

Providing a fully-unified Electronic Medical Records (EMR) and Practice Management (PM) solution through their web-based OfficeEMR™, iSALUS Healthcare has developed a number of Strategic Partnerships with the Indian Health Services and Larger Hospital Systems enabling continued Growth

**Healthcare
Information Technology**

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Michael Hall
Founder and CEO

BIO:

Michael Hall founded iSALUS Healthcare in 2000, and for the first 11 years he led all product design and development for the company. Over those years, he has served in a variety of capacities including Chief Executive Officer, President, and Chief Information Officer. As such, Mr. Hall has navigated iSALUS from inception to a profitable organization with a number of strategic partnerships and end-users throughout the United States

and within 45 distinct specialties. He administered and provided oversight of the OfficeEMR™ product in physician practices around the country for the initial three years of production. Prior to iSALUS, Mr. Hall served in a variety of IT positions with Alltel, American Trans Air (ATA) and Con-seco.

About iSALUS Healthcare:

Our mission at iSALUS Healthcare is to provide our clients an affordable, fully-unified Electronic Medical Records (EMR) and Practice Management (PM) solution through our web-based OfficeEMR™ that: Streamlines their patient workflow; Maximizes the profitability of a physician's practice; and Saves time for clinicians to focus on patient care.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Hall, would you tell us about iSALUS?

Mr. Hall: iSALUS is a software and services company. We provide OfficeEMR™, an all-inclusive Electronic Medical Records and Practice Management solution, equipped with a patient portal and personal health record, and we deliver all this to our clients through a web browser.

CEOCFO: iSALUS have been doing this for longer than most. What have you learned over time to get it right where so many of the upstarts do not seem to have it down pat?

Mr. Hall: It is just that, experience and learning over the years. In health-

care, you cannot afford to make mistakes, especially when you are developing tools that physicians use to help diagnose and treat patients. Failure is not an option. You must invest time and effort into doing it right. Anyone entering into this space, trying to do what we are doing overnight, vastly lacks the years of experience it demands. Our clients use iSALUS because we are one of the, if not the oldest, web-based EMR on the market.

CEOCFO: Do many of your customers take advantage of the full range of your services, or do they more pick and choose?

Mr. Hall: The majority of our clients use every aspect of the product. A physician's practice that subscribes to OfficeEMR, utilizes the scheduling abilities, back office functions like billing and collections, and its primary purpose of tracking and managing patients' healthcare.

CEOCFO: How have you made sure that your systems perform in a way that doctors are happy using them?

Mr. Hall: You touched on a really important point. At the end of the day, electronic medical record adoption is required. It is being mandated. The government currently is incentivizing through stimulus payments to encourage the adoption of electronic medical records. However, by the end of 2014 penalties will be on the horizon. The EMR transition is taking place; we are not trying to create demand; we are trying to service it. What we must do is address the two major issues a physician has with adopting electronic

medical records system. The first issue is cost. We solve this by delivering a web-based EMR and PM system that does not require a large capital outlay. Startup costs are minimal and clients pay as they go, which provides a small practice with the same technology as a large institution. The second issue to address is managing change. To address this concern, you must provide a software solution that is easy to understand and intuitive. It has to be simple to use and learn otherwise users cannot easily navigate the system. It must resemble paper charts, which is what providers are used to. We developed OfficeEMR to look and feel like the paper world, while capturing the data electronically.

CEO CFO: You work with a large number of medical specialties; is that typical of companies in your industry? How do you accommodate the specialties and make it work for you and for your customers?

Mr. Hall: This circles back to our long history at iSALUS. Over our twelve years of operations, we have on-boarded over forty-two different medical specialties from primary care, OBGYN, pediatrics, all the way to cardiology, oncology, and gastroenterology. We cover the spectrum. It rarely occurs now, but early on when we would bring on a new specialty, we would work very closely with that particular office. We would partner with the practice to help us build that library of knowledge, templates, workflow understanding. Moving forward, we would build off that foundation when we brought on additional providers within the specialty. Again, with twelve years of experience and history, you develop a repository library of information that is required to service the variety of medical specialties that we do.

CEO CFO: What do you see as the challenges for you in keeping up to date with the regulations that no one quite understands yet, and the changes that seem to come very erratically?

Mr. Hall: Continuing on with the notion of our experience, which really

speaks volumes in the market, we have a proven product and service that is fully-vetted, passing the test of time. This affords us the opportunity to focus on other developmental areas. Since we are web-based, we do not have to spend time or engineering talent maintaining legacy software. Instead, we focus our resources on innovation such as taking complex regulatory changes and integrating them into the software in a way that users will understand. For example, we are deployed in almost every state in the country, and we must deal with medical claims issues, such as Medicaid on a state-by-state level. We are constantly integrating those changing regulations into the software. While

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- Michael Hall

most startup companies are just trying to build a basic application that works, we are pushing the envelope on innovation, features, and functions.

CEO CFO: How do you reach potential clients?

Mr. Hall: Honestly, a great deal of what we do is word-of-mouth. Physicians are, by their very training, extremely referral-based. We pride ourselves in the notion that if we do not have three referrals one month after a practice goes live, we consider that a failed implementation. We have been very successful driving business by referrals and word-of-mouth. Additionally, we have formed many partnerships with like-minded groups, most recently a very large hospital

system. The largest not for profit health system in the country has chosen us to be their EMR of choice for their independently-aligned physicians. We are starting to use other avenues as well.

CEO CFO: What is your retention rate?

Mr. Hall: Our retention rate is over 96%.

CEO CFO: Practices in some areas seem to open and close a great deal, and have a tremendous amount of changes. How does that affect you with some of the consolidation, people going out of business and all of the changes?

Mr. Hall: This is really answered by our retention rate. Historically, we have not seen a lot of clients going out of business because of bad business practices. However, depending on the market that they are in, we are seeing a lot of them being acquired by hospitals. Often times it is unfortunate, and we work with them to make sure they have all of the information they need electronically to move over to that particular hospital. In some of the cases, the hospitals have come to us and will pay for the EMR subscription so the doctors do not need to change systems.

CEO CFO: Are there any additions you would like to make to the system or is it the continual tweaking and updating?

Mr. Hall: There is definitely the continual tweaking and updating. We are afforded of a lot more opportunities because we were web-based. We do not have to have install software on people's computers or worry about their desktop configurations. Since we manage it all from one location, it is a lot easier on us. As far as future developments, we have an iPad® application that is in early beta right now, and is being received well by users. A lot of our attention is going to be focused on home health, direct patient engagement, and enabling our physicians directly engage with their pa-

tients in a more substantial meaningful way.

CEOCFO: Why should investors and people in the business community be paying attention to iSALUS? What sets you apart as a company?

Mr. Hall: What sets us apart are several factors. We are an established company with baked in software ex-

hibiting strong growth. We experienced a terrific 2012, and developed a number of strategic partnerships in markets where other providers simply have been unsuccessful in penetrating, such as Indian Health Services and creative relationships with larger hospital systems. The future is as bright as ever at iSALUS. The technology choices we made twelve years

ago are really beginning to pay off. While the competition is trying to figure out how to take their legacy code to a web-enabled solution, we started in the cloud twelve years ago. We have a large jump on most in that arena.



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