

MD-REPORTS One-Stop Solution for All GI Documentation Needs

MD-REPORTS, with an experience of over two decades in the field of Gastroenterology (GI)—designs, develops and supports software related to Structured Procedure Documentation, Image Management, Electronic Medical Reports and Practice Management solutions. Providing a true single platform solution to meet the needs of GI providers. In 1997, the founder and CEO of the company, Srikanth Gosike recognized the void in the Gastrointestinal Endoscopy space as it lacked a platform that could capture images of the endoscope while providing a neat, professional looking report for procedure documentation. Healthcare professionals either relied on dictation or attached photo papers from the Mavigraph, which were time-consuming, error-prone and often attracted regulatory fines. Coming from a technology background, Mr. Gosike saw a huge potential in this field and decided to create a game-changing endoscopy reporting solution to solve these problems. He then laid the foundation of MD-REPORTS that began with a single module, the endoscopy report writing software, and has now expanded into a comprehensive ambulatory surgery center (ASC) EHR & Practice EHR platforms serving the GI Industry. MD-Reports also provides surgical procedure documentation software for Interventional Pain Management & Urology among others. “As a one-stop solution provider in the GI Specialty space, we provide a comprehensive portfolio of solutions for physicians be it in the office, hospital or the ASC,” explains Mahesh Muthyala, Director of sales and business development of MD-REPORTS.

Creating a Complete and Comprehensive Operative Report

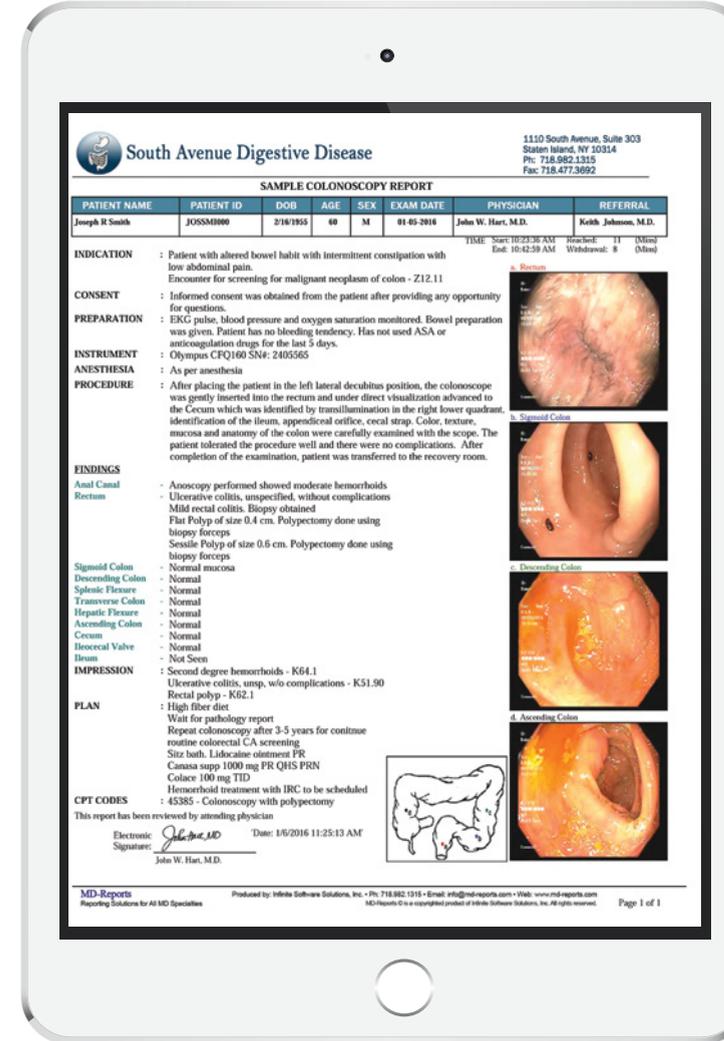
As MD-REPORTS' core solution, endoscopy report writing software's primary goal is to capture images/video of live procedures from the endoscope equipment. The solution is scope agnostic and can work with any modality of the equipment that the client is using for direct image capture. With the solution, physicians can get a comprehensive structured procedure report with embedded images in less than a minute along with the flexibility to fine-tune or cater those reports according to personal preferences. “We have libraries within our software that are customizable to individual physician needs giving them the flexibility they need,” says Muthyala. Another important aspect of MD-REPORTS' endoscopy report writing software is its adherence to regulatory requirements as it is compliant with ICD-10 and CPT procedure codes. Based on the provider input the system has the ability to automatically prompt for appropriate codes, compliance and quality reporting. With the company's feature-rich software



