

# Industry and Product Introduction

Monday - January 30<sup>th</sup>, 2011  
10:00 am



# Webinar - Purpose

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## - Industry introduction

- File Formats
- Legal
  - Court Systems
  - Paper Way vs. Technology Way
- Medical
  - HITECH Act/ ARRA
  - Paper Way vs. Technology Way
  - Disadvantages of In-house scanning
  - Competition

## – Product Introduction

- Why ScanVENTURE
  - Navigational PDF's
  - Case Manager/ Chart Manager
  - OCR Search
  - Need Integration?
  - Demo
  - In Conclusion

## – Questions & Answers



# Industry Introduction – File Formats

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- **Scanning Formats**
  - [JPEG](#)
  - [TIFF](#)
  - [PDF](#)
  - PDF [Bookmarks](#)
  - Metadata
- [OCR](#)
- Index

# Legal – Court Systems

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- **Federal Court Systems**

- 2001 mandatory Electronic Case Filing (ECF) be in a PDF

Electronic filing or e-filing is a method of filing court documents that uses an electronic format rather than a traditional paper format. Parties convert their documents into the file format designated by the court and file their documents via email or over the Internet. By reducing courier and copying fees, use of paper, and staff time, E-Filing can be a tremendous cost savings

- Most court systems require all PDF's to be searchable

- **State Court Systems**

- Next to require ECF be in a PDF



# Legal – Paper Way



## Disadvantages

- Very inefficient
- Lost files and documents
- Very labor intensive searching, copying, and storing documents
- Long term-expensive storage requirements for 7 soon to be 10 years

## True Costs

*Coopers & Lybrand* shows...

90% of all documents are merely shuffled

A document is copied an average of 19 times

It costs about...

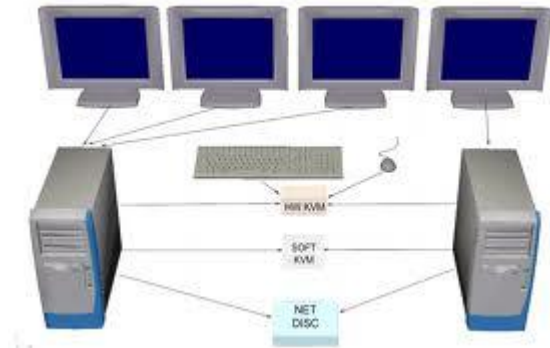
- \$20 to file a document
- \$120 to find a misfiled document
- \$220 to replace a lost document

7.5% of all documents get lost

3% get misfiled

For \$50 you can store the equivalent of 100 4-drawer file cabinets on a single 50GB drive compared to the cost of the cabinets estimated at \$9,600 a year

# Legal - Technology Way



## Advantages

- Server or centrally stored database
- Helps your office go paperless
- Meets Fed/ State ECF
- OCR and file indexing offered
- Diminished long term filing and storage costs

## Disadvantages

- Very Expensive
- Difficult to learn and use- lots of training – templates
- Still labor intensive –scan and index
- Need ongoing IT support
- Data Conversion Fees



# Medical – HITECH Act/ ARRA



"Because we know that spiraling health care costs are crushing families and businesses alike, and straining budgets across government, we're taking the most meaningful steps in years to modernize our health care system. We're going to computerize America's medical records while maintaining rigorous privacy standards, saving billions of dollars and countless lives..... We have done more in 30 days to advance the cause of health care reform than this country has done in a decade."

**President Barack Obama**  
**February 17, 2009**

## MU Incentives - Medicare



Years	CY 2011	CY 2012	CY 2013	CY 2014	CY 2015	CY 2016	Total
CY 2011	\$18000	\$12000	\$8000	\$4000	\$2000	\$0	\$44000
CY 2012	0	\$18000	\$12000	\$8000	\$4000	\$2000	\$44000
CY 2013	0	0	\$15000	\$12000	\$8000	\$4000	\$39000
CY 2014	0	0	0	\$12000	\$8000	\$4000	\$24000
CY 2015	0	0	0	0	\$0	\$0	\$0
CY 2016	0	0	0	0	-1%	0	(Penalty)
CY 2017	0	0	0	0	-1%	-2%	(Penalty)

**Stage 1** **Stage 2** **Stage 3**

## American Recovery and Reinvestment Act (ARRA) of 2009 and Health Information Technology for Economic and Clinical Health Act (HITECH Act)

- This act was signed into law by President Obama on February 17, 2009 and encompasses the Health Information Technology for Economic and Clinical Health Act (HITECH Act).

