



CAMBRIDGE

Realty Capital Companies

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PRESS RELEASE

8/14/13

ELECTRONIC HEALTH RECORDS GAINING MOMENTUM IN SENIOR HOUSING/HEALTHCARE INDUSTRY, CAMBRIDGE BLOG REPORTS

If your doctor isn't already into electronic health records (EHRs) he probably will be sooner rather than later.

A PulsePoints blog post on the Cambridge Realty Capital Companies website, www.cambridgecap.com, quotes a U.S. Department of Health and Human Services report that claims more than half of the doctors in the U.S. are now into maintaining electronic health records.

"EHRs represent a promising opportunity for investment as the market is now estimated at between \$6 billion and \$10 billion," says Cambridge Realty Capital Companies Chairman Jeffrey A. Davis.

Cambridge is one of the nation's leading senior housing/healthcare lenders. Davis says the impetus behind the push for EHRs in the healthcare industry came from Congress in 2009 with its passage of the Health Information Technology for Economic and Clinical Health Act.

"The act offered meaningful use incentives but also promised punitive action for non-compliance," Davis points out.

He says Leading Age, an association of not-for-profit organizations that is dedicated to making America a better place to grow old, has adopted an HRS model specifically for senior housing. The organization's Center for Aging Services Technologies (CAST) will release a white paper and selection matrix for senior living providers looking to implement an electronic health record system.

"The white paper outlines the detailed steps of planning, assessing and selecting an EHR system. The matrix attempts to align the right products with a provider's specific mission or goals," Davis said.

Privately owned since its founding in 1983 as a real estate investment banker specializing in commercial real estate properties, Cambridge today has three distinctive business units: FHA-insured HUD loans, conventional financing, and investments and acquisitions. The company is one of the nation's leading nursing home, [assisted living](#) and healthcare debt and equity capital providers, with more than 400 closed transactions totaling more than \$4.5 billion since the early 1990's, when the firm began its specialization in providing senior housing capital.

Cambridge has consistently ranked among the country's top five FHA-insured HUD lenders (now HUD LEAN) over the last 15 years and offers an array of conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's principal

investment strategy includes direct property acquisitions and joint ventures, sale/leasebacks, conventional and mezzanine debt financing, and the acquisition of distressed debt.

Cambridge is the creator of *The Signature Experience*™, a four-step process designed to transform the traditional lender/borrower relationship and identify "ideal" capital solutions for worthy projects. The company has a national origination office in Los Angeles, and numerous correspondent and brokerage relationships nationwide.

Cambridge publishes the bi-monthly e-PULSE!(R) electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients, as well as monthly updates of other relevant news and breaking trends. Additional information is available on the Cambridge website, www.cambridgecap.com, and Cambridge can be reached at (312) 357-1601 or via e-mail to info@cambridgecap.com.

The firm also has embraced social media and networking via Twitter at <http://twitter.com/cambridgecap> , via Facebook at <http://www.facebook.com/cambridgecap>, via blog at www.cambridgecap.com/blog, via YouTube at <http://www.youtube.com/user/ePulseLive>, and via LinkedIn at <http://www.linkedin.com/companies/454232>, where information on the firm and its employees can be found..

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