

Q&A with Paresh Shah, President of MindLeaf Technologies providing Compliance and Medical Administration Services for Healthcare Payers, Providers, Claims Clearinghouses, and Government Organizations



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“MindLeaf provides knowledge to the provider(s) to make informed decisions.”- Paresh Shah

CEOCFO: *Mr. Shah, according to the MindLeaf Technologies site, you are bridging the gap from reactive compliance to proactive risk management. How so? What is the general idea behind MindLeaf?*

Mr. Shah: The general idea behind MindLeaf when we started working about ten or twelve years ago was doing referral management and case management and HIPAA, totally working on the providers side. Since then the entire healthcare environment is changing from pay for services to value based. Things are changing in the provider(s) world and the regulations too. It is better that MindLeaf adapt(s) to it proactively and provide services to the provider(s) so that the provider(s) can take advantage of the regulations and make the regulations work for them. Our job is to provide the knowledge / data to the provider(s) so that they can make informed decisions.

CEOCFO: *Does the community you serve understand that concept or do they need education to realize why they should be proactive?*

Mr. Shah: That is the biggest challenge we have. Most of the providers are on the reactive basis, but things are changing towards being proactive. I will give you a very good example. Right now, there is a regulation about MACRA and it is going to affect payment(s) from Medicare Part B. Looking at the industry reading(s), various surveys and magazines, anywhere from forty to fifty percent of the physicians have no knowledge or have very little knowledge of MACRA. Therefore, this is the biggest challenge. Education is good, but I think the more marketing/ education seminars/ outreach to the provider(s) will help them turn from being reactive to proactive. The key for the provider(s) is to be proactive and use the regulations to their advantage. Under MACRA being proactive can help the providers to have a positive reimbursement rather than having a penalty.

CEOCFO: *How do you work with the various groups you serve?*

Mr. Shah: The way we serve is kind of different. There are two markets we serve – Non-Government and Government medical, and underneath each umbrella we work are the physician groups small and large, small hospitals, ambulatory clinics. Within each medical facility we provide range of services from medical compliance to medical administration support services. To address each, it is different. For the physician groups in a Non-Government marketplace, the best way to deal with this is to work with medical societies and communication, and education forums. If there is a webinar we try to promote the webinar. With clinics and hospitals, we go to the various associations' conferences and tradeshow, and have either a booth or an advertisement. We try to write blogs, articles, or promote someone else's articles about the issues. The more outreach we do and the more education we do helps everyone - the providers and MindLeaf.