## The HITECH Act objective is to provide reimbursement incentives for eligible professionals and hospitals who can:

- demonstrate the meaningful use of electronic health records (EHR)
- to establish standards, implementation specifications, and certification criteria for EHRs
- protecting privacy and security of health information

# Medical – Paper Way



## Disadvantages

- Very inefficient
- Lost medical records
- Very labor intensive searching, copying, and filing records
- Long term-expensive storage requirements for 10 years to 21 years
- HIPAA issues

## True Costs

### AZ COMP

- What is it costing annually for an average practice to manage paper charts?
  - \$12,000 Transcriptions
  - \$ 2,400 Paper Chart Supplies
  - \$41,600 Labor to Manage Pulling & Refiling Charts
  - \$ 2,500 Labor to Find Misplaced Charts
  - \$36,000 For Inbound Faxes
  - \$21,875 For Outbound Faxes
  - \$25,000 Money Lost in Down-Coding

**\$141,375 Per Year to Manage Paper Charts**



# Medical - Technology Way



## Advantages

- Server or centrally stored database
- Helps your office go paperless-efficient clinical tool
- Meets HIPAA
- Get's you your \$\$\$\$
- Diminished long printing costs

## Disadvantages

- Expensive – laborious
- Not a DMS system – clinical based
- Still labor intensive – poor solution for scanning in old medical records
- Continue to store paper
- Major violations for data breach – CMS fines

# Industry Introduction – In-house

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## Why

- Spend thousands for scanning technology and additional staff that will take months, even years to convert paper charts and case files

## When

- ScanVENTURE can easily process hundreds of medical charts and case files an hour with our state-the-art scanning and OCR technology

## Avoid

- Lost **TIME**, Wasted **MONEY** and Needless **HEADACHES**

# Product Introduction - Competition

- **Major Players (\$200 million - \$8 billion)**
  - ACS
  - Iron Mountain
  - GRM
  - Cintas
  - Recall
- **Local Players (\$2 million - \$10 million)**
  - Filing Source
  - Data Guard
- **Scanning Competition (\$2 million <)**
  - ScanTronix
  - Laser Fiche



A **xerox** Company



# Product Introduction - Competition

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- Competition (Iron Mtn. etc.)
  - Majority of document storage companies charge to scan per image:
    - \$.10 up >
    - No segmentation
    - Few scan onsite
    - No experience in healthcare / integration
    - Disruptive business



