The Most Powerful Name in Corporate News

Electronic Health Records Software for
Dialysis Centers and Vascular Surgery Centers

Neeraj Sinha – *CEO*
Renesan Software

CEOCFO: *Mr. Sinha, what is Renesan Software?*
Mr. Sinha: Renesan's advanced EHR applications have led the way in providing comprehensive solutions for capturing and managing data in dialysis centers and vascular access centers. Our leadership team includes clinical and interventional nephrologists as well as highly trained developers with significant experience in the area of dialysis care delivery. Our products use latest technology and provide comprehensive solutions for capturing and managing data generated in dialysis and vascular surgery centers.

CEOCFO: *What are the challenges in renal that call for specialized software?*
Mr. Sinha: ESRD (End Stage Renal Disease) patients need frequent, ongoing dialysis care and most of these patients have various co-morbidities, resulting in a complicated medical history involving a multitude of treatment plans, medications, and lab results coming from different providers. The sheer volume of data generated in dialysis centers necessitates the need to have a robust electronic health record (EHR) system.

CEOCFO: *How have practitioners and clinicians been keeping data today? Are they using a generic system? Are they still using paper?*
Mr. Sinha: Many dialysis clinics are still using paper but in the last couple of years the adoption rate, for dialysis settings, has increased more than 80%. Our goal is to help our clients to become completely paperless.

CEOCFO: *How is it easy with Renesan Software?*
Mr. Sinha: We are committed to improving dialysis care delivery through easy interface and innovative use of latest technology. Our products enable our clients to become completely paperless by electronic signature capturing, the use of a bar code scanner and online faxing etc. Our certified products allow our clients to exchange patients' health care records between various other health systems. Dialysis patients have much higher morbidity, mortality, and hospitalization rates. About 1.5% of the total patient population is on dialysis but Medicare spends about 6.5% of the entire Medicare budget on patients receiving dialysis. Data sharing of dialysis patients among various providers is an extremely desirable feature to reduce hospitalization, mortality, and managing co-morbidities. Our web-based products allow providers to share unified patient data among various providers at different locations such as:

- Dialysis centers
- Vascular surgery centers
- Hospital EHRs
- Center of Medicare Networks
- Crown Web (data submission to Medicare)
- Data submission to ASDIN (American Society of Diagnostic Interventional Nephrologist)
- Lab companies

CEOCFO: *How are you reaching out to potential clients? Are you well known in the industry now?*
Mr. Sinha: We are probably the fastest growing dialysis EHR software company in the US and we are hoping to become the number one dialysis software company. Most of our leads or new acquisitions are still through referrals, trade shows and websites. In 2016, we are planning to launch two new products - EHR for CKD and dialysis billing software. We also plan on having a stronger marketing plan for this year.

CEOCFO: *Would there be the same places, the same group of doctors?*
Mr. Sinha: These two new products will allow us to target a much bigger group of doctors and various other dialysis facilities and hospitals.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: *However, if it is the same doctors it should make it easier for them to look to you!*
Mr. Sinha: Renesan has already established a brand name for itself and several of our existing customers have asked us to develop these two products. So yes, we are hoping that it would be relatively easier to sell these two products.

CEOCFO: *What has changed over time in your approach? How is your product better today?*
Mr. Sinha: During the initial development phase we were primarily focused on the architecture and technology of our database and user interface. Once the right architecture and technology were achieved, we shifted our focus to make the software customizable enough to adopt various workflows related to different dialysis settings. Recently, we have also launched an iPad app to ensure secure and easy data entry for chair side charting. This has also simplified the workflow and has helped minimizing number of clicks or reducing the need to change gloves. Our applications are based on the latest technology with rich interface and are flexible enough to accommodate specific needs of our clients. We provide ongoing enhancements based on customer insights, emerging technologies, and changes in regulatory requirements. We listen so we can improve.

CEOCFO: *Do you just link up with Medicare or with some of the other payers as well?*
Mr. Sinha: We are the only dialysis EHR certified by CMS for MU2. We are also certified by CROWNWEB, a CMS-mandated system, for collecting data from Medicare-certified dialysis facilities. CMS uses CROWNWeb to receive defined demographic, quality/outcomes and cost data from dialysis facilities.

> **"We provide ongoing enhancements based on customer insights, emerging technologies and changes in regulatory requirements. We listen so we can improve." - Neeraj Sinha, CEO**

CEOCFO: *What is involved in an implementation? How do you help institute a system for a client?*
- **Mr. Sinha:** The first step is to evaluate the client's networks, computer systems, and infrastructure. The next step is to configure and customize the web application for each site and set up the machine interface application to capture the dialysis data from the dialysis machines. Two weeks of onsite training is followed by ongoing online training and support. Most of our clients become 100% electronic within 30 days. Client training specialists are available to fully support the go-live during this most critical of phases. Our average implementation time is 4 weeks.

CEOCFO: *The better it works the less they need to call you!*
Mr. Sinha: Exactly! We always focus on reducing the number of support calls by creating a database of FAQs and then addressing them during the initial training. We are always modifying and enhancing our applications based on customer feedback.

CEOCFO: *Why is Renesan Software an exceptional company?*
Mr. Sinha: We are committed in improving dialysis care delivery through innovative use of latest technology. We are focused squarely on the practice of medicine in dialysis centers with a dialysis dedicated EHR. We believe in establishing the trust and confidence of our clients as a prerequisite to business so we can achieve a valuable partnership.

For more information visit: www.renesan.com

Contact: Neeraj Sinha 310-598-6223 nsinha@renesan.com

Renesan
SOFTWARE
Advanced EHR Solutions

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