

Transform Surgical Care. A Platform delivering Bundled Payment, Gainsharing and Patient Engagement Programs



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“Medtel helps healthcare providers combine best practices with the earliest opportunity to identify risks. Our hospital partners credit Medtel’s ability to assist them with a platform to produce better outcomes at reduced costs, all of which is critical to a hospitals success in value-based care.” - Harold Mondschein

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

CEOCFO: Mr. Mondschein, what was the vision when you started Medtel in 2013 and where are you today?

Mr. Mondschein: Medtel set out to transform surgical care through automation. We believed that we could create a set of tools to identify risks, create physician alignment, and develop clinical pathways in the surgical care process. The goal was to improve surgical outcomes while reducing costs.

Today the Centers for Medicare and Medicaid Services are transitioning from a primarily fee-for-service model to fee for value. Since 2013, Medtel has improved our customer’s success under this new model delivering best-in-class surgical care in a cost effective manner.

CEOCFO: What have you developed to address the problem?

Mr. Mondschein: Medtel developed an easy solution to use and implement. Our platform connects any surgical office to a hospital, identifying the clinical and financial risks prior to the surgical event. This process leads to efficiencies, reduced surgical readmissions and decreased costs - all of which are key principles required to be successful in the value based care environment.

CEOCFO: Would you walk us through how it works?

Mr. Mondschein: When a surgeon determines surgery is needed for a patient, typically he or she will communicate the requirements of the surgical case to his or her surgical scheduler. The scheduler is responsible for inputting the information into either a hospital record or creating a fax communication to the hospital with the key surgical information and requests. This manual based process leads to challenges in communication. The first step in Medtel transforming surgical care was to automate the communication, and make it much easier for the surgeon and the hospital along with the staff to communicate. This facilitates structured communication with the granular details from the surgical office to the hospital. At that same time, there is a simultaneous communication that goes out to the entire team that is required to ensure the surgery goes seamlessly. By using Medtel, providers are able to better understand a patient’s possible surgical risks and then spend more time with those patients to prepare them for surgery. Medtel helps healthcare providers combine best practices with the earliest opportunity to identify risks. Our hospital partners credit Medtel’s ability to assist them with a platform to produce better outcomes at reduced costs, all of which is critical to a hospitals success in value-based care.

CEOCFO: How would you help reduce excess surgical costs?

Mr. Mondschein: Medtel helps hospitals reduce surgical costs in several ways. First, we ensure that only approved products are used for surgical procedures. Most importantly, Medtel provides hospitals with the flexibility to use business rules to ensure that the most appropriate products are used for their patients. Such business rules assist hospitals in

ensuring that their surgeons are adhering to best practices as a standard of care. There are also opportunities to eliminate added spending on products that do not improve the outcome of the surgical care. Many hospitals continue to struggle with identifying these added costs. Medtel has the ability to identify these surgical requests before the event, which leads to significant cost-savings.

CEOCFO: *Who is buying your product?*

Mr. Mondschein: Our customers are hospitals and surgery centers. They use Medtel to transform their surgical care process and assist them with their transition to success in value-based care and bundled payments. With the evolution of value-based care, both challenges and opportunities are emerging for hospitals as they manage costs, grow market share and standardize in order to improve quality. Our hospital customers saw the necessity for change in care delivery and felt as though Medtel delivers a way to rapidly transform surgical care to ensure their patients are receiving the best possible outcomes. Medtel provides our customers with a proactive approach to successfully assist healthcare professionals and their patients through an episode of care.

CEOCFO: *How do you get attention from the hospitals and a foot in the door to explain what you are doing?*

Mr. Mondschein: Peer to peer selling is our most effective tool. Medtel is very fortunate to have built a stable of customers, administrators, executives and physician leaders that credit their success to Medtel's ability to rapidly implement our solution reducing readmissions, surgical costs, cancellations, and delays with a simple user-friendly platform that streamlines care, enhances communication, and improves efficiency. We find that executives and administrators in most hospitals suffer at this point from what we call technology fatigue in a sense that they are being targeted by small and large IT companies. We have also been able to work with some flagship organizations like NYU Medical Center and Memorial Sloan Kettering Cancer Center, and one of the reasons we have been able to generate success and get the ear and attention of administrators and the executives in a hospital is through peer to peer selling producing success when we are looking to generate introductions to the C-Suite in different hospitals.

CEOCFO: *If very well-known hospitals are using a system, does it ever intimidate some of your potential clients?*

Mr. Mondschein: Our experience to date suggests that hospitals find it comforting. They recognize that Medtel has a 3 year track record of success with large organizations. Administrators perceive our experience with well-known hospitals as an advantage. The Medtel commitment is to shift risk away from our hospital partners. We are able to incorporate what we have learned on a much larger scale and provide our community hospital partners with a successful solution. Ease of use and rapid implementation disarms their team members, enhances workflows, and delivers a financial impact beyond expectations. Medtel shifts risks away from the community hospitals, and provides them with a successful transition to value based care and bundled payments.

CEOCFO: *How do you build in personalization?*

Mr. Mondschein: Personalization is an interesting word. Medtel is committed to ensuring that the patient, hospital, and doctor have the best possible experience. That means something different personally to each stakeholder. The patient must have the best possible outcome. The surgeon and staff must have the necessary items at their fingertips to provide those quality outcomes, and the hospital must spend appropriately to enhance their contribution margins. The provider transition from a primarily fee-for-service model to one that is inclusive of value and risk-based care requires collaboration. Medtel improves collaboration. Team members feel that the Medtel solution provides each team member with the information at their fingertips to provide the best possible outcome and a seamless episode of care.

CEOCFO: *Might this be something that you would adapt down a level to procedures like a colonoscopy?*

Mr. Mondschein: The Medtel solution offers sophisticated clinical logic, and I understand your question. But Medtel assists with general procedures such as colonoscopies as well. The value for a hospital or institution to deploy our software for very generalized cases and not necessarily implant specific procedures is to eliminate some of the challenges in billing and reimbursement that are associated with Medicare's in-patient only procedures. Our software is able to create alerts and hard stops when surgical offices and surgeons are requesting procedures in settings that are not reimbursed by Medicare. That has been a very valuable resource for hospitals. It has decreased the number of full time employees that are canvassing hospitals, ensuring that that these cases go in the correct settings. It has also eliminated any of those challenges and surprises that have happened prior to the surgical event.

CEOCFO: *How is business these days?*

Mr. Mondschein: Business has been fantastic. I am a big believer in value-based care. It dictates best practices, and fortunately that is the belief of the Centers for Medicare and Medicaid. We have seen CMS mandate bundled payments for hip and knee replacements and now we are seeing them mandate the model for cardiac care. Hospitals realize that

they need to transition to these models in order to be successful. They look for companies that have a successful track record. Medtel offers that success and creates a comfortable opportunity to transform their surgical care process. Hospitals see the opportunity Medtel provides to minimize risks before a surgical procedure. Our solution reduces readmissions, surgical costs, cancellations and delays, with a simple user-friendly platform that streamlines care, enhances communication and improves efficiency. Executives credit Medtel's unique ability to identify challenges before they arise as critical to their value-based care success. The goal of our solution is to deliver the highest possible outcomes while reducing costs. Medtel has delivered that level of success to our clientele for over the last three years. We have been very fortunate to build references that have graciously facilitated introductions to other hospitals. When you ask about how to get the ears of community hospitals and academic institutions, you make sure that Medtel is providing the right outcomes for our hospital partners, and they help to create our success through peer to peer selling. At Medtel, we are committed to producing results for our customers beyond their expectations.

