

spotlight on success:

Focus Breeds Longevity for Physician Micro Systems

by Michelle Manson, michelle@mm-communications.com



In 1983 when most of us were rocking out to Michael Jackson's "Billie Jean" or watching "The A Team" on television, the computer industry was beginning its explosive growth. VisiCalc was the hot application, the Commodore

outsold the IBM PC 3 to 1, and Time Magazine named the PC "Man of the Year."

It was also the year that Dr. Andrew Ury started Physician Micro Systems Inc. (PMSI). However, unlike some of the other tech mavens of the day, Ury's company blossomed with the computer industry and today remains a world leader in software for the medical industry.

In such a roller coaster industry, how did they do it? In a word, according to Ury, "Focus."

PMSI develops outpatient medical software for electronic medical records, appointment scheduling, and medical billing. With steady revenue growth of 25% to 30% each year for the last five years, PMSI has been one of the industry leaders in the electronic medical records market and the market for integrated systems, which combine billing, scheduling and electronic medical records. It is this singular focus that has assisted PMSI in growing and maintaining a leadership position in an extremely competitive market.

The next great challenge, according to Ury, is to continue the company's success as the electronic medical records market begins to grow rapidly. He estimates that less than 10% of medical offices currently use an electronic medical records system, but that with the continual market pressure for doctors to improve care while

reducing costs, the medical market is primed and ready to adopt this new technology. "With 90% of the electronic medical records market left to penetrate, we have ample opportunity in our chosen market," explained Ury. "The dream of this company is to maintain our number one position in electronic medical records as physicians widely adopt this technology."

Although PMSI certainly fit the formula for transition into a publicly held company - a software company with successful products, a successful growth record, and ample market opportunity - it remains a happily privately held entity today. "PMSI has no venture capital investors and while we have considered going public and still may, it has never been a driving priority for us. We have chosen instead to focus on our customers, our employees, and our target markets."

Going forward, PMSI is laying plans to maintain its leadership position in medical software, and capture the majority of market share in the electronic medical records

market. "We're making decisions that will help us stay #1 in sales, marketing, products and infrastructure in a market that's set to explode," said Ury.

PMSI was one of the true pioneers of the original WSA organization, being heavily involved in its predecessor, the Micro Computer Marketing Forum. Throughout its many

years of membership, PMSI has enjoyed many benefits.

"We have enjoyed interacting with and learning from our peers in the WSA. We also have appreciated, and benefited from, the WSA's ability to represent the software industry to local and state governments and from its work with our state's educational institutions."

For more information on PMSI, visit www.pmsi.com or contact Rebecca Tulsi at 206-441-8490. If you'd like to see your company featured here, contact Lori Seabright, WSA, at 206.448.3033 x115. ■

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-- Dr. Andrew Ury
Physician Micro Systems Inc.

Michelle Manson is a consultant providing marketing communications and public relations services. She can be reached at michelle@mm-communications.com.