



# Transcription Plus, LLC 20<sup>th</sup> Anniversary

April, 1989 to April, 2009

...Mary A. Goehring

As founder, owner and executive director of Transcription Plus, LLC, I am proud of the sustained growth and success this company has enjoyed over the past 20 years. From the humble beginnings, which started as an at-home business way before 'virtual offices' were heard of, to the current status of a company with a multitude of clients and staff spread across the USA, securing the distinction of National A+ Better Business Bureau Accreditation...having attained long-standing respect as a company that consistently provides absolutely accurate documentation to the professional arena nationally. Certainly, so much more than my initial aspiration.

After 13 years of what seemed like was going to be a long, lucrative career at Pratt & Whitney Aircraft in Southington, CT, my priorities turned a very sharp corner after the birth of my daughter. While really having no idea how I would continue to contribute to the household income, I went on a wing-and-a prayer and quit my job to be a stay-at-home mom; albeit one who still needed to be productive income-wise. I started at the basics...and begged for help! I wrote letters nationally to Donald Trump, Lee Iacocca and, more locally, to Wallace Barnes, The Hartford Courant and the Bristol Press....explaining my plight....a college graduate with many years of professional, extremely ethical work experience to offer....but I needed to raise my child while doing it!

Following feature articles regarding the 'plight of professional women turned moms' in both the Courant and the Press, I received a call from the then Vice-president at the Bristol Hospital, requesting that I come in to talk. He told me that good medical transcriptionists were in very short demand and that they were willing to work with me – even set me up with a home computer (way before every household had home computers) to do medical transcription. My new hopes were dashed to the ground, as I stated to the gentleman "But I don't know medical terminology; I know airplane engines!" He threw a book across the table and said "You want this bad enough, learn it!" Well, in retrospect, knowing what I know now after all these years, learning medical terminology solo is certainly the most difficult of paths.

However, my determination brought me to the point of beginning my new career as a medical transcriptionist with the hospital. Unbeknownst to me, this would be an extremely short-lived situation, as the then 'supervisor from hell' of the Medical Records Department wanted nothing to do with a worker who was not directly under her thumb and didn't have to ask permission to use the ladies room. Thanks to her, this was, by far, the most frustrating, discouraging and disheartening point in my entire life's work history....I say this even 20 years later. There were, however, 3 positives that came out of this. 1. I would have never begun my journey down this particular path without the suggestion having been put forth to me...a path that has yielded the success of this company for 20 years. 2. The attitude of the 'supervisor from hell' towards me and this situation instilled in me incredible strength to persevere with my new goal. 3. It provided one of the most satisfactory laughs ever...a number of years after Transcription Plus, LLC was up-and-running successfully with an established staff, we received a resume and letter of intent asking for a position as a medical transcriptionist with our company; these documents were riddled with careless, unprofessional errors; I had no choice but to point out the errors to the submitter and respond that we were a company that provided accurate documentation and our staff consisted of only the cream-of-the-crop; sorry but we were not interested in her services; this resume/letter was from none other than the 'supervisor from hell'!

During this time, I had herniated a disc in my back and was regularly visiting a chiropractor, David Spitz, DC. After some discussion as to my new career goals, he decided to allow me to process his patient chart dictations in my new home office. After a short time, a colleague of his jumped on board as well and I had myself a more-than-full-time job....one that could be done while also raising my daughter. The vision was born. The window of opportunity had been opened and it was now my responsibility to make it take flight.

Soon there was too much work to manage on my own and a very good friend of mine, Sue Cianci, a seasoned medical transcriptionist, was invited on-board to help out; Sue was our official '1<sup>st</sup> staff member'. With continuous small steps, we fought the battle of resistance against this new work concept and became successful in our ability to offer a quality, absolutely accurate product to the business community, while offering our staff a way of continuing with a career at home, allowing them to raise their own children....all at a time where 'virtual offices' were unheard of. This was the leading-edge of the win-win situation I have always felt has been the positive force and focus of Transcription Plus, LLC.

Because all of our work is computer-generated, it was/is imperative to have an extremely reliable IT support team to enable day-to-day activities. Even though our small company certainly was not the source of much income for IT support, Computer Development (Rick, Tony, Rose) recognized our needs and were always just an emergency call away....always fitting us in immediately to keep our business running without down-time. One instance stands out in my mind – at the time, our one-and-only laser printer was dysfunctional for 2+ weeks; Computer Development, without being asked, extended an open invitation to utilize the printers at their facilities daily so 'our show could go on'. Their dependable professional support and friendship throughout the years continues to be invaluable.

Many years passed, with new doctors being added all the time as clients, necessitating more and more staff members to process the ever-growing documentation requirements. This was before the time of digital audio files, so all dictation was done on tape-recorders, with our couriers having to drive all over the State to pick up the tapes and deliver the printed/completed documents. Although this was logistically limiting business-wise, we had no idea what technology was about to offer us!

With the dawning of the 21 century, digital audio dictation was becoming available, along with effortless electronic data transmission over the internet. HIPAA confidentiality and security requirements were in full force and, with the expertise of Rick Munger of Eiger Software, Transcription Plus, LLC launched our secure (FTP) File Transfer Protocol web server; allowing straightforward, secure transmission of digital dictation voice files and completed medical reports. Because logistics was no longer a hindrance, Transcription Plus, LLC not only went "green", we went national!

