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FUTURE HEALTHCARE

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**EBB AND FLOW OF
HEALTHCARE STAFF**

Confronting staffing
challenges with creative solutions

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USE MICROWAVES

Microwaves are known to produce heat quickly; find out how this property can affect oncology

HEALTHCARE ON SCREEN

Learn how to use collaboration and video conferencing solutions for healthcare

CLOSE UP: View from the CEO of HIMSS

HOW WILL INVESTING IN HEALTHCARE IT REDUCE ERRORS AND IMPROVE QUALITY?
FIND OUT FROM **STEPHEN LIEBER**, CEO OF HIMSS



effective care

JOHN ROMANS,
President and CEO,
BioMedix Vascular
Solutions, Inc., talks
to *Future Healthcare*
about what differentiates BioMedix
telemedicine-based
disease management
products and
services from
its competitors

Future Healthcare What are the differentiating factors of BioMedix products among similar products?

JOHN ROMANS BioMedix has several key differentiators in our products, ranging from our award-winning PADnet diagnostic technology to our proven TRAKnet practice management software applications, as well as our unique care model that enables primary care physicians, vascular specialists and hospitals to collaborate in the early diagnosis, treatment and management of patients with vascular disease. However, the number one differentiator at BioMedix is our team of talented and committed employees. This is the reason why our products and service solutions have been so innovative and is the reason our future products and services will continue to raise the bar on cost effective care solutions.

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TELEMEDICINE

“WE BELIEVE THE ROLE OF THE PRIMARY CARE PHYSICIAN CAN BE REDEFINED AS A DIAGNOSTIC EXPERT.”

FH Why were these products created? Were they formed to address a certain problem or missing aspect of the industry?

JR All of our products and services have been based on feedback from customers and created to address problems or challenges that our customers were experiencing in their practices and hospitals. For example, the automated design of our PADnet device was driven by a need to reduce the operator dependency associated with using a Doppler probe. TRAKnet was literally designed by vascular specialists as a practice management tool that streamlines and automates critical activities performed in vascular laboratories and interventional suites. These activities include lab accreditation, clinical outcomes and financial reporting, as well as HL-7 and DICOM SR interfacing with hospital EMRs and other diagnostic equipment. An exciting development has been the integration of our products into a clinically meaningful healthcare IT platform that is supporting the transitions in healthcare needed today, and is aligned to support what is expected of hospitals, health systems and physician practices in the next five years.

FH During tight-budget times, why should hospitals invest in these products?

JR Building service lines that are financially sustainable is more important than ever for hospitals and health systems — especially if they want to continue to offer healthcare services that typically provide low or negative profit margins. Add

this to the aging of our population and the alarming growth rate of obesity and diabetes in our society, and it becomes clear that building vascular service lines that are financially stable is absolutely critical to hospitals across the country. Fortunately, our PADnet Disease Management System has been specifically designed to address this market need. With proven clinical and financial benefits for hospitals, BioMedix looks forward to continuing our collaboration with health systems around the country.

FH Will these products affect the telemedicine industry as a whole? Why should telemedicine decision-makers be interested in these products?

JR We have an opportunity at BioMedix to make a significant contribution, not only to the telemedicine industry, but to the way healthcare is delivered. By leveraging the benefits fundamental to telemedicine, we believe the role of the primary care physician can be redefined as a diagnostic expert — not necessarily in any one disease state — but rather as an expert in collaborating with various sub-specialists in the diagnosis, treatment and management of critical disease states. Furthermore, by enabling downstream outcomes to be tracked and accessed, BioMedix products and services should enable care protocols to be continually enhanced and optimized.

FH What is the level of difficulty for implementation?

JR Innovation always requires education. That



John Romans, CEO and President of BioMedix, presents the PADnet Disease Management System

fact alone can be difficult as change in any form comes with its own challenges. Fortunately, with over 150,000 patient studies performed in hundreds of healthcare communities across the country, there is tremendous traction, validation and support for BioMedix Vascular Solutions and its telemedicine care programs. While the diseases that our products and customers fight are certainly challenging, there has never been a more exciting time at BioMedix. We look forward to continuing to live vicariously through the care delivered to patients identified and managed with our telemedicine-based disease management products and services.

For more information on bringing the PADnet Disease Management System to your facilities, contact: Meg Heim, Vice President, Marketing at mheim@biomedix.com **FH**



JOHN ROMANS CEO and President, BioMedix Vascular Solutions, Inc., oversees operations and the strategic direction of the Company. Mr. Romans has been a founding principal in several technology-based ventures and is an experienced entrepreneur with a track record of developing and implementing innovative business models in emerging telecom, energy and healthcare markets. Mr. Romans received his B.A. from Williams College and an MBA from the Wharton School of the University of Pennsylvania.