

## FOR IMMEDIATE RELEASE

### **Contacts:**

Neil Berkman, Investor Relations, 310-826-5051, [nberkman@berkmanassociates.com](mailto:nberkman@berkmanassociates.com)

Larry Gerdes, Chief Executive Officer, 678-808-0600, [larry.gerdes@trcr.com](mailto:larry.gerdes@trcr.com)

Lance Cornell, Chief Financial Officer, 678-808-0600, [lance.cornell@trcr.com](mailto:lance.cornell@trcr.com)

---

## **Transcend Unveils BeyondAlerts™ to Provide Real-time Monitoring of Clinical Quality Measures**

September 20, 2010

(BW) (TRANSCEND SERVICES, INC.) (TRCR)

Atlanta, Georgia. TRANSCEND SERVICES, INC. (NASDAQ: TRCR) today unveiled BeyondAlerts™ powered by Speech Understanding technology by M\*Modal, a powerful and intelligent application that enables the extraction of meaningful clinical data from the transcribed narrative. Utilizing the structured, searchable transcribed data within Transcend's BeyondTXT platform, BeyondAlerts flags predetermined keyword patterns in the transcribed document and triggers medical alerts to caregivers or the quality team when they occur. The data can then be tracked as part of the patient's electronic medical record.

Susan McGrogan, Transcend President and Chief Operating Officer said, "BeyondAlerts highlights Transcend's commitment to the future of clinical documentation. We are taking advantage of the XML-tagged structured data from the narrative content and giving providers a tool they can use to meet clinical quality/core measures. We believe that robust narrative content should and will continue to be an important component of medical records."

"Working closely with Transcend for six years, our goal is to provide technology that not only offers something new to the market, but provides a solution that is necessary and relevant now and in the future of healthcare," said Michael Finke, CEO and founder of M\*Modal. "By offering sophisticated speech technology as part of the BeyondAlerts™ application, end-users will be armed with powerful tools that result in complete and accessible clinical documentation."

BeyondAlerts is a data-mining engine that works within BeyondTXT™, Transcend's flagship transcription platform. It enhances patient care by bringing the physician's valuable diagnoses, medications, and orders to clinicians at the point of care. Real-time access to the narrative record results in more efficient physician queries and could improve coding accuracy, which would in turn lead more accurate charge capture. BeyondAlerts also provides clinical information and documentation for the hospital's

quality team to utilize in evaluating clinical performance against core measure standards and improve patient care.

Transcend's Chief Medical Officer, Cherise Tasker, M.D., states, "BeyondAlerts brings quantifiable value to the healthcare documentation process by allowing structured narrative data mining. It is a critical component to a complete and meaningful electronic health record. BeyondAlerts works with real medical language to meet regulatory agency requirements without requiring a fundamental change to current clinical documentation processes."

#### **About Transcend Services, Inc.**

Transcend Services is a leading provider of clinical documentation solutions for healthcare organizations. The company's high-quality transcription services – along with leading data extraction and reporting tools – provide critical data needed to document patient encounters and help drive clinical decision making. Transcend provides clients with exceptional quality, turnaround time and service so that they can focus on what matters most – their patients. For more information, visit [www.transcendservices.com](http://www.transcendservices.com).

#### **About M\*Modal**

M\*Modal, the market leader in advanced Speech Understanding technology, combines industry leading technology and clinical documentation services to produce highly accurate, structured, encoded and shareable medical documents to facilitate the use and adoptability of electronic health records. More than 800 healthcare organizations nationwide utilize M\*Modal's solutions to increase patient safety and promote continuity of patient care. For more information, please visit [www.mmodal.com](http://www.mmodal.com).

#### **Safe Harbor Statement**

*This press release contains certain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, that represent our expectations, anticipations or beliefs about future events, including our operating results, financial condition, liquidity, expenditures, and compliance with legal and regulatory requirements. For this purpose, any statements that are not statements of historical fact may be deemed to be forward-looking statements. These statements involve risks and uncertainties that could cause actual results to differ materially depending on a variety of important factors. Factors that might cause or contribute to such differences include, but are not limited to, competitive pressures, extraordinary expenses, loss of significant customers, the mix of revenue, changes in pricing policies, delays in revenue recognition, challenges encountered in integrating acquired businesses, increased regulatory burdens, lower-than-expected demand for the Company's products and services, failure to expand customer relationships or realize revenues from sales closed in the current quarter, the Company's position for growth, delays in the development of the Company's transcription platform, business conditions in the integrated health care delivery network market, adverse general economic conditions, and the risk factors detailed in our periodic, quarterly and annual reports on Forms 8-K, 10-Q and 10-K that we file with the Securities Exchange Commission ("SEC") from time to time. With respect to such forward-looking statements, we claim protection under the Private Securities Litigation Reform Act of 1995. Our SEC filings are available from us, and also may be examined at public reference facilities maintained by the SEC or, to the extent filed via EDGAR, accessed through the website of the SEC (<http://www.sec.gov>). In addition, factors that we are not currently aware of could harm our future operating results. You are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date of this press release. We undertake no obligation to make any revisions to the forward-looking statements or to reflect events or circumstances after the date of this press release.*