

Eye on business

Providing a transcription for success

By **KAITLYN NAPLES**
STAFF WRITER

Every other week, the Bristol Observer will be heading out into the community to put a spotlight on local businesses to find out what makes them tick.

Owner: Mary Goehring History

After a career at Pratt and Whitney in Southington and after the birth of her daughter, Mary Goehring had become a "stay-at-home mom" looking for a way to generate income while being able to raise her daughter. She ended up writing countless letters nation-wide to individuals such as Donald Trump, Lee Iacocca and, more locally, to Wallace Barnes, and newspapers. After having been featured in an article in a local newspaper, Goehring had heard from Bristol Hospital, which had taken an interest in her skills. She sat down with the vice-president of the hospital, who explained that medical transcriptionists were high in demand and can do the work from a home office.

Goehring learned the terminology needed to transcribe medical docu-

ments; however the job at Bristol Hospital gave her the knowledge and drive to start her own transcription business, which she has now proudly owned for over 20 years. Goehring now has 24 staff members working for her across the country and has over 100 clients utilizing her business.

Why Transcription Plus?

Even though she started out with just medical transcriptions, Goehring has expanded her business to transcribing documents from various companies and businesses, and even from local, state and federal government. The way it works is a company or office sends an audio file to Transcription Plus, who then "takes the spoken word and puts it into written word," Goehring said.

Transcription Plus promotes the "absolute accuracy" of his company and its staff, Goehring said, adding that being in a business like transcription of medical documents, for example, "you have to be as accurate as possible." She said her staff members first tran-



Mary Goehring, owner of Transcription Plus, LLC in Bristol, started out simply transcribing medical records on her own. She has since expanded her business to include many different types of transcription projects and has 24 staff members working for her.

scribe the document, and when finished they go back and listen to the file again while reading it over, as a way of "proof reading" it, before sending it off. She compensates her staff based on the duration of the transcription process. She said clients have said in the past that the process

may take too long. However, Goehring said "I will never compromise the quality that my business has had for over 22 years because an individual would rather the process be quicker." Goehring said she is confident in her staff, who have all had to complete a test before being hired, and knows that being able to proof read everything carefully, before submitting it, is the best way.

Also, Goehring said her business isn't a "cookie cutter company." She said there are certain ways of doing things, however if a client wants something done a certain way or has a specific deadline, Transcription Plus will accommodate those needs. Also, when a client is interested in using the services of Transcription Plus, Goehring said most of the time that client will talk to her and will not communicate with an automated response.

Using Transcription Plus also saves that client money, because they aren't paying for over-head or additional employees working 40 hours each week and needing benefits. Goehring

said her staff, even though they aren't all based in Bristol, are "100 percent United States-based."

"People need jobs here, I am only interested in putting America to work," Goehring said.

What is most outstanding about your job?

The fact that she has been able to expand her business through the number employees and clients and types of transcription, makes Goehring most proud, she said. Also, like every business and industry, there has been "ups and downs, and we have been able to stick with it and be successful."

Another aspect of her job she enjoys most is her staff, some of the members have been working with her for 19 years. "I work with wonderful staff, who are top notch at what they do," Goehring said. When clients seek Transcription Plus, she said she knows that she and her staff "are doing something right."

"I believe the biggest compliment anyone can receive is when someone refers you to someone else," Goehring said, adding

that her company gets referrals from its current clients frequently.

Contact

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Website: www.transcriptionplus.net

New Service

Transcription Plus has also announced a new phone recording service, that only requires the individual to have internet connection and a telephone, which can also be a cell phone. According to a press release, the individuals will "have access to recorded calls at any time and these legally recorded calls are kept secure and confidential." Also, any of the recorded calls can be transcribed if desired.

If you're interested in being featured in Eye on Business, contact Kaitlyn Naples at knaples@BristolObserver.com.

Local legislator talks business

Bristol State Sen. Jason Welch joined fellow Republican legislators in a recent Friday morning discussion at Mott Corporation in Farmington.

At Mott, the legislators met with area business leaders, including several members of the New England Spring and Metal Stamping Association (NESMA) and the Central Connecticut Chamber of Commerce.

The group discussed ways in which to make Connecticut a more business friendly state, explained a press release

from Welch's office.

"Our prime focus needs to be on getting Connecticut back to work and getting our stalled economy moving again," Welch said. "Meetings like this allow legislators to hear about the hurdles small businesses face every day. By reducing tax and regulatory burdens, we can help to create a better business climate here in Connecticut."

Welch said in the release he is hopeful that positive pro-business steps will be taken during the legislature's special "Jobs

Session" on Oct. 26.

State Senate Minority Leader John McKinney of Fairfield, State Senate Minority Leader Pro-Tempore Len Fasano of North Haven, Greenwich State Senator Scott Frantz, Bristol State Representative Whit Betts and Farmington State Representative William Wadsworth attended the meeting along with Welch.

For more information, visit www.senatorwelch.com.



State Senator Jason Welch, center, talks to area business leaders during his Sept. 30 visit to Mott Corporation in Farmington.

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