

Featured Partner

Built by an in-house staff of more than 30 clinicians and coders, ProVation® MD software replaces dictation and transcription and allows cardiologists to efficiently document procedures at the point of care. ProVation software produces complete, coding-ready and image-enhanced documentation that result in greater efficiency, increased profitability and clinician satisfaction. ProVation MD Leads clinicians through the procedure documentation process quickly and automatically with intuitive navigation that drives revenue recovery and offers greater protection against RAC audits by automatically tying procedure documentation to reimbursement coding.

An Interview with Arvind Subramanian, President and CEO
Wolters Kluwer Health Clinical Solutions and ProVation Medical

Q: Why have you chosen MedAxiom as a strategic Partner?

A: Cardiology practices are a key component of ProVation's strategic plans. MedAxiom's power of peer-to-peer networking, sharing of timely information, providing access to key decisions makers and practice performance improvement information will enable us to provide cardiology practices with the best possible product for procedure documentation and coding.

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

A: We have a team of Cardiology specialists that interact directly with the Cardiology practices. These specialists take the time to understand each practice's needs, and help determine how ProVation MD can help them achieve their goals.

Q: What primary products are utilized by the practices?

A: ProVation MD Cardiology software

Q: What differentiates your organization from others?

A: ProVation MD seamlessly interfaces with other IT systems and offers robust data reporting and analysis for Quality Indicators, PQRI, pay-for-performance and other reporting initiatives. Our award-winning customer service, rapid implementation and comprehensive training allows each site to be up and running within 90-days of purchase

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

A: ProVation's core value proposition is two-fold: cost reduction by eliminating transcription and revenue enhancement via improved documentation and coding. These key components are the foundation of ProVation's impressive return on investment and help to pay for the system in 12-20 months. But, none of this is useful if physicians don't actually use the software. We will continue to invest heavily in product and service improvements to ensure that we maintain our high physician utilization. We have been named #1 in the Clinical Procedure Documentation Market Segment of the 2005-2008 "Top 20 Best in KLAS Awards" reports* due in great part to this investment and our commitment to client service. By supporting high utilization, we support the ROI and our customers enjoy significant financial and clinical benefits.



Wolters Kluwer
Health

ProVation® Medical



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

A: ProVation will continue to invest significant resources into the advancement of our Cardiology products. For example, we expect to release functionality for ICD/Pacemaker procedure documentation within the next year, with EP to follow shortly thereafter. Additionally, we view ACC

submission as a critical component of our value-add and will be greatly enhancing this functionality in 2009-2010.

Q: What are you long-term goals in serving the cardiology practice arena?

A: Cardiology practices are a critical part of our future plans. ProVation's parent company, Wolters Kluwer Health, owns a number of brands and product solutions that impact the Cardiology market, including:

1. UpToDate: clinical decision support tool used by 360,000 physicians
2. Medi-Span: drug information database embedded into EHR
3. ProVation Order Sets: authoring tool for order sets to support CPOE and EMR
4. Clinic Note: Medical content embedded into EHRs for documenting office visits

Many of these products are already in use within Cardiology practices, either as stand alone products or embedded in EHRs, and enjoy high physician utilization rates. We will continue to extend the functionality of these brands, and build new products for use at the point of care to ensure that we continue our track record of high physician satisfaction. Importantly, we will also extend the interoperability of our products with the EHRs, to help the practice leverage their investment in healthcare information technology.

Q: Who should the MedAxiom practices contact with questions about ProVation MD?

A: Doug Johnston, Vice President Sales
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