# Product Introduction - ScanVENTURE

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## PDF navigator

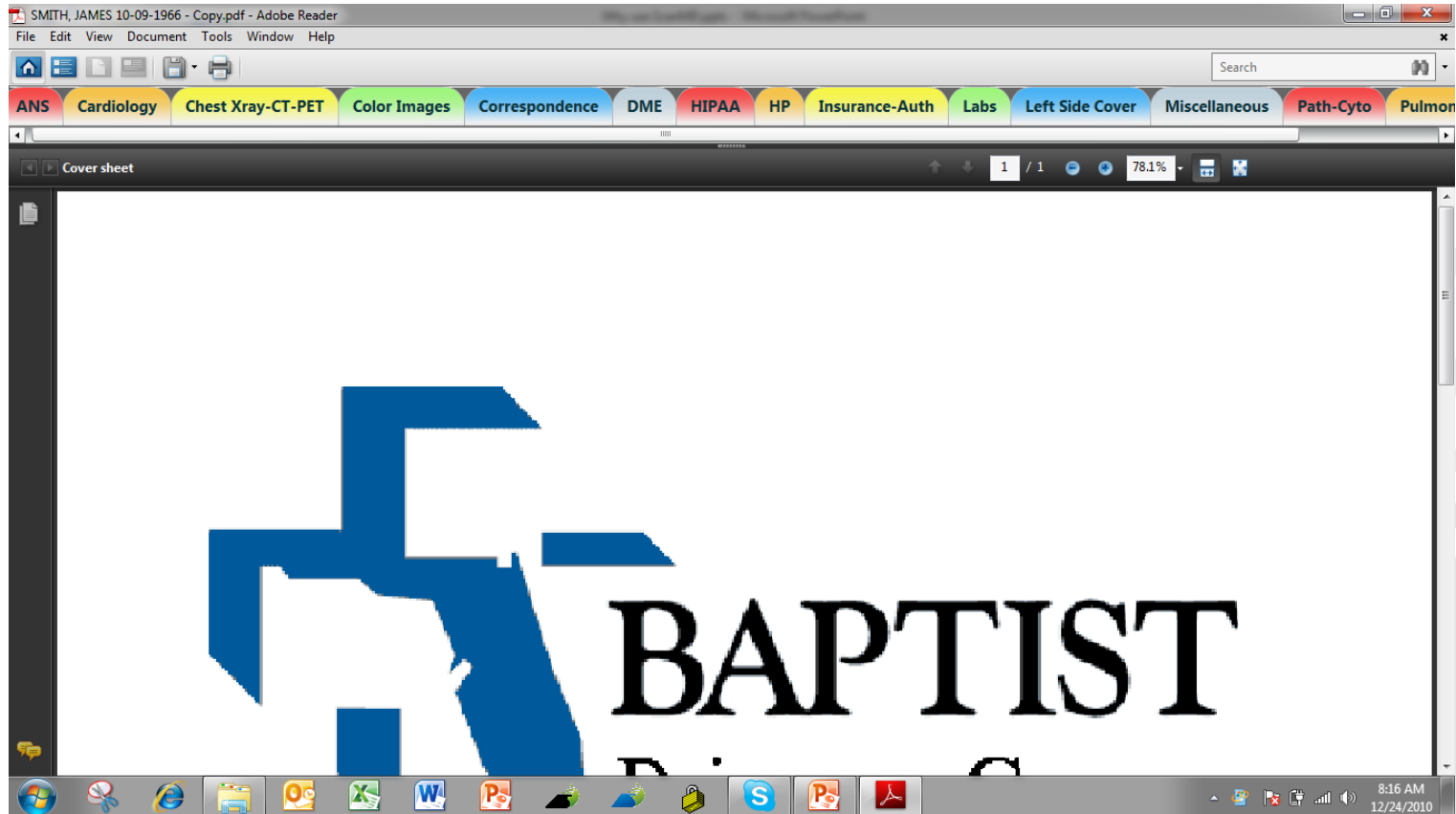
- Proprietary technology that differentiate the sections of medical records and case files
- Digital documents presented in a form that they will actually use and have been using for years
- PDF can be seamlessly integrated with existing third party DMS system or EMR

## Chart and Case Manager Application

- A search tool to find and manage your digital scanned medical records and case files

