully the dark days are gone forever. But, if they come back, I'll be more ready than ever to dig in.

One last thought that I would like to add is that although some of my original customers are no longer customers, their impact on Swearingen Software, and myself, will last forever.

