

Featured Partner

Raytel Cardiac Services, a SHL Telemedicine company, is committed to providing monitoring solutions to Cardiology practices that increase practice efficiency while ensuring quality patient care. Learn more about Raytel today and where they are headed tomorrow.



An Interview with Bob Sass
General Manager of Raytel

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

A: MedAxiom enjoys a leadership role in Cardiology with a strategic focus on providing practice development solutions through a variety of practical business tools, all geared towards a goal of increasing operational efficiency for their member practices. Through telemedicine technologies, Raytel offers the opportunity to increase practice efficiency by outsourcing routine, low margin monitoring services, without compromising patient care. MedAxiom and Raytel's strategic focus and goals are totally aligned.

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

A: Raytel's service offerings are supported by a direct national selling organization as well as in-house sales and customer service. MedAxiom members have the opportunity to access value-added services, for example, collaboration on EMR interface, periodic patient/member satisfaction surveys, and other programs designed to enhance the value to MedAxiom members of partnering with Raytel.

Q: What primary products are utilized by the practices?

A: Raytel is the leading US provider of remote cardiac monitoring services, attending to over 200,000 patients in partnership with over 15,000 clinicians. Raytel technicians monitor patients with pacemakers, implanted defibrillators (ICDs), and offers diagnostic arrhythmia services twenty-four hours a day, seven days a week. Raytel also assists mechanical valve patients self-test with the INR@HomeSM monitoring service, which helps reduce anticoagulation-related complications. With the aging population, the number of cardiac patients needing follow-up care is increasing, and there is also a heightened focus on ensuring routine follow-up of implanted devices. These and other factors are increasing the demands on Cardiology practices. Outsourcing monitoring services to Raytel makes good financial sense for the practice as it frees up resources to focus on more acute patient needs, with the confidence that a service provider will manage these routine follow up services where quality patient care is a core company value.

Q: What differentiates your organization from others?

A: We believe that we are the only remote monitoring service provider that offers the ability to outsource all cardiac monitoring services to a single provider. The full range of services Raytel offers, as well as our core competency in billing and contracting support this – Raytel has over 25 national agreements and over 950 managed care plans in place. Our rigorous, college-accredited technician-training program results in "six sigma" test quality. We are committed to achieving the highest levels of clinic and patient satisfaction,



and routinely assess ourselves and strive for improvement through customer satisfaction surveys. Our affiliation with SHL Telemedicine gives us access to the latest advances in telemedicine technology and extensive R&D and IT resources.

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

A: We have been listening carefully to our clients and have identified several enhancements to our services that are intended to further increase the ease of partnering with Raytel. These include, for example, enhancements to our electronic test delivery (PMD) system and reengineering our 30-day arrhythmia service.

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

A: Stay tuned! We are working on new technology for arrhythmia monitoring to make the diagnostic testing more "patient friendly." We have also partnered with Medtronic to develop an "attended" version of their CareLink ICD follow up system, which is currently in pilot and will be made nationally available in the next several months. Other projects are in the works. In principle, we strive for continuous improvement in our service offerings, and will offer new technology or services to MedAxiom member clinics on a preferred basis as they become available.

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

A: Strategically we strive to offer clinicians patient management solutions for all therapy requirements along the cardiac continuum. Our goal is to be a seamless extension to the cardiac clinic's practice, a clinical partner in providing optimal patient care, and an economic partner that offers the clinic an opportunity to increase productivity and profitability.

Q: Who should the MedAxiom practices contact with questions about Raytel's company or products?

A: For more information, contact:

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