# Product Intro - PDF Navigator

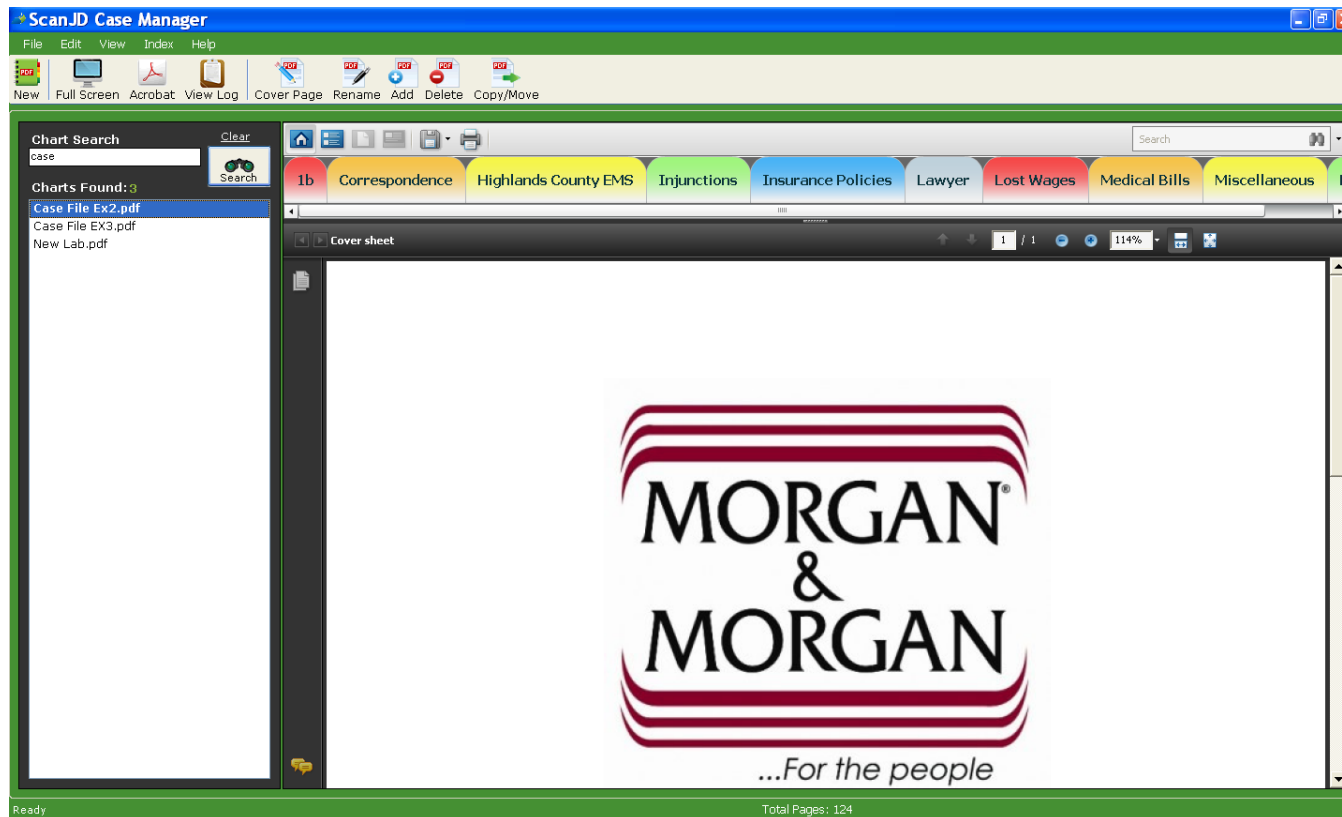
ScanVENTURE has created proprietary PDF navigators which eliminates the need of bookmarking and/or manual indexing – a “digital chart or case view”





