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## Most Innovative Medical Communication and Scheduling App



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**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO:** *Mr. Giles, we last spoke over two years ago. You were just introducing your Medical PDQ app. What was your vision back then and how has that changed today?*

**Mr. Giles:** I am glad to be here doing this interview with you. The vision has not changed too much. It is more of a different direction we are going in reference to marketing and advertising this time around. When we tried to launch this app back in 2020, COVID pretty much took over in the airwaves everywhere. It gave us time to sit back and revamp, and revisit everything, allowing us to update the app with different features.

Our vision is pretty much still the same. Basically we are focused to get our app out there to be able to help the healthcare providers and professionals, hospitals and clinics, to make their tasks more streamlined with their day-to-day appointments.

**CEOCFO:** *The Medical PDQ site shows, "Finally a Healthcare App with the Healthcare Providers in Mind. What does that mean and what challenges are healthcare providers having? How are you addressing them?*

**Mr. Giles:** That is a good question. Medical PDQ was made with the healthcare provider in mind. Most of your medical mobile apps out there, even your medical web applications out there, are mainly just geared for just the doctor and the patient. Even the scheduling applications, do not consider that there is an entire medical team that is involved with collaborating with each other to get scheduled appointments to happen on time and make sure the patient has an optimum outcome.

Basically, Medical PDQ bridges the gap of communication in-between these schedule appointments and also for the daily tasks that are needed to be done, so these scheduled appointments can occur on time with end confirmation.

**CEOCFO:** *Would you give us an example of some of the touch points?*

**Mr. Giles:** We have quite a bit of different features that helps the healthcare provider with the daily tasks and collaborate with different scheduled appointments. For example, one of the tasks that a lot of healthcare providers do every day is

consultations, which means that one doctor has a patient that is complaining about something else which made need a different specialty. Usually that doctor will ask for a consult from another doctor of a particular specialty and where that person is hurting or what have you.

Medical PDQ has a consultation request feature where the doctor can request a consult from another doctor of different specialty. The great thing about that is that when they send out the consultation request, they get an actual receipt back, knowing that the doctor will do a consult with a particular patient.

**CEOCFO: *What do you understand coming from working in surgery yourself which IT people coming at the problem from the tech point of view do not recognize?***

**Mr. Giles:** Medical PDQ is a good combination of the 30 years of experience that I have had in surgery as well as other departments in hospitals and clinics. What I have learned and recognized is how the workflow is affected by communication that occurs on a day-to-day basis and how it actually affects the daily tasks and how it alters the schedule.

In reference to what the other medical apps do, just like programmers, they do not actually see behind the scenes or have any knowledge of behind the scenes to what healthcare professionals actually go through on a daily basis or tasks that they need to complete to be able to schedule surgery or clinic appointment on time.

**"We are continuing to get great reviews about the app. We are looking forward to being able to really get out there in the healthcare industry and being able to help healthcare providers, hospitals and clinics, with their communication and scheduling so that more patients can have an optimal outcome."  
Sergio Giles**

**CEOCFO: *Are you surprised people have not addressed the issue in the way you have?***

**Mr. Giles:** Yes and no. I am not that surprised because what I have noticed with a lot of these other scheduling apps are pushing the point of scheduling, thinking that if you schedule more in a day, you will have more profitability at the end of the day, that is not necessarily true. You have to have communications points in-between each schedule to make scheduling effective and to be more profitable at the end of the day. This is something that has just been left out and I think that is mainly because some of the computer programmers or IT people that create these apps do not understand what goes on behind closed doors like a hospital, urgent care or clinic.

**CEOCFO: *How does Medical PDQ help patients, and when you are offering the app to various medical entities, do they understand that thinking about the patient should be important?***

**Mr. Giles:** It helps on the main level of being able to optimize medical care by being able to bridge that gap of communication. Communication is vital in healthcare. The advantage with Medical PDQ, is it gives every medical personnel that is involved with the scheduled appointment, End Confirmation. In other words, if a patient's lab values are off or if they ate and the surgery has to be delayed or something comes up with the patient and they cannot make it to the clinic appointment the entire medical staff involved receive End Confirmation to know if the appointment or procedure will continue or be canceled.

