

Featured Partner

Med-South, Inc. is a diversified healthcare organization whose business encompasses three distinct segments of healthcare; home health, nuclear imaging, and sleep disorder diagnostic testing. One such entity, Med-South, Inc./Sleep Ventures; whose core competency is development of and operating sleep disorder centers with hospitals and physicians.

An interview with Stewart Pace, Senior Vice President



Q: Why have you chosen MedAxiom as a strategic partner?

A: Med-South, Inc. chose to affiliate itself with MedAxiom as a Corporate Partner because of MedAxiom's strategic alliance with cardiology groups across the country. This partnership and alliance allows Med-South the opportunity to interact with cardiologists and practice administrators to better

understand the extent of their knowledge of sleep apnea and its correlation to various heart diseases. Since the knowledge and treatment of sleep disorders varies extensively by various regions of the country, we wanted to obtain an accurate cross section of diagnostic and treatment regimen from the cardiology community. We feel this could best be obtained from the membership of MedAxiom who has the organizational strength and commitment from its physician practices with whom we seek to form sleep disorder health care alliance.

Q: How does your business currently interact with the Cardiology practices?

A: Currently, Med-South, Inc. operates five sleep disorder centers and subsequently tests a variety of patients with obstructive sleep apnea (OSA) and other sleep disorders; many of which are effected by co-morbidities such as congestive heart failure (CHF) and various other cardiovascular problems. Numerous clinical trials have shown a significant correlation between OSA and CHF, with one study showing the correlation being as high as 83%. Only in the last few years has treatment for OSA come to the forefront and prominence in the cardiology community. Therapies for sleep disorders with the CHF patient has shown to make a remarkable improvement in the lives of these patients and greatly affect the patient's outcome. Med-South's comprehensive business plans for partnering with cardiology groups encompasses all the details to design, build, train, staff, and operate a sleep disorder center; fully accredited by the American Academy of Sleep Medicine (AASM).

Q: What primary products are utilized by the practices?

A: Med-South, Inc. has two primary product/services to offer cardiology practices. One being the turn-key development of a state-of-the-art sleep diagnostic testing facility and the other being a provider of sleep therapy products such as CPAP, BiPAP and other products. Med-South's flexible plan is



structured so as to easily and economically incorporate either or both of these services into a physician group practice. Several things must be considered in the development of a sleep disorder center, including, but not limited to; bed capacity, space, design and construction, diagnostic equipment and financing. Build-out of the facility is designed to test the patient in a home-style environment with a relaxed atmosphere. It is also desirable to have a respiratory therapist or other such credentialed person meet with the patient after the sleep study is completed in order to provide the necessary therapeutic products. Also, individual practice culture and that of the community to be served must also be considered.

Q: What differentiates your organization from others?

A: We consider our ability to provide a comprehensive seamless plan, from design and construction to operation of a sleep center, with all the financial planning and legal assistance to make the start up of a sleep center venture headache-free. Coupled with a flexible corporate structure plan, we feel these to be most desirable attributes.

Q: How do you intend to add more value to your customers in the next 12 months?

A: Estimates have shown that there are approximately 20-30 million people in the United States that are undiagnosed with OSA. Clinical trials being conducted in the United States and other countries continue to show that OSA combined with co-morbidities such as CHF, diabetes, glaucoma and other disease processes are exacerbated by the presence of OSA. Med-South, Inc. sees it role and a large part of its strategic planning to invest in and broaden its sleep disorder center business nationally, and also continue to educate physicians and technicians through its sleep school; the Alabama School of Sleep Medicine and Technology. Through the development of sleep diagnostic testing facilities with cardiologists as partners, we intend to help improve treatment of the cardiovascular patients with sleep disorders while providing additional streams of profitable revenue. While doing so, we consider it our responsibility to provide education to the physician to enable him/her the ability to recognize the symptoms OSA and other sleep disorders, and the benefits derived from the treatment of this disease for their patients.

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Q: What new products or services can we expect to see released in the next 12 months?

A: The manufacturers of diagnostic testing and sleep disorder therapeutic equipment are constantly offering new and improved products. It is our obligation to stay abreast of the changes in technology of these devices and the clinical diagnostic improvements to better study, test and provide therapy for patients' sleep disorders. It should be noted that Med-South, Inc. along with its manufacturing partners are continuously in the forefront to educate the health care payers regarding advances in technology.

Q: What are your long-term goals in serving the cardiology practice arena?

A: Med-South's long-term goal is to partner with physicians throughout the United States to develop sleep diagnostic testing centers and to treat their patients who are diagnosed with a variety of sleep disorders to improve the cardiologists' patients' well being with an improved health care outcome.

Q: Who should the MedAxiom practices contact with questions about Med-South, Inc.'s company or products?

A: Please contact either Cary or Stewart listed below.

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