MOBILE DEVICE TRADE-INS: ACCESSING THE ENTERPRISE GOLDMINE

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Cover Story

A trusted **technology** Partner & Catalyst for **Healthcare** Transformation

MaxMD

THE TECHNOLOGY HEADLINES

COVER STORY

10 BEST
TECH SOLUTIONS
OF THE YEAR
2020

MaxMD

A TRUSTED TECHNOLOGY PARTNER & CATALYST FOR HEALTHCARE TRANSFORMATION

Healthcare technology solution providers that have established themselves as leaders in the market have two traits in common: Creativity and passion for innovation. They constantly push their envelope to arm their customers with innovative solutions developed through their capabilities and unwavering determination. MaxMD, a leading healthcare information services provider (HISP), embodies these traits. They have carved a niche in the industry by providing essential services that ensure remarkable results for its customers.

From its inception, MaxMD's mission has been to create scalable, affordable clinical data liquidity. By providing customers with technology that improves the coordination of patient care and enables better healthcare outcomes, MaxMD has earned the trust of healthcare customers across the industry. Today, MaxMD prides itself on its ability to provide value by making it safer, easier, and more cost-effective to handle inputs and outputs of any new or legacy edge systemat scale. MaxMD maximizes their HISP capabilities by incorporating technological features that dramatically improve the value proposition beyond the secure data transport offered by conventional HISPs.

Rise to the Top

MaxMD stands out in the market, owing to its ability to innovate for customers. Unlike other HISPs that focus solely on secure and

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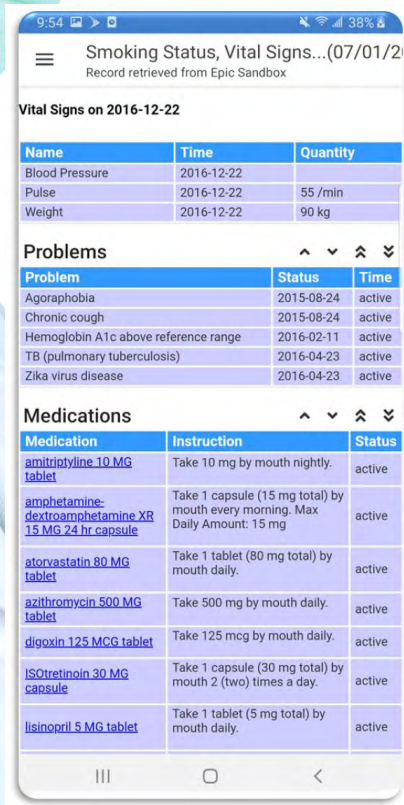
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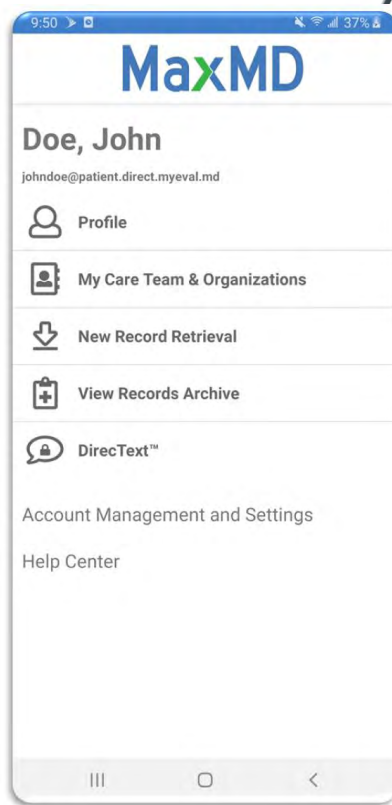**FOUNDER, CEO & PRESIDENT**

MaxMD

trusted data transport, MaxMD offers solutions with more significant features that improve workflows and leverage both emerging and widely adopted HIT standards. The company's HISP services include features such as a sophisticated integration engine that transforms data from one format to another, converting proprietary outputs to standards-based HL7 C-CDA and FHIR formats.

