



MD-REPORTS

An Interview with Srikanth Gosike, **Infinite Software Solutions, Inc.** President and CEO: 'We Have the Recognition in the field of Gastroenterology, Now We Want to Create Products to Serve Other Markets'

"MD-Reports' strength is built on its product line, dedication, quality and personalized services to clients."

Medical practice management concerns physicians and specialists throughout all disciplines in medicine as well as those staff members that support their practice of care. Running a professional medical practice is not an easy task, and there are constant challenges that professionals need to be prepared for and overcome to maintain a great reputation of quality and care for their patients.

In light of the above-mentioned scenario, we're thrilled to present **Infinite Software Solutions, Inc. (ISSI) D/B/A: MD-Reports.**

ISSI is a medical software solutions provider that designs, develops, markets and supports surgical software related to image capture and medical reporting in niche markets.

The company was founded in 1997 and is headquartered in Staten Island, New York.

Srikanth Gosike, Infinite Software Solutions, Inc. President/CEO, spoke exclusively to The Silicon Review. Below is an Excerpt.

Why was the company set up? And how did you expand your company and its offerings over the years?

I became aware of the physicians' increasing need for documentation

and the growing demand for easy-to-use Information Technology products for the Healthcare Industry and thereby envisioned the idea of MD-Reports. My primary goal of founding Infinite Software Solutions, Inc. was to provide quality, cost-effective, customized, and efficient software solutions/products to the medical community, and be a market leader in all the products and services it offers.

I recognized the void in the Gastrointestinal Endoscopy space as it lacked a platform that could capture images of the endoscope while providing a structured, professional looking report for procedure documentation. Healthcare professionals either relied on dictation or attached photo papers from the Mavigraph, which were time-consuming, error-prone and often attracted regulatory fines. Coming from a technology background, I saw a huge potential in this field and decided to create a game-changing endoscopy reporting solution to solve these problems. I then laid the foundation of MD-Reports that began with a single module, the endoscopy report writing software, and has now expanded into a comprehensive ambulatory surgery center (ASC) EHR and Practice EHR platforms with integrated Practice Management and RCM solutions serving the GI Industry.

What challenges did you face in your initial years?

MD-Reports had its own challenges; initially not all users were willing

to use the computer system for their documentation needs; users felt using computer-based systems take more time than conventional methods like dictation or writing. Therefore, we took their concerns into consideration and made software voice recognition compatible along with simplifying reporting options by minimum clicks and user-driven dictionary and custom templates.

Currently, MD-Reports is compatible with industry-leading Medical voice dictation systems like Dragon Dictation and MModel Fluency direct from Olympus.

Fostering a culture of feedback is crucial to the success of every organization. How is this true with your company?

A stronger employee relationship leads to better employee morale and job satisfaction which in turn leads to the success and growth of an organization. MD-Reports employee tenure speaks for its employee retention. With constructive feedback and with the acquired experienced workforce, we were able to help solve issues before they turn into problems.

If you have to list five factors that have been/are the biggest asset to your organization, what would they be and why?

Employees: We believe employee efficiency and talent determines

the pace and growth of our organization. With their expertise, we have resolved issues before turning into problems.

Intuitive, easy-to-use software: Over a period of time, we noticed that simple and effective solutions are more successful than complex new ones. This is the key differentiator that separates us from the rest.

Customer Satisfaction: It's the leading indicator for measuring customer loyalty; we focus on identifying unhappy customers, reduce the churn, and increase the revenue.

Vision and Adaptability: We started with a vision to provide solutions to GI physicians for their reporting needs, now we have become one of the top three leading endoscopy reporting software providers. Moreover, we became the only top company providing complete software solutions to physician practices and Ambulatory Surgery Centers.

Integrity: We believe that one of the important criteria for building a successful business is integrity. We have been honest and open about our business and it helped our company grow and develop.

What are the factors that make your company stand out from the competition? MD-Reports has been successful in becoming one of the top three Endowriter (ERW) solutions in the market. This is achieved with core objectives like *'Understanding the Target Market'*, always value *'Customer Feedback'*, and above all, actions driven by *'Passion'*.

Moreover, MD-Reports constantly upgrades its products through consultation with physicians from prominent institutions and university hospitals. The company is currently developing modules for other specialties including Pain Management, Urology and Cardiology to cater to multispecialty ASC's .

Currently, MD-Reports is used by 3500+ physicians at over 450 facilities located in the United States and Puerto Rico. It offers an array of products to help doctors generate excellent reports in an efficient and economical way. Providing a very easy-to-use

application that exceeds client expectations at a very cost effective price point backed with excellent customer service is the true value/ differentiation we bring to the table.

How does your company contribute to the global IT platform and society at large?

MD-Reports products were developed to provide solutions to the problems physicians were facing. By observing the day to day operating issues at physician's practices and hospitals, it created a product to streamline their processes and practices by not

Srikanth Gosike: A Brief Background

Srikanth Gosike holds a Bachelor's and Master's degree in Mechanical Engineering specializing in CAD/CAM applications, in addition to a Master's degree in Computer Science. Prior to founding ISSI, Mr. Gosike acquired 15 years of experience in the IT industry at different capacities like programmer/analyst, software engineer, project leader and development manager. He also established a remarkable working relationship with medical doctors especially Gastroenterologists.



Srikanth Gosike, President & CEO

compromising on the quality of care they render. Directly and indirectly, it created employment opportunities for customers, suppliers, distributors and co-workers along with helping practices provide the best quality services to the society.

Do you have any new products ready to be launched?

MD-Reports is developing a complete web-based platform for all its EMR\EHR components. We are also in process of horizontally expanding across multi-specialities procedures and provide a comprehensive one-stop solution for Multi-Specialty Ambulatory Surgery Centers.

Where do you see your company a couple of years from now?

MD-Reports is aggressively pursuing and investing in other market opportunities which offer high potential growth for its products. Company with its diversified products and services; not limiting to Endoscopy Reporting Solution, Complete Comprehensive OFFICE & ASC EHR solutions combined with RCM (Revenue Cycle Management) etc., can generate substantial revenue.

With leading competitor retired from the market, MD-Reports see great opportunity to expand its market share. In the coming years, we see ourselves evolving from being a top GI procedure documentation solution company to a single platform; One Stop Solution provider for Multi-Specialty Ambulatory Surgery Centers.

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