

MANITOBA'S HEALTHCARE SOFTWARE TURNING HEADS AT MICROSOFT Local technology firm featured in global ad campaign and up for an award

Winnipeg – The Winnipeg-based technology consulting firm, Imaginet, is getting the star treatment for a solution it developed with the **Manitoba Health and Healthy Living's Wait Time Task Force (WTF)**. **The firm was selected to be part of a global Microsoft advertising campaign and was also nominated for an IMPACT Award for the same project.** The campaign will be center stage at Microsoft's annual Professional Developers Conference, the technology giant's annual showcase that sees several thousand worldwide attendees.

"We're so pleased this project is being recognized. A solid, collaborative partnership with the WTF enabled us to provide a reliable solution to reduce wait times and improve care within the Manitoba healthcare system. Being acknowledged by Microsoft's head corporate office in a worldwide campaign is definitely something extra to be excited about," states Joel Semeniuk Imaginet Co-CEO and founder.

Imaginet partnered with WTF to create the Bridging General & Specialist Care Information Systems Solution (BGSC-ISS). The new system provides the following:

- Improved communication between primary or family healthcare professionals, patients, and healthcare specialists.
- Guidance and advice on primary care treatments, testing and diagnostic imaging required to ensure patient readiness at specialist consultation and reductions in unnecessary specialist visits.
- Reduced wait times and a more efficient use of resources.

"We had a very short timeline to get this system operational," explains the director of WTF, Brie DeMone. "In just 10 weeks, Imaginet worked closely with us to develop a functioning system that is easy to use for even the most technologically inexperienced. Having this technology is an important step towards improving healthcare delivery in Manitoba."

.Net Advertising Campaign

Microsoft's corporate head office selected Imaginet to be part of a global ad campaign featuring its .Net platform, which Imaginet used to develop the BGSC system. The platform is used for building applications that have visually stunning user experiences, seamless and secure communication, and the ability to model a range of business processes.

Senior Imaginet Developer, Steve Porter oversaw the BGSC project. He is one of seven "personas" featured in the campaign. Last month, Microsoft flew Porter to Seattle for a day of interviews, photos and video shoots. The campaign will appear on multiple Microsoft online vehicles with an expected audience of three million .Net developers.

Porter will also be interviewed on stage at the Microsoft Professional Developers Conference (PDC) in Los Angeles this November. "This is a huge campaign and the PDC event is the epicenter of Microsoft's major platform announcements," states Porter, who is dressed in doctor's garb and referred to as "Dr. Efficiency" in the campaign. "Several thousand IT professionals from around the world attend this event. **The exposure Imaginet, and Manitoba, will receive as a result of this innovative solution is outstanding,**" he adds.

Link: <http://www.microsoft.com/net/dotnetstories/default.aspx>

Impact Awards

The Impact Awards celebrate top Microsoft technology partners who have demonstrated their leadership and shown true dedication through their tremendous support and service to customers. **Imaginet is a finalist in the Custom Development Solution of the Year category to be awarded in Toronto on November 12.**

Link: <http://www.microsoft.com/canada/awards/default.mspx>

About Imaginet

Based in Winnipeg, Manitoba, Imaginet Resources was founded in 1997 by Joel Semeniuk and Rod Giesbrecht. The company has experienced consistent revenue growth over the past 12 years, delivering more than 400 successful technology solutions to hundreds of companies across the globe. The organization comprises two distinct companies: Imaginet, application consulting and development, and Imaginet Enable, infrastructure and managed services. Imaginet is a Microsoft Gold Certified Partner.

Link: <http://www.imaginet.com>

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