

As the Only Fully Integrated Comprehensive, HIPAA Compliant Communications Solution serving Professional Healthcare Customers throughout the US, DoctorCom is allowing Doctors and Nurses to communicate more seamlessly

**Healthcare**

**DoctorCom**

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**Dr. Michael Eiffert  
CEO**

**About DoctorCom:**

DoctorCom is headquartered in Palo Alto, CA, and serves professional healthcare customers throughout the US. DoctorCom is a secure, integrated, communications solution for healthcare providers offering mobile access to critical communications, intelligently prioritized to optimize clinical workflow and triage.

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

**CEOCFO:** Dr. Eiffert, what was the vision when you founded DoctorCom?

**Dr. Eiffert:** I wanted to help doctors communicate better with each other and with the nurses. As a practicing physician, I realized that one of the biggest frustrations in the practice of medicine is trying to reach the right colleague at the right time or communicate with the nurses seamlessly without having to give out my private contact information and compromising my own privacy. I founded DoctorCom to break down the barriers of communication so that nurses and doctors can communicate more seamlessly, while protecting everyone's privacy. This helps to facilitate patient care as well.

**CEOCFO:** How does your service work?

**Dr. Eiffert:** It works through a secure web interface, which also extends out to encrypted mobile applications for the iPhone and Android devices. Nurses and doctors can access DoctorCom through the web interface, so it is a SaaS model service. They can also access it through their tablet computer or through the mobile app on their iPhone or android phones. With that technology, they are able to call each other without revealing their private contact information. DoctorCom messages are secure, so they can contain protected health information as opposed to a text message, which is a HIPAA violation. Thirdly, they can share files so any message can have an attachment and the attachment can be an EKG, a chart note, or X-ray. We have multiple readers built into the mobile app, which allows any attachment to be opened. It allows a free flow of infor-

mation of various types between the stakeholders, which is important. For example, I am an internist and have an EKG that looks more complicated than I am used to reading so I can send that EKG off to my cardiology colleague who can receive that EKG on their mobile device, open it up and get a message back to me with recommendations and insight. Likewise, a radiologist could send the X-ray that I just ordered and report "this is the chest X-ray on Mrs. Jones and as you can see there is pneumonia on the right lower lobe". These are very powerful use case scenarios. And for the nurses, they can just simply log on to DoctorCom and they have the roster of doctors at their hospital. They can search for the doctors that they want to communicate with and send them a secure message, or if it is urgent, they can click to call and either their landline or mobile device is connected to the doctor's mobile device, which is important. For instance, instead of just paging the doctor to a general nurses station phone line, they can send a message that states something like "Mrs. Jones in room 349 is having pain, so please call nurse Sarah" and the doctor can receive that message and simply press a button to call-back and they are connected with that particular nurse. You can see that the communications can be richer and timelier in the sense that the reaction times can be quicker, so that changes in the care can be made faster and this helps facilitate not only better outcomes but also shorter length of stay, for the hospital. These are powerful concepts when we approach hospital systems with our products.

**CEOCFO:** Are you typically doing this through hospitals as opposed to doctor-by-doctor?

**Dr. Eiffert:** We are serving hundreds of small practices throughout the US as well as one major hospital system and some large independent physician associations. Our customers range in size from solo practitioners to large health systems. Most customers choose a subscription that encompasses our messaging, file sharing and answering service. The Answering Service is one of our lead products for small practices, it is fully automated and mobile app-enabled and is very inexpensive. It saves them a great amount of money and it streamlines their communications flow. We have a large hospital system that is on boarding at present with five hospitals. DoctorCom is scalable from the very smallest of practices all the way to the largest healthcare systems. Our marketing efforts are designed for these different classes of customers and we have several channel partners re-selling our product and handle most of the small offices for us. Our core marketing team at DoctorCom focuses on the hospital systems, which is where we ultimately drive revenue growth.

