

Extension Win Enterprise Management Award



Extension, a developer of enterprise healthcare clinical alerting software, announced today that it has received a 2011 Tech Innovator award from CRN in the Software-Enterprise Management category. CRN's 9th annual Tech Innovator listing celebrates vendors that have introduced new products or solutions to drive advances in the technology channel. Companies on this exclusive list recently implemented innovative methods to bridge the gap between current problems and solutions facing channel executives today.

EXTENSION aggregates data from a number of technological systems and presents critical patient data to the relevant clinician or staff member on his or her preferred communication device including Cisco and Polycom VOIP phones and smartphones to name a few. With its advanced capability to integrate with multiple systems EXTENSION Value Added Resellers have the ability to sell and support a broad range of technologies including HIS and EHR systems, medical devices, RFID technologies, telephony systems, and more. According to Bill Sterling, Vice President of Channel and Business Development for EXTENSION, INC. "Our partners get excited about EXTENSION because we make it possible for them to sell complete, end-to-end solutions and they become true systems integration experts for their healthcare customers."

As stated by Todd Plesko, Chief Executive Officer of EXTENSION, INC. "EXTENSION allows our valued partners to change the conversation from IT and telecom to clinical workflow. We facilitate our partner's ability to get out of their comfort zone and sell into healthcare where solution decisions are actually made - in the clinical departments by nurse and physician leadership. EXTENSION makes changing the conversation for our partners, even those with limited clinical understanding, easy to do and profitable."

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