While the company has added a data validation engine to manage data quality and a robust rules engine to control the flow, it also has a Natural Language Processing engine to make better use of narrative data too. As a result, the company's HISP services enable clients to receive information in a format that is compatible with their existing technology and current workflows
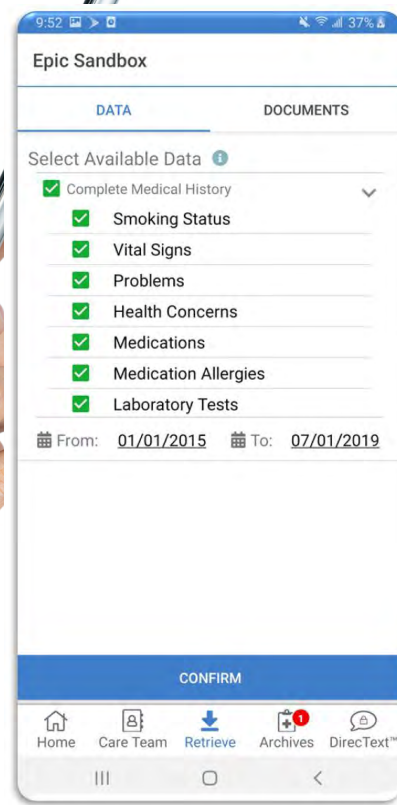
App FHIR Viewer

App Homepage

App Query

or convert to new formats supporting a transition toward new technology and improved workflows.

"Our vision of what it means to be a HISP is that of an "interoperability solution provider" that creates scalable and affordable clinical data liquidity without the need to abandon legacy systems or relinquish control," affirms MaxMDCo-Founder, CEO & President Scott Finlay.

As a customer-centric service provider, MaxMD provides its clients with technology solutions that make it easier to leverage emerging capabilities such as mobile apps and digital devices such as remote patient monitoring platforms, and virtually any web-based solution poised to improve healthcare communications and outcomes. "Most importantly, we make no claim to our client's data to monetize people's private information. That's not what we built our business to do," adds Finlay. MaxMD aims to deliver on the vision of putting patients in control of their healthcare data.

Today, the company offers solutions that are inherently standards agnostic such as the MaxMD App designed with the 21st Century Cures Act requirements in mind. "We don't depend on anyone particular standard to be the only solution. Direct, HL7 V2, CDA, FHIR— all are deeply ensconced in healthcare --our technology leverages them all," states Finlay. Not only does this approach minimize the risks associated with HIT investments but it also helps customers attain greater productivity by using technology that already works while simultaneously positioning them to employ emerging technology promising improvement for the future.

Attaining interoperability is not easy due to the technology dependence and fragmented nature of information exchange between organizations in healthcare. MaxMD's solutions minimize the impact of these challenges by reducing inherent complexity and maximizing simplicity and thereby offering affordable scalability to customers.

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Setting the Pace

Although several factors separate MaxMD from peers in the industry, what really distinguishes the company is its commitment to the principle "best idea wins" and its competence in leveraging HIT Standards to accelerate creativity and innovation. Amaster of the standards, MaxMD offers compliant solutions that create market differentiation."We see standardization as a catalyst that accelerates innovation and differentiation, not something that limits differentiation," affirms Finlay. Creating technology that does more than meet the compliance requirements of the 21st Century Cures Act is fueling growth for MaxMD.

Powered by a multi-disciplinary team of experienced healthcare professionals with complementary skills and creative problem-solving natures, MaxMD is committed to

creating scalable and affordable clinical data liquidity across a technology-dependent and fragmented healthcare ecosystem. "We brought together people with backgrounds in standards development, insurance, EHR systems, and clinical care. We have talented software engineers focused on the vision of creating solutions that leverage standards and scale," adds Finlay.

With its passion for innovation, MaxMD's product team is inspired to address data interoperability challenges in the healthcare system exposed by the COVID-19 pandemic. "We see the pandemic as a wake-up call underscoring the need to expand the flow of data," concludes Finlay. At a time when leadership is crucial, innovation essential, a powerful HISP partner is key to unlocking the true potential of information exchange in the digital era.