Partnership Between Cranberry Peak and Ambra Health to Help Providers Implement the Appropriate Use Criteria Program

Cranberry Peak is delivering ezCDS, an AI digital assistant with voice and natural language to make compliance easy, to reduce administrative burden for healthcare professionals and to improve healthcare delivery with evidence based medicine

CAMBRIDGE, Mass. (PRWEB) November 20, 2018 -- Cranberry Peak, a leading company in AI, conversational interfaces, and clinical decision support is announcing a partnership with Ambra Health. Cranberry Peak's product, ezCDS is a solution offered to Ambra Health’s customer base to help them implement the Appropriate Use Criteria Program.

ezCDS is a CMS qualified clinical decision support mechanism for the Appropriate Use Criteria Program, supporting the implementation of PAMA. Specifically, ordering physicians will be required to consult a product like ezCDS prior to ordering an advanced diagnostic imaging service starting in January 2020. A cause of the increasing cost of healthcare and one of the main causes of physicians’ dissatisfaction is administrative burden. ezCDS is addressing both administrative burden and the AUC mandate, by introducing the first AI digital assistant serving ordering physicians. With voice, multiple languages, and conversational interface, ezCDS makes compliance easy, and it offers an outstanding user experience.

“In a time when there is so much talk about AI, providers of care still spend hours every day with their computer screens. Our goal is to fix this, and to help them spend more time with patients instead. This is what ezCDS helps you do, with an entirely new approach to user experience.” said Neculai Archip, PhD, MBA, the Founder and CEO of Cranberry Peak. “Both Ambra Health and Cranberry Peak share a passion for helping healthcare providers deliver the optimum care at optimum cost. We are changing the way healthcare professionals interact with their software and helping the transition to value based care with our evidence based medicine solution. We are genuinely excited to partner with Ambra Health to achieve these two goals." Dr. Archip goes on to say.

Andrew Duckworth, VP of Business Development of Ambra Health shared, "Ambra Health is dedicated to empowering healthcare professionals with technology solutions that improve patient care and lower operating costs. We are excited to be able to help our clients implement the appropriate use criteria program with the innovative product that Cranberry Peak is providing. We look forward to a successful partnership."

Cranberry Peak and Ambra Health will be attending the 2018 Radiological Society of North America (RSNA) Annual Meeting, scheduled for Nov. 25-30 in Chicago, Illinois. Visit Cranberry Peak at booth #4575 and Ambra Health at booth #1122 to learn more about this new partnership and how it can help you.

About Cranberry Peak
Cambridge, MA based Cranberry Peak Corp. is a leader in AI, conversational interfaces and clinical decision support technology, designing the future of user experience in healthcare. The company aims at minimizing administrative burden and reducing the cost of delivering care with evidence based medicine. For more information http://www.cranberrypeak.com or email contact@cranberrypeak.com

About Ambra Health
Ambra Health is a medical data and image management SaaS company. Intuitive, flexible, scalable and highly
interoperable, the Ambra cloud platform is designed to serve as the backbone of imaging innovation and progress for healthcare providers. It empowers some of the largest health systems such as Memorial Hermann and New England Baptist Hospital as well as radiology practices, subspecialty practices and clinical research organizations to dramatically improve imaging and collaborative care workflows. As expert partners, we listen to our customers, understand their needs, and apply our extensive knowledge to deliver innovative medical image management solutions for the future of healthcare, now. Discover what the Ambra medical imaging cloud can do for you at [http://www.ambrahealth.com](http://www.ambrahealth.com).
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