Srikanth Gosike,
President & CEO

that meets all regulatory and certification needs, physicians can enjoy a complete and comprehensive structured operative report. What's more, MD-REPORTS' endoscopy report writing software can be implemented in a time frame of four to six weeks unlike other solutions in the market that take six to nine months. Along with lower turnaround time, the company boasts of a much lower TCO that is roughly half the cost of existing solutions leading to enormous cost savings.

A testimony to the stellar abilities of MD-REPORTS is one of the largest independently owned medical groups in the state of New York who has been a happy client for over a decade now. The client's initial challenge was to get complete comprehensive report readily available at the point of care. They were using transcription services where GI physicians would dictate on a microphone and get the reports in 24-48 hours. The challenge was consolidating the images with the corresponding report and scanning both to the EHR; this was usually carried out manually making it error-prone leading to safety concerns from a HIPAA regulatory standpoint. MD-REPORTS started off with five procedure rooms and now offers a comprehensive solution that integrates into their existing EHR and automating the entire process of data entry. Orders are auto-populated into MD-REPORTS, and once the encounter is complete, the OP report with embedded images electronically gets transmitted



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into the health systems EHR without any manual intervention. Further, the solution also sends across the charges for billing purposes. The company has created customized interfaces to help with patient recall management where recall reports can be run from the health systems EHR as a centralized system. Moreover, the client was looking for a one-stop solution for their procedure documentation in GI, Urology and Interventional Pain Management. “Upon their request to replicate what we had in the GI space into Urology and Pain management, we created our Urology report writer and Pain procedure writer,” extols Muthyala.

Today, MD-REPORTS has established itself in more than 450 locations across the nation with well over 3500 providers using the platform GI,

Pain management and Urology automating the entire procedure documentation process. Our company's strength is built on MD-Reports product line, dedication, quality and personalized services to clients, says Srikanth Gosike.

Staying Ahead of the Curve

To stay ahead of the competition, MD-REPORTS works with a team of advisors who are the existing users of its solution to incorporate their feedback into the betterment of the software. Further, the company closely follows the American Society for Gastrointestinal Endoscopy (ASGE) and American Gastroenterological Association (AGA) in conjunction with Centers for Medicare & Medicaid Services (CMS) to get their hands on any latest trends and updates in the industry. Bringing together all these updates and feedback, MD-REPORTS ensures that its dedicated software development team and quality assurance experts come up with the upgrades required in the software. “We offer these upgrades or updates to clients at no additional costs keeping them at the leading edge while not affecting their budgets,” quips Muthyala. Besides, clients can also suggest improvements, feature enhancements and bug fixes that will then be internally reviewed by MD-REPORTS team and pushed in the next update. MD-REPORTS also offers access to the Gastrointestinal Quality Improvement Consortium (GIQuIC)—an independent GI registry to track the quality requirements. Clients registered with GIQuIC can upload quality measures directly from the MD-REPORTS platform at no additional costs. Interestingly, MD-REPORTS is also a trusted replacement choice for ENDOWORKS and have successfully helped migrate numerous health systems from the latter. “Over the last three years, we have added about 150 installations to cater to the demand created by the discontinuation of ENDOWORKS.”

In keeping with the changing status quo of the GI specialty space, MD-REPORTS is keenly working towards tapping the benefits of AI, improving the turnaround time for physicians to complete their report. “Instead of physicians coming back to their computer systems to complete their reports, we are looking at using AI or ML giving them a microphone to dictate and complete the report,” says Muthyala. Similarly, the company is evaluating the option to provide a true multi-specialty platform incorporating the same core as in the GI space to give ASCs a single platform for other procedures. From the geographical standpoint, the company is ready to expand to other countries apart from the U.S. as opportunity knocks on their door.