



HealthTec Software, Inc.  
Northwest Atrium  
11550 IH-10 West, Suite 235  
San Antonio, Texas 78230  
Tel: 210.545.1010  
Fax: 210.545.5545  
www.healthtec-software.com

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## Press Release

### **HEALTHTEC SOFTWARE UPGRADES SOFFRONT CRM TO IMPROVE SALES, MARKETING AND SERVICE**

(*San Antonio, TX*) – HealthTec Software, Inc. ([www.foxmed.com](http://www.foxmed.com)), a leading provider of medical and dental practice management software has significantly upgraded their CRM system to the latest version of Soffront CRM, version 8.0, to improve tracking and management of their Sales and Marketing processes and to implement a full-featured customer portal on their web site. Soffront® Software, Inc. ([www.soffront.com](http://www.soffront.com)), is a leading supplier of end-to-end CRM solutions specifically designed for the mid-market.

HealthTec originally purchased the Soffront software in 1995 to assist their development department in tracking design requests and program fixes. In 2002, HealthTec added the Soffront Helpdesk and Sales modules to improve technical support as well as customer service and sales functionality. With Soffront's release of Soffront CRM version 8.0 in 2003, HealthTec added even more functionality and purchased the Soffront Customer Portal module.

“Over the past three years, our business model has changed dramatically—from a reseller driven model to a direct sales driven model with resellers,” explained Andre Fidellow, Vice President of HealthTec. “Soffront CRM is so flexible and easy to customize, that the software changed with us to meet our growing needs. In the past two years, we have re-worked the flow of Soffront CRM to better handle this new “end-user based” support model.”

Fidellow went on to explain that with the recent expansion of their direct sales and marketing departments, the sales representatives needed to better manage their current and prospective accounts. “Soffront's latest version of Soffront CRM will help us better organize and evaluate our sales data, resulting in higher conversion and closing rates.”

HealthTec is implementing the Soffront Customer Portal to improve efficiency and allow

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customers the option of "self-support" with 24/7 availability. Most CRM systems are designed for users within a company to access data to support customers, to provide information about prospects, or to support tickets. Portals, on the other hand, are system components that allow those outside the CRM system to gain access to relevant information.

“The Soffront Customer Portal will allow us to offer a full-featured portal to our customers,” concluded Fidellow. “We can now offer more training and technical support content, resulting in a higher level of service.”

#### **About Soffront Software**

Soffront Software Inc. has the experience, technology and focus for mid market companies seeking a CRM software solution. A pioneer in the CRM market since 1992, Soffront offers end-to-end, fully integrated CRM solutions. With more than 500 CRM installations worldwide, Soffront’s installed base includes Fortune 500 companies, mid-sized businesses, federal agencies and local/state governments. Soffront is privately held, debt-free, and profitable since 1995.

#### **About HealthTec Software**

HealthTec Software, Inc. is a leading supplier of complete, reasonably priced practice management systems for medical and dental practices. FoxMed™ and FoxDent™ offer easy to use, yet sophisticated features such as financial analysis and claims tracking, seamless electronic claims solutions, complete patient and resource scheduling, and efficient transaction posting.

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#### **Contact Information**

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**HealthTec Software, Inc.,**  
**Vance Nelson, President**  
210.545.1010  
[info@healthtec-software.com](mailto:info@healthtec-software.com)  
[www.foxmed.com](http://www.foxmed.com)

**Soffront Software, Inc.**  
**Alison Golan, Golan Public Relations (Media Contact)**  
904.230.0349  
[golanpr@comcast.net](mailto:golanpr@comcast.net)