

TransformativeMed Cores 2022

Improving Provider Efficiency by Optimizing EMR Workflows



TransformativeMed

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Why This Spotlight?

Healthcare worker efficiency is more important now than ever before. However, EMRs are not fully optimized, and unnecessary clicks and navigation eat up providers' time. TransformativeMed Cores is intended to integrate deeply with health systems' EMR solutions in an effort to streamline multiple provider workflows. This report seeks to validate customer adoption of Cores' key features and examines customer experiences with the solution.

What Does TransformativeMed Cores Do?

(a customer explains)

"Cores pulls data from our medical record and formats it in a consumable, customizable way for providers to simplify their prerounding and rounding processes. The system produces a printable patient tracker that adds additional functionality on the go when providers are away from computers. Cores reduces or eliminates unnecessary movement throughout the medical record." —Manager

Bottom Line

All respondents are satisfied with Cores and would buy the product again, driven in part by its ability to seamlessly integrate with and improve the EMR. Customer satisfaction is also high due to TransformativeMed's innovative, frequent development of new features. Some customers express concern about TransformativeMed being a young, small company and about the very limited number of EMRs that Cores can integrate with.

Key Competitors

(as reported by TransformativeMed)

Cerner, EndoTool, Epic, Glytec, Wellsheet

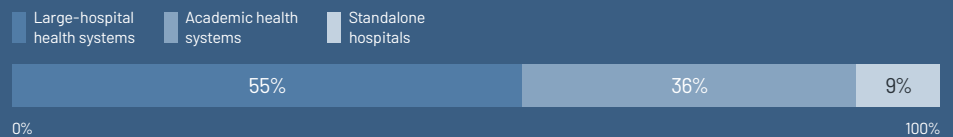
Top Reasons Selected

Seamless EMR integration, customizations and developments from TransformativeMed, experience in healthcare

Number of Customers Interviewed by KLAS

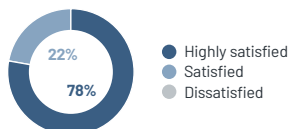
18 individuals from 11 unique organizations (TransformativeMed shared a list of 23 unique organizations; the list represents 100% of the customers that are eligible for inclusion in this study)

Survey Respondents—by Organization Type (n=11)

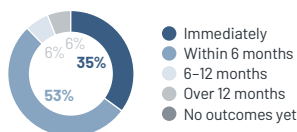


TransformativeMed Cores Customer Experience: An Initial Look

Overall Customer Satisfaction (n=18)



Time to See Outcomes (n=17)

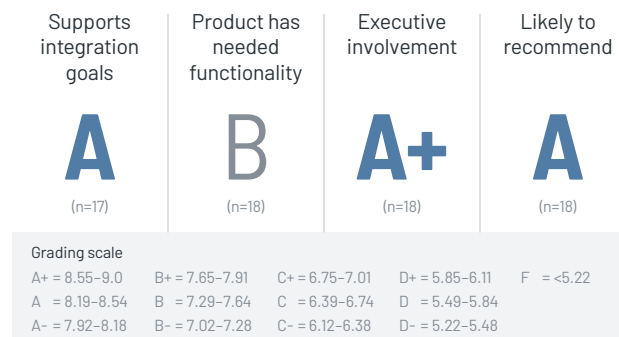


Outcomes Expected by Customers

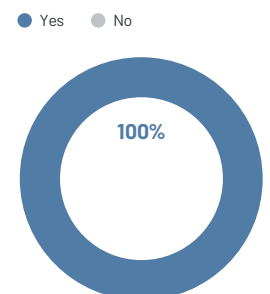
- ☒ Achieved
- ☒ Unexpected outcome
- ☒ Pending
- ☒ Not achieved

- Reduced rounding preparation time ☒
- Improved handoff accuracy and consistency ☒
- Simplified data collection for clinical decisions ☒
- Improved patient safety ☒

