



## **NovoPath Marks 20 Years of Anatomic Pathology Market Success: Thriving Independent Vendor Delivers Flexibility, Advanced Features and Affordable Price**

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Princeton, NJ ([PRWEB](#)) May 03, 2013 -- [NovoPath, Inc.](#), this month, marks its 20th year of delivering industry leading management and reporting software solutions to anatomic pathology (AP) providers, after experiencing double-digit growth in 2012, a year marked by far-reaching business challenges. Recognized for its broad-based functionality and customizable features, NovoPath's advanced solutions support AP reporting, image acquisition, electronic sign off, voice dictation, billing, referring physician communications and more. Each year more than 4 million new specimens are diagnosed using the NovoPath platform. More than 3,000 anatomic laboratory professionals use NovoPath on a daily basis.

“NovoPath is extremely gratified to have witnessed the tremendous growth of its product over the past 20 years,” said Wally Soufi, CEO of [NovoPath](#). “From core functionality for in-house specialty labs to the complex features required by teaching facilities and reference labs, we have grown to be one of the few AP LIS vendors that offer a multi-faceted product line used by labs of all sizes, across the country and beyond. Our licensees range from small labs to some of today's largest healthcare OEMs.”

Soufi attributes the company's success, in part, to its flexibility to work with clients to understand their needs and to customize its solution to support a practice's specific workflows as well as the reporting preferences of their referring physicians. “We understand that aside from accurate diagnosis, how quickly lab results are reported and delivered and how they are presented matter a great deal,” notes Soufi. “We work with our customers to support their efforts to cater to the needs of their customers. That's crucial to business success.”

Along with other members of the senior management, Soufi has provided ongoing guidance based on a finely honed understanding of the marketplace. This has helped guide NovoPath to success. Even in today's difficult marketplace, NovoPath continues to thrive, fueled by its ability to adapt to the needs of an ever-changing business environment with evolving reporting and regulatory requirements.

Today, NovoPath has one of the largest installation bases as a multi-vendor best-of-breed AP laboratory information system (LIS) solution. The company holds Microsoft Gold ISV Competency Certification, which testifies that it has met rigorous international standards that assure the highest degree of technical expertise and a high quality product meeting shared Microsoft standards that guarantee interoperability among other systems as well as reliability and lower maintenance requirements. NovoPath 8.0 is certified by the Commission for Health Information Technology (CCHIT®) as an EHR Module for Stage 1 Meaningful Use, qualifying eligible users for funding under the American Recovery and Reinvestment Act (ARRA).

“NovoPath is committed to meeting the needs of its customers with high performance software adapted to meet an individual company's needs and the demands of today's challenging medical environment,” says Soufi. “We look forward to partnering with our customer base to realize another 20 years of even greater success.”