

Simple and Secure Mobile Application for Medical Professionals



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DocsInk

CEOCFO: Ms. Thomas, what is the concept behind DocsInk?

Ms. Thomas: DocsInk was created to fill the gaps which have existed in healthcare for many, many years. Our mobile application helps all medical professionals maximize clinical revenue, increase continuity of care, streamline secure communication, and improve quality of patient care all at one time. That is really the premise; to bundle the needs of medical professionals into one very simple, secure and affordable solution.

CEOCFO: There are many people in this space. Is the key factor that it is simple and affordable or that you have put it all together? What stands out in what you have developed?

Ms. Thomas: It is a combination of those things. First of all, DocsInk is simple. More times than not, the tools developed for physicians and their staff are very complicated and burdensome to their workflows. They are forced to rely on too many systems, too many portals and too many applications to get done what they need to on a daily basis. We have sought constant input from our end-users, and now have a very simple and user-friendly application. There are no long and painful implementations with DocsInk. An average size practice is up and running within a matter of hours and training takes only about fifteen minutes. Our DocsInk staff handles the entire setup process from start to finish.

Secondly, DocsInk overcomes connectivity barriers. Most providers and healthcare facilities have already made large capital investments with regards to electronic health record systems in order to meet meaningful use standards. DocsInk is “system agnostic” and able to work with any existing EHR or billing system that a practice or hospital already has in place.

Then third, DocsInk provides huge value to various stakeholders throughout the medical industry. DocsInk has proven to improve revenue by an average of 17% within the first thirty to forty-five days of use. Our time studies show that we are giving back valuable hours to medical providers and their staff by improving workflow efficiency and automating daily functions. DocsInk also connects medical professionals to securely communicate in real-time which is improving continuity of care and overall population health. These benefits provide an almost instant ROI for everyone from a one-doctor-practice to a very large academic hospital.

CEOCFO: What has been the barrier to people putting together such an offering? Is it the writing of the software? Is it the understanding?

Ms. Thomas: That is a great question! No solution is going to work and be effective unless it makes sense within the context of clinical workflows, and is completely interoperable.

Right now in healthcare, medical professionals are tackling many different initiatives centered on improving revenue, quality of care, HIPAA security, communication, patient satisfaction, etc. This comes at a time when the industry is largely suffering from “technology fatigue”. What we have done special and different from any other company is that we have placed just as much emphasis on the user interface and simplicity of adoption, as we have in the multi-faceted functionalities of our solution itself. The end result is a sleek and intuitive application, which is appreciated and enjoyed rather than dreaded and avoided by the end-user.

Developing DocsInk was no easy task. After we designed the core application functionalities and developed the user interface, we knew DocsInk had to also eliminate the clinical silos that have plagued the industry for years. Disparate providers have struggled historically to communicate because they all have their own proprietary systems. We were determined to overcome this barrier without the need for expensive and complicated interfaces, to finally help promote an environment of “connected care”. That is when we developed our concept of “sharing care”. In a Facebook-style manner, DocsInk instantly connects providers to securely communicate about a shared patient population, regardless of their technology, affiliation, or geographical location.

CEOCFO: *Would a doctor or an assistant be able to enter information about a patient into your system and then it would transfer to whatever cumbersome system they are using now?*

Ms. Thomas: Yes, definitely. DocsInk is built so that it fully connects disparate providers and systems. DocsInk is not an electronic health record replacement; but rather than a supplement. Providers still use EHR's to document and house full clinical notes, history and physicals, etc. DocsInk is used to store what we refer to as "para-EHR data". That encompasses real-time continuity and transition of care information that needs to be communicated between providers taking care of a patient. Our application is built to share patient data, images and pertinent clinical information. If you think of about a patient's care team, one hand always needs to know what the other hand is doing. This level of connectivity and streamlined communication eliminates redundancy, reduces errors, and improves efficiency which ultimately benefits both patients and providers. DocsInk is literally speeding up the pace at which healthcare services are being delivered to patients.