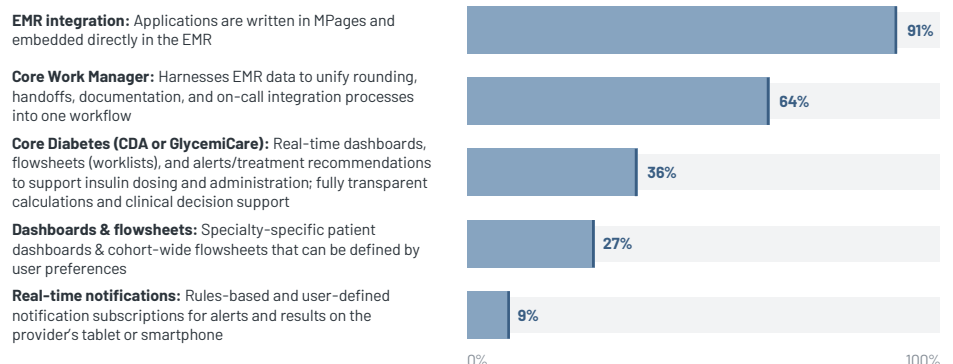
Key Performance Indicators (1-9 scale)



Would you buy again? (n=17)



Adoption of Key Functionality Percentage of interviewed organizations using functionality (n=11)



Strengths

Deep EMR integration



"One of TransformativeMed's key strengths for our context is the integration touchpoint within our EMR. The vendor's knowledge of how to seamlessly integrate the product with our EMR was really nice. TransformativeMed told us about things that our EMR could do that we weren't even aware of, and we appreciated that insight." —Senior manager

Invested, skilled customer support team



"TransformativeMed provides great customer service. Their team members are invested in their customers and products. They are able to find creative technology solutions to really hard problems." —Director

Innovative and flexible with developments



"The vendor's key strength is definitely their adaptability. I have seen the vendor continually move new solutions. TransformativeMed is really flexible. Our people have been able to work with the vendor to problem solve. We have always found TransformativeMed to be very responsive, and we like that they keep moving their product forward." —Physician

Opportunities

Vendor's small size prompts customer concerns about vulnerability



"TransformativeMed is a small company. That means that they are agile and responsive, but there is a chance that they might be acquired or shut down. At some point in the future, we might have a tool without a team if TransformativeMed doesn't make it or is acquired, so the vendor's size is a weakness." —CMIO

Product is still developing; some inconsistencies across customer experiences exist



"We know of other facilities that use Cores. We learned that there were printed handoff options that our team didn't know how to create. Therefore, those options weren't really offered to us. So I would like the vendor's team to be better about sharing what people are doing across institutions so that the vendor can offer us a broader number of opportunities to choose from." —Physician

Some functionality is immature



"The user interface feels a little dated, and the next iteration is going to be a significant improvement. The frontline providers are frustrated only by the time it takes to load aspects of the system." —Associate chief quality officer

Points to Ponder

What does a customer need to do to be successful with this solution?

Customers Explain

□ **Involve clinicians in implementations:**

"Our clinicians did a lot of the driving in terms of where they wanted things, what things shouldn't be shown, what rules we wanted to activate certain triggers, and things like that."
—Manager

□ **Be completely prepared to work with TransformativeMed:**

"Customers need to have an established internal governance process and an established decision-making process. Customers should also know that the TransformativeMed team is tremendously responsive and agile, so a hospital system needs to be prepared to work with a vendor that is responsive and quick on their feet."
—Manager

□ **Have an IT champion on the provider team:**

"The work that TransformativeMed does is very seamless, but because of how organizations work and protect their data, it is hard for TransformativeMed to get work done if there isn't someone on the organization's side to champion the IT perspective." —Physician

□ **Invest time in learning the entire product:**

"Because Cores offers so many tools and so much within each tool, customers need to spend time to be able to really use the product and get it to work with their institution."
—Physician

What is the long-term viability of the solution?

The already impressive functionality combined with a promising future road map gives customers faith in the long-term viability of TransformativeMed Cores. Customers believe this product will have a bright future as long as TransformativeMed stays a step ahead of the big EMR vendors. TransformativeMed's viability stems from being very responsive to customers and having agility that is not found in the large EMR vendors.



"I don't see our EMR going away, and I don't see our EMR vendor having any bandwidth to create something of their own that is as helpful and useful as TransformativeMed's modules. TransformativeMed is constantly coming to us with new, helpful changes that they have seen in the different markets and in their patient care opportunities. All of that gives the vendor staying power." —Physician

TransformativeMed: Company Profile at a Glance

Founders

David Stone and Erik Van Eaton, MD

Year founded

2010

Headquarters

Seattle, WA

Number of customers

23 organizations representing 125 hospitals

Number of employees

20

Estimated revenue

\$3.5M/year

Funding

2018: \$5M cash + debt conversion
\$750K; 2022: \$1.2M cash; no further funding expected

Revenue model

Annual per-bed license fee

Target customer

Hospitals and health systems

EMR vendors capable of integrating with product

Cerner, Epic (beginning stages)



Healthcare Executive Interview

David Stone,
Co-Founder and CEO

What is your background?