The problem with medical communication right now is everybody is not properly informed therefore you cannot continue to make your day more productive if you are lacking in communication. With Medical PDQ we have end confirmation which basically ties into the entire medical team and any specific appointment, surgery or clinic, where everybody is actually aware and they understand exactly what is going on or what needs to happen.

**CEOCFO: *How do you reach out to medical practices, individual doctors, hospitals; what is your approach?***

**Mr. Giles:** Currently being that we just relaunched the app, we are actually revisiting our advertising and marketing strategies. We are actually having conversations with different marketing companies at this time. Some of the traditional marketing we are considering is also with social media.

**CEOCFO: *Are you targeting everyone or is there a particular group you think is more likely to pay attention or who might recognize the need more than others?***

**Mr. Giles:** Currently our director of healthcare and clinical affairs has actually been scheduling conference calls for major hospitals. We just had a conference call with a major hospital in Atlanta. They were pretty interested and they understand the actual need and use for Medical PDQ. It is actually for all of healthcare, it is a universal medical app for the healthcare industry across the board.

**CEOCFO:** *When you are presenting your solution, is there a particular something you can say where the light bulb goes on to the person you are talking to and they realize the value of Medical PDQ?*

**Mr. Giles:** Most of the healthcare organizations and healthcare professionals that we have spoken to about our app, when we mention the point of communication, this is when the light bulb goes on for them. We also explain the structure and the workflow of how Medical PDQ works. It is pretty much mind-blowing to them when they understand it.

**CEOCFO:** *What is involved in implementation?*

**Mr. Giles:** They can contact our office and send a request that they would like to use Medical PDQ as a SaaS or an EULA, which is an end-user license agreement. We can actually entertain either one of these options. The only thing they have to do is have their heads of the department or their decision-makers contact us and we can actually meet with them or their IT team, negotiate terms and we can actually get the ball rolling from there.

**CEOCFO:** *Is it one solution and an organization can use the parts they want or would an organization typically use everything you have available? Is there any customization involved?*

**Mr. Giles:** Medical PDQ can be customized to any hospital, clinic or an individual practice's need. A lot of the hospitals and clinics that actually recognize what Medical PDQ is used for, recognize that it is its own ecosystem. Even the different departments in hospitals, for example the cardiac intensive care unit, they can use it as their own ecosystem as a point of communication with everybody in their department and the same goes for surgery or any other department.

**CEOCFO:** *Are you seeking funding, investment or partnerships as you move forward?*

**Mr. Giles:** We are open to the idea of collaborating with other companies that may share the same synergies that we have. We are not a closed-door company; we are an open-door company where we welcome any opportunities that may help us enhance Medical PDQ or vice versa. If Medical PDQ can help enhance some software of another company, we are willing to meet at the table and talk.

**CEOCFO:** *What have you learned on the business side, and what have you changed as you talk with more and more people either from the business or medical community?*

**Mr. Giles:** Being a CEO you never sleep. The work never stops and there is no clock, you have to take your business whenever you have to. What I have learned is it has helped me to cultivate and develop more discipline towards being proactive about getting business accomplished.

**CEOCFO:** *You mentioned marketing and new approaches; what do you see over the next six months to a year and what would you like to see happen for Medical PDQ?*

**Mr. Giles:** We are currently working on integrating the app with Epic Health Systems. We have already also done a full integration with Oracle Cerner Corporation at this point. Over the next six months we will continue to do what we do best and try to make our app better and updated and reach out to more companies that have a platform where we can offer Medical PDQ to the healthcare community.

**CEOCFO:** *What if anything might a potential customer miss about Medical PDQ?*

**Mr. Giles:** One of the biggest things about Medical PDQ is it is really user-friendly. It is pretty much straight to the point, you do not have to search around to do what you need to do, everything is right there in your face and at your fingertips.

**CEOCFO:** *Final thoughts?*

**Mr. Giles:** Upon being relaunched this year, we realized that we are getting a lot of name recognition with very little to no marketing. Medical PDQ just won an award from Global Healthcare and Pharmaceutical Magazine, out of London. We won the award for "The Most Integrative Communication and Scheduling APP."

We are continuing to get great reviews about the app. We are looking forward to being able to really get out there in the healthcare industry and being able to help healthcare providers, hospitals and clinics, with their communication and scheduling so that more patients can have an optimal outcome.