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## **Primary Care Associates Medical Group Implements WIN/Staff Web-Based On-Line Credentialing System**

**(San Diego, CA August 15, 2002)** – WIN/Staff successfully implemented their PRO-FILE web-based credentialing system for Primary Care Associates Medical Group (PCAMG) in San Marcos, CA. PCAMG will promote the on-line credentialing system to help their network of over 400 physicians automate their labor-intensive credentialing tasks and simplify the process of submitting credentialing applications to not only PCAMG but to any healthcare organization requiring their credentials.

Denie Hall, Chief Operating Officer of PCAMG, stated, “ As an IPA, we are constantly looking for ways to streamline our operations to reduce costs of administering healthcare for our physicians as well as our own internal operations. The WIN/Staff PRO-FILE on-line credentialing system is a very cost efficient technology, which will provide one of the best benefits for our physicians: the reduction of paperwork. Additionally, because we will now receive applications electronically, it will reduce our costs associated with paper-based application forms by more than 50%. We are very pleased with the way WIN/Staff PRO-FILE could be co-branded with our website to provide a seamless entry point for our practitioners.”

Andy Lock, President and CEO of WIN/Staff, said, "Practitioners have always assumed the burden of completing credentialing application forms for healthcare organizations. With our new PRO-FILE technology, the entire process is automated saving practitioners hundreds of dollars per year. With the additional time saved, the practitioners' staff can focus on more important tasks, such as patient care."

### **About WIN/Staff**

WIN/Staff, Inc., headquartered in San Diego, California, provides universal credentialing solutions for practitioners and healthcare organizations, including hospitals, ambulatory surgery centers, health plans, Managed Care Organizations, Independent Practice Associations, and Management Service Organizations. WIN/Staff enables practitioners and healthcare organizations to electronically store, update, disseminate and verify credentialing application information using highly secure, efficient and cost-effective technology. For more information contact WIN/Staff at (800) 995-4233 or go to [www.winstaff.com](http://www.winstaff.com).

### **About Primary Care Associates Medical Group (PCAMG)**

PCAMG is an Independent Physician Association located in the city of San Marcos in North San Diego County serving the surrounding North County communities of Encinitas, Oceanside, Vista, San Marcos, and Carlsbad. PCAMG contracts with eight different health plans providing comprehensive health services to 60,000 commercial and Medicare patients. The 400-physician panel is comprised of the highest quality practitioners; all with advanced training in primary care and specialty care medicine. For more information, contact PCAMG at (760) 471-9444 or go to [www.pcamg.com](http://www.pcamg.com).