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MEDIA ADVISORY

PERIGEN'S KATHRYN TOWNSEND DISCUSSES LEVERAGING EHR DATA TO ENHANCE RISK MANAGEMENT ON ASHRM PANEL

WHAT: [Kathryn Eblen Townsend](#), RN, JD, ARM, CPHRM, LHRM, Director of Client Insurance Programs for [PeriGen](#), will join other risk and safety professionals on a four-member industry partner panel—“Analyzing Data Analytics”—at the [American Society for Healthcare Risk Management's \(ASHRM\) Annual Conference & Exhibition](#). A nurse attorney with more than 30 years of healthcare experience, Townsend will offer real-world examples of how electronic health record (EHR) data can be leveraged to drive more informed, knowledge-based decision making to improve outcomes and enhance risk management programs. Over the past seven years, she has worked with hospitals and medical malpractice insurers in defining patient safety strategies and risk reduction through application of clinical systems.

WHY: Obtaining actionable data is critical to improving clinical performance and enhancing patient safety and risk reduction practices. With traditional paper medical records, the ability to collect needed information is often laborious and produces limited results. With the proliferation of EHRs, the ability to capture, aggregate, analyze and report on data is greatly expanded.

Townsend will explain how healthcare organizations can leverage this rich source of data for:

- Monitoring performance
- Benchmarking performance
- Identifying process deficiencies and success of implemented strategies
- Analyzing data to aid clinical practice improvement.

INTERVIEW OPPTY: Kathryn Townsend, RN, JD, ARM, CPHRM, LHRM, Director of Client Insurance Programs, PeriGen

TIME/PLACE: Tuesday, Oct. 29, 2013; 3:30-4:30 p.m. CDT
Location: Rooms 12A & 12B Austin Convention Center in Texas

REGISTER: To register for the event and sessions, click [here](#).

PeriGen, Inc., is an innovative provider of fetal surveillance systems employing patented, pattern-recognition and obstetrics technologies that empower perinatal clinicians to make confident, real-time decisions about the mothers and babies in their care. PeriGen's customer-centric team of clinicians and technologists builds the most advanced systems available to augment obstetric decision-making and improve communications among the clinical team at the point of care, while supporting data flow between healthcare IT systems.

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