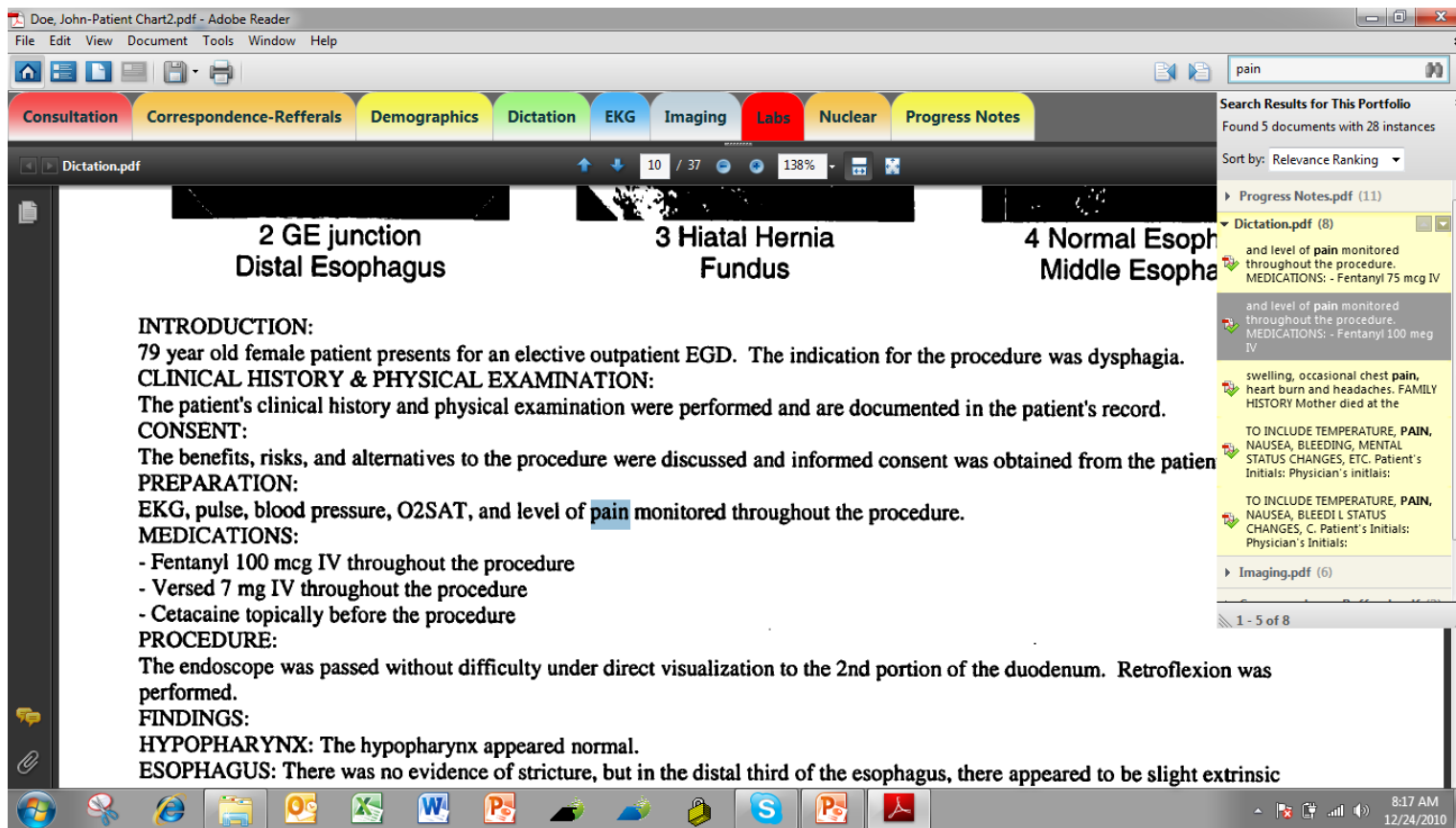
## Product Intro. - Chart / Case Manager

An application tool provided to help locate scanned medical records or case files on their client's server or desktop PC's. This tool enables the office to easily add or scan sections and other additional PDF documents to their digitally converted medical record or case files.



# Product Intro. - OCR Search

ScanMD runs optical character recognition (OCR) on all scanned charts and case files to make them text/ numeric searchable for future abstraction or data mining .



The screenshot displays the Adobe Reader interface with a medical document titled "Doe, John-Patient Chart2.pdf". The document is viewed at 138% zoom, showing page 10 of 37. The document content includes sections for INTRODUCTION, CLINICAL HISTORY & PHYSICAL EXAMINATION, CONSENT, PREPARATION, MEDICATIONS, PROCEDURE, and FINDINGS. The FINDINGS section is partially visible, mentioning the hypopharynx and esophagus. A search bar in the top right corner contains the word "pain", and a search results panel on the right shows 5 documents with 28 instances of the word "pain". The search results are sorted by Relevance Ranking. The document also features a navigation pane on the left with tabs for Consultation, Correspondence-Referrals, Demographics, Dictation, EKG, Imaging, Labs, Nuclear, and Progress Notes. The Dictation tab is selected, and the document content is displayed below it. The document content includes sections for INTRODUCTION, CLINICAL HISTORY & PHYSICAL EXAMINATION, CONSENT, PREPARATION, MEDICATIONS, PROCEDURE, and FINDINGS. The FINDINGS section is partially visible, mentioning the hypopharynx and esophagus. The document also features a navigation pane on the left with tabs for Consultation, Correspondence-Referrals, Demographics, Dictation, EKG, Imaging, Labs, Nuclear, and Progress Notes. The Dictation tab is selected, and the document content is displayed below it.

2 GE junction  
Distal Esophagus

3 Hiatal Hernia  
Fundus

4 Normal Esoph  
Middle Esoph

**INTRODUCTION:**  
79 year old female patient presents for an elective outpatient EGD. The indication for the procedure was dysphagia.

**CLINICAL HISTORY & PHYSICAL EXAMINATION:**  
The patient's clinical history and physical examination were performed and are documented in the patient's record.

