

New Member Spotlight



EmOpti, Inc. is a health technology company based in Brookfield, WI, and founded in 2014. The company combines next-generation command-center technology, analytics, and telemedicine to improve performance in emergency departments and acute care facilities. The company prides itself on partnering with physician groups to improve clinician productivity and optimize quality care. Please take a look at www.emopti.com for further information.

Excerpts from a conversation with Ed Barthell, MD, CEO, and Founder of EmOpti, Inc.

Dr. Ed Barthell founded EmOpti with the goal of improving clinical care, decreasing waiting times, and improving patient and physician satisfaction. By combining telemedicine, use of remote physicians or APPs, and command-center analytics, EmOpti can improve the overall emergency medicine experience. Early customers have shown improvements in resource management, reducing bottlenecks, and improving efficiency in patient flow, resulting in happier patients and physicians.

Dr. Barthell worked as a board-certified ED physician for over 20 years in Wisconsin and northern Illinois. Later, Ed moved into informatics, working as a physician executive with Microsoft Health Solutions and then, Caradigm (joint venture of Microsoft and GE). Ed wanted to expand his impact in his original specialty of EM and thus, set up EmOpti. He knew, if physician groups who operate with multiple hospitals and facilities could improve triage and front-end patient care by incorporating information from a remote command center, then wait times would improve as well as quality of care and the patient experience from those same inputs. For the patient, tests and treatments get started more quickly. For the physicians, being involved in the command center offers a fresh perspective on emergency care.

Dr. Barthell found that some physicians were concerned that patients may not react well to seeing a physician on the screen. But, what EmOpti found was the opposite. They have consistently seen a "Hawthorne effect" where people change behavior when they know they are being observed. Most people perk up and smile when they see the physician, and know they are being seen, on the screen.

Dr. Barthell decided to join EDPMA when encouraged by a current member and because he had the opportunity to attend the 2016 Solutions Summit. Ed said, "I'm pleased with my membership in EDPMA as it is a big help in keeping EmOpti informed and giving us a better context and understanding as to what ED physician groups are concerned about both on a day-to-day basis and also in the longer term."