

## Feature: Bringing Efficiency to Healthcare at Scale

According to [Level 3 Communications Director of Healthcare, Karin Ratchinsky](#), the US healthcare system is “in the middle of a major evolution toward digital, personalized medicine and the empowered patient.” In the midst of that evolution, Atlanta is staking its claim as the healthcare IT leader, in addition to our title of fintech, martech, logistics, and infosec leadership. We spoke with three healthcare startups that are bringing mass efficiencies to various parts of the healthcare market that have, until now, been broken.

In her article, Ratchinsky also identified some trends in healthcare, two of which Atlanta’s startups are driving: moving to the cloud and a focus on the patient. Both of these trends embody the higher evolutionary change of bringing mass efficiency to healthcare.

Answering the most visible and public inefficiency in healthcare is [ClockwiseMD](#). After raising approximately \$1 million, the two-year-old startup, founded by healthcare veteran [Mike Burke](#), has a customer base of nearly 600 facilities. Those facilities now have drastically altered waiting times for their healthcare providers. Burke was looking for ways to decrease the time we have to wait to get a table at a restaurant when he realized applying that same approach to urgent care and express care facilities could solve a more painful market problem.

When your healthcare provider uses the ClockwiseMD solution, you make your appointments in advance on the provider’s web site, and, most importantly, when it’s convenient for you. ClockwiseMD’s real-time backend keeps track of when the doctor, nurse, or practitioner checks each patient in and out. Patients see a display, much like the display in the airport gate tells you who made it into first class, that provides an up to date time the patient will be seen, explains any delay with real information, and identifies each patient as pre-scheduled or walk in.

Burke told us that, while ClockwiseMD does have a significant effect on the actual time a patient waits, their more important function is properly setting the expectations for that wait time. If your appointment is delayed, you’ll get a text message with an explanation, and you don’t have to wait at the facility.

Another Atlanta startup, born out of a combination of mobile security and healthcare experience, is [TapCue](#). Originally called DocTime, and founded by two Georgia Tech computer science graduates who were roommates, TapCue is focused on concierge model doctors, therapists, psychologists and psychiatrists. These types of healthcare

providers operate on regular appointments with their patients, sometimes several appointments per week. TapCue founders [Rick Holtz](#) and [Matt Goforth](#) have demonstrated that these types of healthcare professionals do not necessarily need to be face to face to provide a certain level of treatment.

Instead, Holtz and Goforth (the firm's only two employees) are enabling these professionals to utilize [HIPAA](#) compliant scheduling and live video for patient visits. This bold step towards digital communications for healthcare enables both the physicians and the patients to enjoy far more flexibility and convenience in the provision of necessary care, especially during off-hours of the patient is unable to leave their place of employment to go visit their therapist face-to-face.

The TapCue team is getting solid traction in the marketplace. The two-man team is profitable and boasts more than 50,000 active users on their system, and they have reason to expect more. Holtz, who holds the CEO title, told us, "many states have passed legislation enabling full reimbursement for certain telemedicine cases, and new legislation is being filed every week"

Legislation is also the driving force behind Clinigence, a 5-year-old graduate of ATDC. The founder, [Kobi Margolis](#), makes Clinigence his third healthcare venture. While TapCue and ClockwiseMD are completely focused on making the patient visit more efficient, Clinigence is taking the lead on using the data that results from every patient visit. Back in 2001, the Institute of Medicine published a paper called "[Crossing the Quality Chasm: A New Health System for the 21st Century](#)," which revealed that patients receive the proper care only 55% of the time.

According to Margolin, that number has not changed very much, if at all, since the study, and he founded Clinigence to address the problem head on. Clinigence aims to increase the efficacy of the healthcare system by comparing protocols with actual steps taken. By capturing - within HIPAA guidelines - the clinical data from every patient visit, Clinigence can then measure the macro differences between the required protocols and the actual steps and measures taken, and then highlight the discrepancies in order to better educate the healthcare providers.

The Affordable Care Act caused a trend, recently accelerated by the secretary of the Health & Human Services department of the US government, that will increasingly tie medical reimbursement payments to patient outcomes, costs, and quality of care. Clinigence exists to improve the quality of healthcare each patient receives by enabling healthcare systems to make decisions about protocol and education based on actual

data, rather than only the experience of the provider and the singular relationship with each patient.

Legislative disruption in the healthcare industry has been the cause of much confusion in the marketplace; however, the economics of the industry are huge, and there is still overwhelming room for improvement. Atlanta's startups are engaging in this battle to bring more efficient, cost effective healthcare to all Americans.