CEOCFO: *Would you give us a concrete example or two of saving time and money?*

Ms. Thomas: Yes. I would be glad to. When a physician rounds in the hospital they can very simply access and manage their census via DocsInk's patient list. They know before ever getting to the hospital who and where their patients are, along with having access to updates and notes made by others on the care team. The provider can round on their patients, submitting charges back to their billing office within five to seven seconds at the point of care. Our application is completely customizable and built to be fast and easy to use. The next time a patient is seen, DocsInk remembers the codes previously billed, and if nothing has changed since the last encounter, a charge can be submitted with two taps in approximately three seconds. Charges are no longer lost, they are reported accurately, and the revenue cycle speeds up by as much as 95%. As I mentioned before, physicians experience an average increase of revenue of 17% within the first month of use.

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As far as saving time, there are plenty of examples I can share. If physicians are sharing a call schedule, transferring the patient list from one provider to another takes only seconds. When it is time for a patient to be admitted or discharged, DocsInk is intuitive enough to send out an automated ADT notification of that patient event to all providers listed on the patient's care team, simultaneous to the charge being sent to the billing office. The ADT notifications include all applicable instructions or clinical notes that the provider wants to share with the primary care physician or other members of the care team. This helps ensure no patients are lost to follow up and the patient's care is easily transitioned from the inpatient setting back to the outpatient provider; without requiring any extra work from the physicians.

Another example is when DocsInk is used in a hospital facility to improve throughput. When a patient presents to the emergency room and needs to be admitted, the ED doctor can communicate directly with the hospitalist on the floor and improve the entire process of getting that patient admitted faster and more efficiently. Texts, requests for consults, and all notifications are patient-centric with the touch of one button, which alone saves a ton of time.

CEOCFO: *That would be pretty hard to resist!*

Ms. Thomas: Yes, we provide our customers a really fast ROI and instantaneous improvements in efficiency. A great portion of our new business is a result of referrals from current customers. We believe that is the highest form of praise and a strong indicator that DocsInk is definitely on the right track.

CEOCFO: *Who is using your services today?*

Ms. Thomas: Our customers consist of medical providers all the way from a one-doc-shop to the largest academic facility and everything in between. Hospitals, large ACO organizations, multi-specialty practices, hospices, home healthcare agencies, long term care facilities and primary care physicians can benefit from DocsInk. That is because, again, it is about having everyone connected on a singular platform, so that they can increase their efficiency, improve communications and really impact patient outcomes, all while they are making more money.

CEOCFO: *There is so much noise in the industry. How do you get attention to present your solution? Who do you typically work with at an organization?*

Ms. Thomas: DocsInk appeals to all levels of a healthcare organization, practice, or hospital. We address the financial aspect for the administrators, the workflow aspects for the office personnel, the HIPAA compliance for the security officers, and the continuity and coordination of care for the providers. Sometimes we get calls from compliance officers saying, "I am really concerned that we are not communicating securely. I am worried that our physicians may be sending texts with protected health information in there and we may be in violation of HIPAA". Other times we get calls from billing office managers saying, "I need to get our physicians to stop writing their charges down on a three and a half by five cards or napkins when they go over to the hospital or the nursing home because I know we are missing charges. We really need help to improve our revenue cycle." From hospitals we are hearing, "We are working towards the quiet hospital initiative, so that we can reduce the overhead paging and improve patient satisfaction. We are also interested in eliminating the use of pagers, and finding a more efficient way of communicating." Providers are asking for a way to manage their patient census and help sending admission and discharge notifications to primary providers. Sometimes it is a combination of several of these things, but regardless, our application provides help for them all in a simple and affordable manner.

CEOCFO: *What is next for the company?*

Ms. Thomas: We are so excited! We are convinced that DocsInk is the missing link in healthcare that will bring real change and transformation to the industry. Our team prides ourselves on being the company that listens. I believe that that is why we have been so successful to this point. We expect to be releasing new functionality in the next few months, designed to even further enhance our user's experience.

CEOCFO: *Why pay attention to DocsInk today?*

Ms. Thomas: DocsInk is making a difference every day for all types of medical providers and healthcare organizations across the country. We are making a difference to their bottom fiscal line. We are making a difference with their communication, and maybe most excitingly, we are making a difference with population health. Why would you wait one more day to implement a solution that can provide these kinds of results? You should take a look at DocsInk because we are dedicated to making a difference. There is nothing else in the market like our application, and that is by design.

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



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