Skip the disruption
...to the innovation

Jonathan Larson, MD, MBA
Founder, CEO - MedSpoke, Inc.
The CEOs of Amazon and LinkedIn have eliminated the presentations... former U.S. Defense Secretary Robert Gates calls PowerPoint slides "the bane of my existence in Pentagon meetings; it was as though no one could talk without them." Gen. James Mattis, former commander of U.S. Central Command, has said "PowerPoint makes us stupid."

"we're so used to giving PowerPoint [presentations] that we forget there are other means of communicating."
OBJs

1. Considerations in evaluating technology
1. Physician perspective on healthcare technology implementation & impact
1. Workflow & economic efficiencies
1. Best practices of technologies positively impacting delivery of care
Technology Considerations

- Who?
- What?
- When?
- Where?
- Why?
- How?
Physician Perspective

- Suits v Scrubs
- Why didn’t anyone ask me?
- Times a changin’
- UI...U what?
Credentialing as a Service

medspoke®
A formal review of the qualifications of a health care provider who has applied to participate in a health system or health plan...

...but, surprisingly it’s still a paper, fax and snail-mail based system.
Over the course of a 30 year career

- Admin work: 690 Hrs filling out forms
- State forms: 1,620 Pages
- Expirable events: 986 Documents
- Dollars spent: $210,000
- Cont. Medical Edu: 720 Hrs to track

#Credache
We fixed it.
Competitive Advantage.
The MedSpoke way.

- Replace analog with modern technology.
- Amazing UX / UI for all users.
- Taken timeline from months to minutes.
- Lower admin costs and overhead.
- One system of record using Blockchain.
- Improved security loopholes.
5.5 million

Every Medical Professional has to get credentialed & licensed bi-annually.

**Enrollment**
Every group and physician must be credentialed with health plans they want to contract with for payment.

**Licensing**
Every Medical Professional must be licensed in the state they want to work or provide consultation.

**Employment**
Every medical professional must be credentialed initially, and then re-credentialed every 2 years.
Healthcare is changing.
Industry changes present opportunities.

**Shifts**
Shift-based work is on the rise, Medical Professionals today want work to fit around their life, not the other way around.

**iOS Devices**
80% of physicians carry an iOS device and use Apps like Uber & Airbnb to quickly & efficiently resolve a need.

**Millennials**
Medical Professionals of today expect technology solutions for their work-life pain points.

**Supply and demand**
Population growth & aging of the baby boomers is increasing demand for services and current staffing models cannot keep up.
The time is now.

Change must happen now to diminish the effects of the physician shortage as the demand for healthcare services skyrockets.

Mobile and Cloud technology has advanced to a level where Medical Professionals, hospitals and groups can staff more efficiently by **streamlining their credentialing.**
Business model.

Our focus is currently B2B

Credentialing services:
- Licensing per state
- Enrollment per plan
- Employment per facility

We also have individual medical professionals

Free Standing ED's.
TeleMedicine.
Physician Groups.
Staffing Groups.
Locum Tenens.
Hospital Systems.
Competition

Other credentialing companies in the space.
You guys rock! I hated credentialing with every fiber of my existence and you guys have just made it easy. Amazing.

-Dan Mosley, MD
With Spectrum Health
Our Story

The vision for MedSpoke materialized in the Spring of 2015 when Dr. Jon Larson and Dr. Hector Caraballo were brainstorming ideas to improve healthcare. They saw an enormous opportunity to utilize technology to improve the lives of physicians and patients.

License renewals are still sent on a flimsy postcard easily mistaken for junk-mail. Filling out reams of paperwork and faxing information back and forth was incredibly inefficient and unacceptable in today’s mobile, digital age; something had to change.

After months of discovery, research, collaboration, and execution, a truly game changing platform evolved.

"Why can I call a cab, bank or connect with friends from my phone, but when it comes to credentialing I am stuck in the 1980's?"

- Jon Larson, MD
At MedSpoke we believe, ‘to be successful we never quit and we keep learning.’

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Founder & CEO
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