Unfortunately, all this brilliant technology also opened the doors allowing for the processing of medical records of patients in the USA to be sent to India and the Philippines by medical facilities looking to 'save a buck' with the dirt-cheap rates being offered. Not only did billions of US dollars start going off-shore, the accuracy of many billions of personal medical records entrusted to cultures where English is a 2<sup>nd</sup> language and quantity is boasted about rather than quality, brought the medical-errors issue to an all time high. The Institute of Medicine's (IOM) report on the issue of medical errors and patient safety indicated that as many as 98,000 people die in hospitals each year as the result of medical errors, making medical errors the 8th leading cause of death in this country. About 7,000 people per year are estimated to die from medication errors alone; 15% directly attributable to transcription errors (as reported by the Wall Street Journal). Unfortunately, many small, highly reputable US medical transcription companies cannot compete with these low-priced, inaccurate medical reporting services and have not survived. Transcription Plus, LLC is extremely proud of our 100% USA-based, absolutely accurate staff.

As a result of greater exposure and technical advances provided through our web-site -- [www.transcriptionplus.net](http://www.transcriptionplus.net) --, we were able to expand into transcription services offered to, not only the medical sphere, but to the legal and business professional, as well, and currently provide a full range of services which fit all of the documentation requirements for these domains. Our key services include: Enhancing the value of the spoken word by producing absolutely accurate Medical Records (narrative, progress, surgical & insurance reports, etc), EMR, Medical Research Studies, Business and Municipal Meeting Minutes, Policy & Procedure Manuals, Interviews (1:1 or group), Arbitrations, Depositions, Hearings, Marketing Research and Surveys, Focus Groups, Oral Histories, Special Projects, Video Production Transcripts, Miscellaneous Word Processing, and more. Yet another client-friendly avenue is our 1-800 # telephone dictation service. Our 'branding' – Absolute Accurate – is recognized nationally.

Our latest venture over the past few years, thanks to our extremely innovative, forward-looking and success-driven marketing manager, Amy McKearney, has included delving into the world of government contracting. Her efforts have resulted in a giant leap forward and have been very instrumental in our company securing Federal and Local government transcription contracts.

Some of the identifiable management efforts that have shaped the growth and success of Transcription Plus, LLC over the years have included:

### ***Selected Achievements***

**Revenue Generation** - Developed Transcription Plus, LLC from embarkation; continuing to prosper after 20 years in business.

**Multiple Channel Distribution** – Established solid business relationships with professionals in many varied markets throughout the United States.

**Infrastructure Development** - Designed and implemented organizational infrastructure that maximizes performance, quality, efficiency, and bottom-line profits.

**Business Development** - Company is certified by the State of Connecticut as a Minority Women-owned Small Business, as well as possessing this certification in multiple other states. Established in the 'Dynamic Small Business Search' of the Small Business Administration. Works closely with CT PTAP (Procurement Technical Assistance Program). Member of CT MERG (Micro Enterprise Resource Group). Member of AHDI (Association for Healthcare Documentation Integrity). Recognized and certified by the Connecticut and National Better Business Bureau.

- Built company infrastructure, financial backbone and client base, to ensure a seamless connection to other functions; including product development, sales and marketing, supply chain, IT and operations.
- Established brand labeling recognition in the USA professional community.
- Established Strategic Direction - Developed comprehensive and realistic short and long range business plans, and provided critical leadership by identifying business needs/gaps and creating cost effective plans to address and close gaps.
- Determine and established criteria for resource management (e.g. staffing, funding, equipment) based on business objectives and operational needs.
- Penetrate untapped markets by developing/executing marketing and advertising campaigns, and cultivating relationships made through networked contacts, prospects and trade events.
- Maintain full risk management responsibilities, including placement of property and casualty insurance and evaluation of all risks to company assets.
- Provide the analytical framework, financial metrics and benchmarks to enable informed investment decisions, identify trends early and capitalize on opportunities with minimal risks.

I would like to thank the people that have been instrumental from the meager beginnings of Transcription Plus, LLC. In addition to those mentioned above who started me on this path, I was not overlooked by one of the 1<sup>st</sup> people that received my pitiful 'begging' letter; for many years Wallace Barnes and his wife, Barbara Franklin, provided intermittent clerical tasks for our company to accomplish; thank you for doing that; it was much needed and much appreciated in our early stages. I want to also thank my dedicated staff over the years, without your cream-of-the-crop work ethics, this company would be nothing. Thanks to my wonderful husband, Michael, for all his ideas and support and always up-lifting, positive encouragement. And last, I would like to thank my precious daughter, Bria, without whom none of this would have even started. This company, this career, these jobs that were honed out of a simple personal need...and an idea thrown out to me..."If you want this bad enough, learn it"... provided me, as a mother, the means to stay home and raise my child...a child that has grown into an incredibly successful adult...with a college degree in graphic design, working at a prestigious publishing company in New York City. My greatest gift when I look back at the incredible struggles and astonishing successes of Transcription Plus, LLC during these last 20 years came when my daughter, by her own decision as a Freshman in college, changed her major to graphic design, stating, "Mom, that career will allow me to work some place like NYC while I'm starting out, but when I want to settle down and start a family, it will allow me the flexibility of working from home, so I can raise my children, just like you did me." I guess that is my legacy; it states more about succeeding than I could have ever visualized. Finally, thank you, God, for helping me to help myself to make all of this a reality. Onward to the next 20 years of Transcription Plus, LLC!