

## Featured Partner

Cardioscribes, the exclusive medical transcription vendor partner of MedAxiom, provides end-to-end cardiology transcription solutions to hospitals and health care clinics. It plays a crucial role in the cardiac patient care cycle by providing unparalleled and precise transcribing solutions at remarkable turnaround time. Our customer-centric approach greatly assists health facilities to provide high quality patient care.



An Interview with Vatsal Ghiya, CEO

**Q: Why have you chosen MedAxiom as a strategic partner?**

**A:** MedAxiom is a well-respected, benchmarking consortium with a strong member base of Cardiology practices across the U.S. The quality of service and customer-centricity that MedAxiom delivers to their members is directly in-

line with our corporate values. We are excited by the opportunity to partner with MedAxiom and offer their members accelerated revenue cycles, lower operational costs, increased physician satisfaction, and enhanced patient care through our workflow expertise in cardiology transcription, rigorous quality assurance program and disciplined turnaround time.

**Q: How does your business currently interact with the Cardiology practices?**

**A:** Cardioscribes is the leading medical transcription service provider in the Cardiology space. The staff of Cardioscribes works in servicing over 50 Cardiology practices. The team is acutely aware of the unique needs of a Cardiology practice's transcription, which includes ever-changing equipment, new and intricate study workflows and the myriad of current and newly introduced drug therapies. Cardioscribes conducts regular surveys and visits the existing and new clients to get their valuable feedback. The suggestions and opinions are put into practice to iron out any existing shortcomings and provide more transparency to our working. As a result we are able to build strong business relations with our clients through mutual trust and understanding. Being very cardiology specific goes a long way in building relationship with Cardiology practices.



**Q: What primary products are utilized by the practices?**

**A:** Cardioscribes provides comprehensive, flexible options to fulfill the clinical transcription and documentation needs of cardiology organizations in the manner that suits them best. Dedicated, cardiology skilled U.S. and global transcriptionists give Cardioscribes the ability to deliver transcription quickly and accurately – to reduce costs, improve patient care and increase physician satisfaction. Cardioscribes' another offering - emPower provides the full spectrum healthcare compliance elearning courses on HIPAA, OSHA, Red Flags rule, CNA, Nurse Practitioner and Joint Commission, available on-line. Customer practices find this media useful as we provide customized solutions to their compliance challenges ensuring up-to-date courses are available and within current industry standards. Apart from compliance, the practice administrator's work is significantly reduced when using our state-of-the-art LMS with succinct policy review tracking, single-click compliance reporting and detailed student course completion tracking.

**Q: What differentiates your organization from others?**

**A:** Cardioscribes is exclusively dedicated to cardiology transcription, which is a significant differentiator from other transcription companies as the operational workflow within cardiology is unique to other healthcare disciplines. Cardioscribes employs enterprise transcription management software to capture voice, allocate work, monitor and deliver the completed work which makes the transcription process more efficient, reliable and secure. Our unique approach to integrate documents into the practice's existing EMR; fax and email services and ease of access for the physicians to access the transcribed document on our portal makes us one of the most preferred Cardiology transcription company.

emPower develops and delivers educational courses with a focus on the healthcare domain. The course content is very relevant and precise. We audit and update the courses periodically and add new courses. These checks and balances ensure that emPower customers maintain compliance with the fluid health care industry rules, regulations and laws.

Together, we are cardiology-centric companies with an added wealth of experience in general healthcare practice operations.

## Featured Partner (continued)

### **Q: How do you intend to add more value to your customers in the next 12 months?**

**A:** In response to the current economic climate, healthcare practices are looking to optimize business processes so that they can cut costs, eliminate expensive compliance risks, deliver high-quality customer service, and improve patient safety and privacy of health records.

With an eye on the future, Cardioscribes is now integrating Cardiology transcription with EMR and speech recognition software to create a Cardiology documentation system. This blend of existing technology like transcription with emerging technology like EMR will speed up the patient care cycle by routing protected patient health information in a quick, safe and accurate manner to our clients.

The emPower offerings provide practices another measure which can be added to the overall cost-reduction strategies through stream-lining compliance training, reducing man-hours exhausted in tracking and managing compliance, and eliminating the risk of non-compliance penalties, fines, and breaches in privacy which bear large fines and potential litigation cost.

Our team of focused compliance experts, content developers and graphic designers will help cardiology practices remain compliant and administrators can remain confident that they are meeting the ever-changing rules and regulations that will be experienced over the next 12 months.

### **Q: What new products or services can we expect to see released in the next 12 months?**

**A:** Data mining and data warehousing are becoming more prevalent in the healthcare industry because of the large quantities of data stored in various systems at medical institutions and the number of business decisions made based on the data.

Cardioscribes' parent company, Mediscribes, Inc., in association with are nearing the completion of constructing an enterprise data warehouse that, when combined with our proprietary data mining application, will assist both administrators and physicians in helping to analyze large quantities of clinical and financial data when making decisions.

emPower e-Learning Solutions has built a library of health care e-Learning courses relative to nursing and Cardiology practices. In the near future, emPower will launch additional e-Learning courses in the Cardiology discipline so that nurses, medical assistants, certified nursing assistants (CNA) and associated health care professionals can satisfy requirements designed to maintain certifications, credentials and completion mandatory of Continued Medical Education (CME) units. Courses geared towards physician CMEs, Billing and Coding, Dental Health Team education, and a Continuing Nursing Education Series will serve to hone the medical skills of concerned healthcare professionals help to enhance the quality of patient care.



### **Q: What are your long-term goals in serving the cardiology practice arena?**

**A:** Cardioscribes will continue its' exceptional service experience to cardiology practices, delivered through our unique brand of customer attention and supported by our industry-leading technologies. Our consultative approach towards helping cardiology practices evaluate and streamline transcription workflows and document management will further assist our customers in achieving their goals of providing the practice with high-quality, cost-efficient, and timely transcriptions.

The emPower team envisions a future where e-Learning will play a pivotal role in Cardiology practices. We are working on integration of 3D-simulations and animations within e-learning courses which will provide an enhanced learning experience to the on-line learners. Imagine a scenario in which a nurse goes on-line for instruction regarding performing a diagnostic electrocardiogram (ECG). The nurse is tested online by being shown a diagram of a torso and then being asked to place the leads on that torso using the mouse. Once the nurse has mastered this online segment, he or she moves to the clinical environment to gain the crucial, supervised practical application required to successfully and safely perform the ECG.

### **Q: Who should the MedAxiom practices contact with questions about Cardioscribes' company or products?**

**A:** Terry Ciesla – 502-400-9377 – [tciesla@cardioscribes.com](mailto:tciesla@cardioscribes.com)