**CONSENT:**  
The benefits, risks, and alternatives to the procedure were discussed and informed consent was obtained from the patient.

**PREPARATION:**  
EKG, pulse, blood pressure, O2SAT, and level of pain monitored throughout the procedure.

**MEDICATIONS:**  
- Fentanyl 100 mcg IV throughout the procedure  
- Versed 7 mg IV throughout the procedure  
- Cetacaine topically before the procedure

**PROCEDURE:**  
The endoscope was passed without difficulty under direct visualization to the 2nd portion of the duodenum. Retroflexion was performed.

**FINDINGS:**  
**HYPOPHARYNX:** The hypopharynx appeared normal.  
**ESOPHAGUS:** There was no evidence of stricture, but in the distal third of the esophagus, there appeared to be slight extrinsic

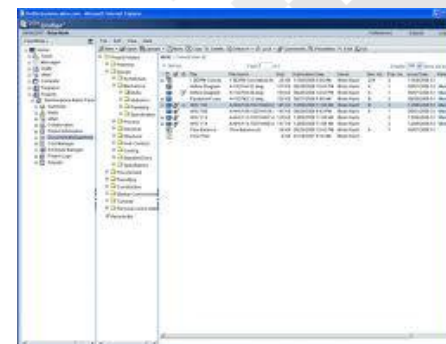
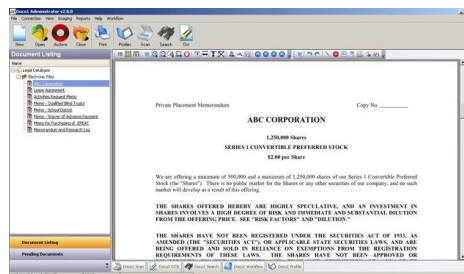
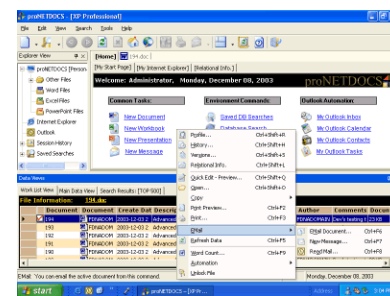
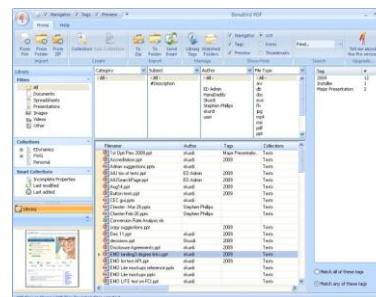
Search Results for This Portfolio  
Found 5 documents with 28 instances  
Sort by: Relevance Ranking

Progress Notes.pdf (11)  
Dictation.pdf (8)  
and level of pain monitored throughout the procedure. MEDICATIONS: - Fentanyl 75 mcg IV  
and level of pain monitored throughout the procedure. MEDICATIONS: - Fentanyl 100 mcg IV  
swelling, occasional chest pain, heart burn and headaches. FAMILY HISTORY Mother died at the  
TO INCLUDE TEMPERATURE, PAIN, NAUSEA, BLEEDING, MENTAL STATUS CHANGES, ETC. Patient's Initials: Physician's Initials:  
TO INCLUDE TEMPERATURE, PAIN, NAUSEA, BLEEDING, MENTAL STATUS CHANGES, C. Patient's Initials: Physician's Initials:

Imaging.pdf (6)  
1 - 5 of 8



# Product Intro. - Need Integration?



# Demo



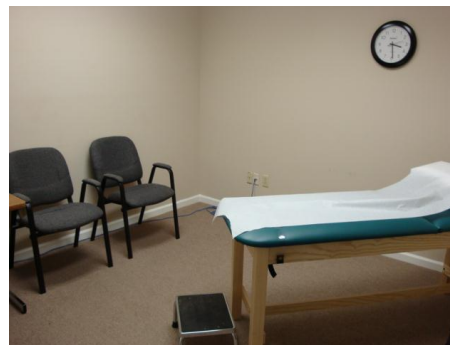
# Product Intro. - In Conclusion

Medical

Waste



Revenue



Organized



Disorganized



Legal



# Questions & Answers

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**Please feel free to ask any questions  
regarding the presentation**





# Thank you for your time

