KinCentric Group and Empire Ambulance Service Announce Implementation of EfficacyPROÂ□ Software - - a Technology Tool that Captures Business Processes and Improves Employee Performance

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Albany, New York and Cohoes, New York (August 18, 2002)

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KinCentric Group, Inc., East Coast distributors of EfficacyPROÂ□, today announced the sale of EfficacyPROÂ□ to Empire Ambulance, an ambulance firm serving the needs of the greater Albany, New York area.

Â□Top management at Empire Ambulance recognizes the benefits that EfficacyPROÂ□ will contribute to their quality service by adding technology that elevates the level of efficiency in their internal operations.Â□ Says Steve Piccolino, MBA, Principal at KinCentric Â□ East Coast distributors of EfficacyPROÂ□. Â□The implementation of EfficacyPROÂ□ will provide further benefits to their stakeholders.Â□

KinCentric demonstrated the power of EfficacyPROÂ□ to Empire Ambulance with a test run that yielded impressive results in processing invoices. Empire Ambulance will begin the full EfficacyPROÂ□ installation process immediately, working with KinCentric to prioritize areas where the software can make the most direct impact.

Â□At Empire Ambulance we are going to use EfficacyPROÂ□ to first address the complex medical billing process,Â□ says Christopher Alvaro, CFO at Empire Ambulance. Â□EfficacyPROÂ□ provides us with a cost-effective solution for updating our policies and procedures allowing us to stay current with ongoing changes within the health care industry.Â□

Â□EfficacyPROÂ□ will give us the ability to have self-training on-line,Â□ says Michael Aquino, COO at Empire Ambulance. Â□We expect to significantly reduce our training costs while decreasing the time needed for billing staff to acquire the necessary knowledge to best perform their duties.Â□

About EfficacyPROÂ□
EfficacyPROÂ□ is a desktop technology tool developed by Bridge Alliance, LLC (Phoenix, AZ), for improving human performance that codifies and distributes critical processes and best practices in a user friendly way. It allows every user of the application to be tied directly into meeting the strategic goals of the business because it links all components of an organizationÂ□s value chain into a single software engine.

Processes stay intact yet can be easily modified for different groups within an organization. It gives managers the ability to update, control, and monitor business processes. EfficacyPROÂ□ reduces the time-to-competency of new process deployment. It improves the human performance of new or existing employees by making available job-related real-time business process information Â□specific to the task they are performing. This enables employees to perform their jobs more efficiently, effectively, and with fewer errors. EfficacyPROÂ□ makes learning a by-product rather than a front-end requirement.

About Empire Ambulance Service
Empire Ambulance Service has been providing professional, pre-hospital paramedic care in the upstate New York area for over twenty years. In addition to providing quality ambulance services, Empire also provides medical ambulance billing and the leasing of EMTs and paramedics for volunteer ambulance services in the region.

About KinCentric Group
KinCentric Group, Inc. is an Albany, New York project management, consulting, and software development firm dedicated to responding to specific needs by helping companies automate their business processes with innovative software solutions and services. KinCentric helps to build the IT infrastructure to support a companyÂ□s growth strategy. Technology is only a portion of the solution. Changes to the underlying business process in combination with software automation will produce the best results. This is referred to as e-Engineering and it is a specialty of KinCentric Group.

For additional technical information about EfficacyPROÂ□ on the East Coast contact Steve Piccolino at 518-478-9189, email him at stevep@kincentric.com , or visit www.kincentric.com . For questions in other areas of the country contact James A. Subach, Ph.D. directly at 602-674-0029 or by email: dr.jim.subach@worldnet.att.net.

For additional information about the professional services provided by Empire Ambulance, call Christopher Alvaro at 518-235-7670 ext. 218 or email him at calvaro@empireambulance.com.

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Online Web 2.0 Version
You can read the online version of this press release here.