

## Mobile and Cloud Billing Data Solutions for the Healthcare Industry



**Jagmit Singh**  
Co-Founder & CEO

**CEOCFO: Mr. Singh, what is the basic concept at gingerCube?**

**Mr. Singh:** My partner is an orthopedic surgeon and having spent time with him, I noticed that many of the systems in the healthcare industry are using legacy software and technology. Therefore, I thought this was the right time to start a company that can provide mobile and cloud solutions for the healthcare industry. Our initial products are based on the revenue cycle side of things. We are helping physicians and hospitals enhance their ability to capture billing data in a more efficient manner, replacing the paper method they have used in the past. We provide superior mobile and cloud solutions so that they can achieve this. The hospitals are desperate for us to tie these systems all together.

**CEOCFO: Would you tell us about security, which is most important for mobile?**

**Mr. Singh:** You are very right! Security is extremely important under HIPAA and the HITECH Act. Our products are 100% HIPAA compliant. We have to be sure that the mobile applications, the web applications, and the data storage are complying with each of the HIPAA requirements. Those requirements have to do with encrypting data, as well as educating our users about proper security policies. One is how to make sure that their phones are secure, which we have included under our FAQs and discuss in training. We want to express the importance on making sure that both their phones and the mobile application are locked with a passcode. We take this very seriously due to the nature of data being captured, considering patient confidentiality is top priority when it comes to HIPAA compliance.

**CEOCFO: Why is mobile important in a hospital setting and how is it used within a hospital system?**

**Mr. Singh:** When you walk into a hospital you see computers everywhere. However, even with those computers, physicians are running around trying to get to surgery, visit their patients, or follow up with a patient after surgery. We provide a way for them to view patient data and update that information, all on a mobile device that travels with the physician everywhere. The most important part, however, is the ability to capture billing data and transfer it to the billing companies. For many of the consulting physicians who frequent hospitals, it is the in-house biller at the physician's office that completes their billing. If the physician is using paper notes to track patient encounters, then they must physically hand over the charges to the biller. Our mobile application instead helps them capture the data at point of care, and automatically transfers it to the biller for them. Any physician working with hospitals should be tracking each and every patient encounter, considering that one of the more popular compensation models include a bonus that is based on the work output produced. Physicians need a way to track what they are doing, and there is nothing better than a mobile device because it is omnipresent. Current industry metrics state that approximately 85% of physicians are using smartphones for work. Therefore, it makes perfect sense to use a mobile charge capture.

**CEOCFO: What are doctors capturing?**

**Mr. Singh:** Typically, it is billing data that is being captured today. Our first product, maxRVU®, enhances the ability of physicians to capture charges, which includes the patient data, billing codes, and what they did at their patients side. The application then transfers it to the biller so that they can process and send to collections on behalf of the physician. This is typically done today using paper. However, with a product like ours, they can use their mobile device to scan the hospital sticker and input data into the application. The physicians can add in their notes, audio recordings for dictation, pictures, and codes. The information can be saved or submitted right away. As they are walking to the next patient, the data is transferred to the biller who can then start working on it immediately.

**CEOCFO: It would seem hard to resist for a doctor!**

**Mr. Singh:** Absolutely, because it is not just one thing. For example, if you misplaced paper charge sheets, the revenue loss is significant. Those are very high priced consults each time a physician visits a patient. When the physician is rounding and performing surgery at a hospital, they may not go back to their office for two or three days. There is a gap in time between the patient encounter and billing, which decreases cash flow. Our product increases cash flow by avoiding that time gap and syncing the billable charges instantly. Another aspect is the ability to maintain a more efficient way for their billers to keep track of data and communicate to the physician. If the biller has a question regarding a patient encounter, instead of waiting for the patient to call back or get to the office, they can just send a note to the doctor right

from the web application. The physician then sees the notification on the mobile app. This type of communication enhances the usability of the product a great deal more.

**CEOFCO: *How long has maxRVU been available?***

**Mr. Singh:** maxRVU has been around for about three years now. We have had some very good response amongst physician practices and hospitals, as well as everyone in between.

**CEOFCO: *How do you reach potential customers, as there is so much noise in the industry?***

**Mr. Singh:** Our primary way to breakthrough is online. From day one we have seen a great deal of inbound traffic, where physicians and hospitals are searching for such a product. In fact, we received our first sign up within 24 of hours of launching the application. We were blown away by such a quick response. Coupled with the organic traffic, there are sales reps that we have partnered with, our channel partners, and we attend a great deal of conferences that are pertinent to our product line.

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**CEOFCO: *What has changed since you launched the product?***

**Mr. Singh:** That is a great question. The primary factor that I have seen change is the adoptability. Earlier on, physicians did not care about products like maxRVU® because they were happy with the decades old use of paper. However, with the laws changing, including the Affordable Care Act, Meaningful Use, and the upcoming ICD-10 transition, the entire healthcare provider community is being forced to catch up with modern technology. With these changes, they are looking for a solution that will enhance their whole efficiency. Reimbursements keep going down and there are Medicare cuts around every corner. Physicians have slowly begun to feel the pain through their income. That is from the user perspective. From the industry perspective, devices like iPhones and Androids are really enhancing creativity, especially in the healthcare arena. Hence, I have seen a change on both sides in terms of availability of tools, as well as the uptake on the adoptability of the products. The newer companies like gingerCube are at the forefront of mobile, but the larger players who are late in the game, are upping the ante and coming up with new products that compliment their existing solutions in the mobile arena.

**CEOFCO: *What is next in the pipeline?***

**Mr. Singh:** We are coming up with new products and enhancing our current products. We also see new markets developing. With the landscape changing more and more people want to use such a product. We are looking at building very specialized solutions for different types of providers. Also important for us in the coming years is building key relationships with some of the larger players, providing our software as an integrated solution with their products.

**CEOFCO: *Why is gingerCube noteworthy?***

**Mr. Singh:** We are bringing to market a cutting edge product that uses the latest technologies. Key differentiators for our products would include features such as taking a picture, adding voice notes, and scanning hospital stickers to quickly input patient data. Another big thing is our user interface. Some of the other solutions out there are quite complicated, whereas we provide a very simple interface. We know this from the response from our users, telling us that they can pick it up and go right after they download our product. Finally, what I think is a huge value for our customers is our ability to jump in and quickly make changes to keep up with the market. This agility is helpful in terms of product requirements for some of our bigger customers. We are able to quickly go in and tweak the product where it is amenable for them to use in an even better way.

**CEOFCO: *Final thoughts?***

**Mr. Singh:** It is by far the right time for physicians, providers, and hospitals to adopt a mobile solution. mHealth is here to stay. The greater majority of physicians and their patients own a smartphone, and the number of healthcare applications that enhance patient satisfaction and communication are increasing every day. Hospitals are expanding or rebuilding facilities to keep up with the quality requirements and technologies available to them. Everyone should be prepared to use mobile technology as the primary way to interact with and enhance our healthcare systems.

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