

Media Announcement

For immediate release on 19th January 2016



Best Practice Software launch Bp Premier in Australian market

Team Bp leads the way with new brand name

Best Practice Software have announced they will be launching a new brand in the Australian market.

The new “**Bp Premier**” brand will replace former labels “**Bp Clinical**” and “**Bp Management**.”

Chief Relationship Officer and co-founder of the company Mrs Lorraine Pyefinch said with the imminent release of Best Practice Software’s Lava Upgrade, users will find the combined package of our Bp Clinical and Management modules has reached a level of seamless refinement and sophistication, second to none.

“When we released Best Practice Clinical in 2004, we provided links to a variety of billing packages that were on the market. We then released the Bp Management Module around 2005 and over the last ten years as it has matured, we have seen more and more Clinical users swap from other billing packages to us. Now, over 80% of our customers use both Bp Clinical and Bp Management as a fully integrated package,” said Mrs Pyefinch.

Chief Operating Officer Mr Craig Hodges was happy the new brand for Australia’s favourite GP medical software application will help position Bp Premier at the forefront of doctors’ mind.

“The name itself reinforces that it’s still the first for clinical software, and provides us a great opportunity to launch an efficient, feature-rich and user-driven software product during 2016 in New Zealand,” said Mr Hodges, adding that the new Bp Premier brand for the clinical software wouldn’t be the only change coming. “With the Lava release, our users will enjoy some advanced new functionality within their preferred practice management software, and we’ll be making some announcements about those exciting developments very soon”.

“Dr and Mrs Pyefinch made Best Practice a household name in medical software back in 2004, and we’re confident that in 2016 the name ‘Bp Premier’ will be synonymous with our GP users across Australasia with quality medical software, still developed in 2016 by doctors for doctors, and that remains our hallmark”.

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About Best Practice Software

Best Practice Software is a leading Australasian provider of medical software.

Since launching in 2004, Best Practice has forged a reputation for quality products, great user functionality, and excellent customer support. We’ve partnered with medical practitioners to deliver a range of cutting-edge and user-friendly clinical and management software solutions for general practice, specialists and allied health professionals, designed for simplicity, easy operation, feature-rich application and real world dependability. We provide updates and enhancements, and regularly engage with our customers with tailored training solutions and user events. Our reputation is built on trust, and our products and support services are delivered with our customers in mind.

Best Practice really is an evolution in medical software.

For further information

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