I spent 10 years as an application architect at University of Washington (UW) Medicine before co-founding TransformativeMed. While at UW Medicine, I co-invented the MPages technology platform (a precursor to SMART on FHIR)—which enables the embedding of web app inside the Cerner EHR. My career has been dedicated to the belief that open API and web-app standards are key to driving innovation, scale, and value in health tech. I lead TransformativeMed as its CEO and serve as a board member.

Why was TransformativeMed started?

As a trauma surgeon at UW back in 2010, Dr. Erik Van Eaton had grown deeply frustrated with his hospital's EHR. It was tedious and time consuming to locate information, and he saw that instead of preventing communication breakdowns and facilitating smooth handoffs, the generic workflows and clunky UI just created more problems. I was the lead architect for the new EHR project at the time and partnered with Erik to create Core Work Manager to foster better care team communication and collaboration. We subsequently went on to create Core Diabetes, Core Mobile, and Core Notify.

What is TransformativeMed's biggest differentiator?

"The intelligent care platform built by clinicians, for clinicians" isn't just a tag line—it calls back to our roots in direct patient care. Our solutions harness EHR data to create customizable digital workspaces for the entire care team with specialty-specific workflows embedded within the EHR. We provide a single real-time information source for all care team communications and built-in functionality to address practical day-to-day issues that clinicians face. We have found success and built a great reputation because providers love our solutions and want them installed in every hospital where they work.

Solution Technical Specifications (provided by TransformativeMed)

Cloud environment

TransformativeMed uses their own privately hosted cloud; AWS is also utilized on a limited basis

Development platform

Front end—JavaScript, React Framework;
back end—PHP, Node.js, Golang

Database environment

PostgreSQL

Mobile application environment

Hybrid mobile application available for download in both the Google Play and Apple App stores

Security platform

SOC 2 Type 1 audited; SOC 2 Type 2 in progress

Confidentiality

Fully HIPAA compliant, BAAs in place with all appropriate vendors and sub-contractors

Data encryption

All data in transit is encrypted via HTTPS TLS 1.2 with TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384 as the preferred cipher; all data encrypted at rest via LUKS encryption (AES, SHA-1)

Integration approach

Cerner MPages, SMART on FHIR

HITRUST certification

No (only SOC 2)

AI

No

Report Information

TransformativeMed Performance Overview

All standard software performance indicators

Culture				
Proactive service (1–9 scale)	(n=17)	A		
Keeps all promises (percent of respondents who answered yes)	(n=17)	100%		
Product works as promoted (1–9 scale)	(n=18)	A		
Loyalty				
Would you buy again (percent of respondents who answered yes)	(n=17)	100%		
Part of long-term plans (percent of respondents who answered yes)	(n=14)	100%		
Forecasted satisfaction (1–9 scale)	(n=18)	A		
Overall satisfaction (1–9 scale)	(n=18)	A		
Likely to recommend (1–9 scale)	(n=18)	A		
Operations				
Quality of training (1–9 scale)	(n=15)	B+		
Quality of implementation (1–9 scale)	(n=17)	A		
Ease of use (1–9 scale)	(n=18)	A–		
Grading scale				
A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84	
A– = 7.92–8.18	B– = 7.02–7.28	C– = 6.12–6.38	D– = 5.22–5.48	

Product		
Overall product quality (1–9 scale)	(n=18)	A
Product has needed functionality (1–9 scale)	(n=18)	B
Supports integration goals (1–9 scale)	(n=17)	A
Delivery of new technology (1–9 scale)	(n=16)	B
Relationship		
Quality of phone/web support (1–9 scale)	(n=13)	A+
Executive involvement (1–9 scale)	(n=18)	A+
Value		
Money’s worth (1–9 scale)	(n=11)	A
Avoids nickel-and-diming (percent of respondents who answered yes)	(n=13)	100%
Drives tangible outcomes (1–9 scale)	(n=17)	A–



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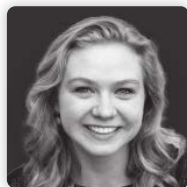


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Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

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Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.