Cloud-Based Handoff Process Solution for Physicians and Hospitals

About DocDox, LLC
Founded in 2012, DocDox provides cloud-based solutions to physicians and hospitals, allowing them to implement a secure and streamlined handoff process. Our focus on the provider allows our transitions-of-care software to integrate seamlessly into existing physician workflows, while at the same time managing patient data in an efficient and easy-to-use process.

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

CEOCFO: *Dr. Woodard, would you tell us the concept for DocDox?*
Dr. Woodard: The concept is that each time a doctor leaves the hospital and another doctor takes over those patients, vital patient information must be easily conveyed to the next physician. This is called a sign-out or handoff process. Despite how logical it sounds, most EMRs do not have an easy way to do this. Our goal was to create an easy and intuitive method to facilitate this process.

Dr. Kristy Woodard CEO

CEOCFO: *Why can you not just take the records and tell the doctor, "Here is our patient John Smith and here are Dr. B's notes?" Why is that not good enough for Dr. B?*
Dr. Woodard: Generally, those notes are long, maybe a couple pages, and the information you are looking for is maybe a sentence or two. This leaves physicians carrying around so much information at any one time, making it difficult to access the information they need versus the information they don't need. In addition, patients may all be on the same floor or they may be spread throughout the hospital, so it's helpful to have a short list that says, "Here is patient A, with these diagnoses, on these medications, and here is my plan and to-do list for the next twelve or thirteen hours while I'm here.

CEOCFO: *How are you able to extract the meat of the issue?*
Dr. Woodard: We receive information from the electronic health records, such as their names, locations, and medications, with a blank box for the most important follow-up information. DocDox can also operate as a stand-alone system as well, depending on the needs of the organization.

CEOCFO: *Are there other systems that are able to pull the information?*
Dr. Woodard: DocDox started because my husband was a resident in Washington, DC, and the residents there were using an Excel spreadsheet to store this type of information. It wasn't as secure as patient information should be, and it was difficult for multiple physicians to access the data at one time. Other programs might sign-out via email, where they send all of their patients and the needed information every night as they leave the office. It's a known problem among physicians; right now most organizations are just using clunky workarounds.

CEOCFO: *What were the challenges in developing the technology?*
Dr. Woodard: DocDox is cloud based and I think some individuals are still wary of cloud-based technologies in healthcare. Some people, when they hear about it, figure that it's only as secure as Google Docs might be. When we tell people about the structure of the program, and they hear it's cloud-based, sometimes they have the impression that it's not very secure. To us, it's important to educate people on how far this technology has come and some of the exciting implications for health care.

CEOCFO: *Are you able to integrate with the various systems that exist now?*
Dr. Woodard: That information exists in the EHR as ADT (Admissions Discharges & Transfers) data. DocDox can receive that information via an HL& connection. As long as a field exists in the EHR, we can pull that field into our system. Each one has a little bit different of a setup so it is just about making sure we have the right buckets to put the data in and that the data is coming from the same bucket on their end.

CEOCFO: *How do you reach out to potential hospital clients?*
Dr. Woodard: We started out with the hospital that my husband was in residency with, finding out along the way that most of their executives weren't aware of the problem (or the workaround). It was their impression that the EHR was working well and extra services like this weren't needed. One of the challenges we face is that if you're on the front lines, you

know the problem exists but if you are at an executive level (and thus have more purchasing power), it's likely you're unaware of it.

CEOCFO: *Do you get the push back of people saying that if it was so good, why would people not have it?*
Dr. Woodard: Of course. People often say, "Well, our EHR already does that." Generally we find that's not the case. One hospital approached the EHR company and asked them to integrate the feature. Their response was, "No, we already do that. It's not a problem."

CEOCFO: *Are you able to work from the doctors upward or is it too difficult?*
Dr. Woodard: Physicians are contacting us regularly, whether it's an interested resident or a single doctor working for a larger team. The problem with working from the bottom up is that it requires a lot of momentum to get the attention of a hospital executive, and that makes it much more difficult.

CEOCFO: *How do you decide where and how to focus your efforts?*
Dr. Woodard: We have been working with a Health IT solutions firm. They represent 22% of the hospitals nationwide, and basically investigate the problems a hospital is having and suggest one of their portfolio of solutions. In addition, you might read about it in the news every once in a while, you'll see an article about hospital data breaches or patient information getting out via Google, etc. We reach out to those locations and have had positive responses as well. Finally, many people contact us through our website so we work with them to see if DocDox is an appropriate solution.

> **"The biggest problems are those you can't see. There are applications addressing problems that everyone knows about and that's important, but DocDox addresses a problem that people are generally not aware of. If you are a patient, you don't want your health information in Microsoft Word or shared through someone's email because a doctor had to come up with a workaround. You want your information secure. That's what we're here for."**
> **- Dr. Kristy Woodard**

CEOCFO: *Are you able to protect what you have created?*
Dr. Woodard: We have gone back and forth. We think some aspects of it might be patentable, but we are primarily interested in working with other EHR companies to integrate this feature into their systems. From a physician's perspective, it is easier to have one system that does everything you need it to.

CEOCFO: *What about the system have you tweaked?*
Dr. Woodard: We found that one of the biggest things that users really appreciate is the ability to request a feature, and to have that feature integrated into the product within a couple weeks. When you work with Epic or Siemens, they are such large organizations that a single user does not really have the power to affect how their program works. Since we are small, we get requests from users saying it would be nice to enter data a certain way or nice to have a field over here. We are able to customize the product for our users. We're also sticklers for design and user experience, so it's been important to make sure our users enjoy using the product and it doesn't add to their frustration.

CEOCFO: *Do you have the funding to continue with the product and for growth?*
Dr. Woodard: At this point, we are bootstrapping the software, but we have discussed looking for funding at some point. Our biggest priority is creating a native mobile application—while the product works on a tablet, it's easier to use a native application. If we did look for funding, it would be so we could integrate that feature.

CEOCFO: *Why pay attention to DocDox?*
Dr. Woodard: The biggest problems are those you can't see. There are applications addressing problems that everyone knows about and that's important, but DocDox addresses a problem that people are generally not aware of. If you are a patient, you don't want your health information in Microsoft Word or shared through someone's email because a doctor had to come up with a workaround. You want your information secure. That's what we're here for.

BIO: Kristy Woodard, PhD, is a social psychologist by training who immediately knew the halls of academia were not for her. After embarking on a trek across the country to find her dream job, one fell into her lap as the co-founder of DocDox.

Dr. Woodard is a proud graduate of the University of California at San Diego and the University of Nevada, Reno, who wanted to bring her eye for design and need for perfection to the physician IT world.

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