**CEOCFO:** Do doctors really care if they are reached more easily?

**Dr. Eiffert:** We are asked that same question by a number of doctors who are signing up as part of an adoption by a larger organization. They will ask if it will open them up to a great deal of unnecessary communications and the answer turns out to be no. Doctors expect to be paged from nurses and colleagues, so it is much less intrusive to receive a secure message through DoctorCom, which they can handle as part of their normal workflow. A page would be very disrupted because it comes through your pager as a number or it may come through your phone but you have no idea of the urgency. With DoctorCom, they can read the message, which can be very rich in information. It might say something that requires immediate attention or something that is less urgent, so the doctor can triage messages and handle them accordingly. It

actually allows the doctor more control over their workflow, and as you know, when doctors have better control over how they structure their workflow, they are going to make less mistakes and have a higher job satisfaction, so that is what we are seeing. On the patient side, studies have shown that patients have a higher satisfaction with their hospital stay if they know the doctors that are caring for them are all communicating with each other. For example, when a primary care physician who no longer goes to the hospital, receives a call from a family member asking for an update he/she may not have the information available. The primary care physician is out of the loop and there is no system for receiving updates. When there is a lack of communication between the hospital-based physician and the community-based physician, families have a sense of dissatisfaction. Physicians using DoctorCom can send/receive updates from anywhere anytime. I cannot overem-

**“DoctorCom is the only fully integrated comprehensive, HIPAA compliant communications solution.”- Dr. Michael Eiffert**

phasize the importance of keeping all physicians involved in a patient's care communication without barriers. Families are reassured that these doctors know what is going on with their loved ones. These are important concepts that impact the quality of care. We take security extremely seriously. In fact, we could have launched our product a year earlier but our goal is to make sure that the security of all of the health information that we store is absolutely 100% secure. That is a big part of our mission statement.

**CEOCFO:** Do you find that nurses are more apt to contact doctors with the system available than they are otherwise?

**Dr. Eiffert:** No, I do not believe we found that to be true. What I have found is that nurses not only enjoy the system and it is very easy to use and something that feels almost like sending an email to the doctors as they know it is going to the mobile device. They are able to provide fewer com-

munications because they can provide more information with each communication. Instead of just providing a page number to call back, they can actually write down a situation, their assessment and some background on the patient and what they think should be done and then communicate that to the doctor in one message. If I am on the receiving end of that message, I have a message that gives me a clear background to the problem and situation that the nurse is facing and probably we can have a discussion in fewer communications than if we used traditional methods. It is more secure than text paging, which is not a HIPAA compliant method nor is email. We are able to provide a lot of information with fewer interactions, so what it does is make the quality of the communications better so that there is actually fewer communications ultimately.

**CEOCFO:** What is the competitive landscape?

**Dr. Eiffert:** We believe that we were the first to market; we are now just expanding the one major hospital system. We are now in talks

with several other major hospital systems. DoctorCom is the only fully integrated comprehensive, HIPAA compliant communications solution. I mean we have incorporated telephony secure messaging file sharing into one platform. Our competitors have done bits and pieces of what we are doing but that is important because when we go into a hospital system, we can provide this comprehensive platform for communication and these hospital systems know that they do not have to train their staff on different products, we provide the complete solution that they can train on DoctorCom alone and they are provided with all of the necessary tools that they will need. That is important to learn that with large organizations because you do not want to provide that one solution one month and a second solution the next month to provide the complete solution set. That is why our product is so strong. We are in virtually every state in the US in terms of our customers. We are testing in Germany with a major

teaching hospital and we have plans to expand throughout Europe and into Asia over the next eighteen months. We are in a very rapid growth stage right now and we are getting strong rave reviews from our customers, who are very loyal. They say they will never go back to the old systems for all the tea in China. We have great customer loyalty and great customer service. This is an exciting phase for DoctorCom.

**CEOCFO:** Commercialization is costly; is DoctorCom funded to do the full push that you would like?

**Dr. Eiffert:** We have been blessed with funding from private investors

and we now have a revenue base that is growing rapidly. We believe we have

revenue and the funding in place to continue our rapid growth, domestically speaking. However, we are looking for partners who may be able to fuel even faster growth in the international arena.

**CEOCFO:** Why should the business and investment community pay attention to DoctorCom?

**Dr. Eiffert:** The investment community should pay attention to DoctorCom because not only are we growing extremely fast and have a cutting-edge product, but also we are also

rapidly internationalizing our products. DoctorCom is poised to become a major communications player within the healthcare segment throughout the US, Europe and Asia. In fact, we will become the standard for transferring records between different nations whenever necessary for patient care. We will also allow for worldwide collaboration among medical experts, which will benefit patient care and is all facilitated by the secure framework of DoctorCom. This is going to become a very significant company in a very short time and we are very excited about how the story is unfolding.



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