

## New Member Spotlight: MedSpoke



**MedSpoke** is pioneering the business of "Credentialing as a Service" (CaaS). Through extensive market research and firsthand experience in the medical field, Dr. Larson and his founding partner identified an opportunity for a platform that automates the analog world of credentialing. The Texas-based company, MedSpoke, provides online credentialing services nationwide and is growing exponentially. For more information on MedSpoke, please click [here](#).

### ***Excerpts from a conversation with Jon Larson, MD, MBA - CEO, Founder of MedSpoke***

Jon Larson, is a West Point graduate and Board-Certified Emergency Medicine physician. Over several years, Dr. Larson worked in hospital administration and later as a medical director at Aetna (getting hands-on experience and learning about how money flows through the system). Through these experiences, he saw a void between the increasing demand for the skills and capabilities of physicians (and other healthcare professionals) and the needs of myriad healthcare groups (hospitals, physician groups, urgent care centers, free-standing emergency centers, telemedicine, etc.).

In particular, he identified the delays in credentialing & licensing at all levels as the key bottleneck in meeting the demand for medical services. All three stages of pre-employment staffing: licensing in a state, employment credentialing (e.g., hospital, physician group) and health plan credentialing - are a major cause of delay. Dr. Larson reasoned that Millennials and Gen Xers desire mobility & flexibility in their career, that they are comfortable with the digital age and loathe inefficient, paper-based, fax-based processes. Thus, MedSpoke and its credentialing services and platform were created in 2015 to meet this need.

Dr. Larson was encouraged to join EDPMA by a current Board member along with his business advisors. One advisor referred to EDPMA as a "nexus" for emergency medicine. Dr. Larson sees EDPMA as chock full of opportunities. He appreciates the networking events and how they enable access to senior level management and physician leaders. He believes the challenges in emergency medicine, especially in the credentialing & licensing realm, as a manageable issue but one that has to be resolved as emergency medicine services continue to be needed by more and more facilities and communities.

MedSpoke spoke highly of EDPMA's Solutions Summit which they attended and exhibited at in 2017. Dr. Larson found the networking opportunities worthwhile and the conference sessions helpful to understanding the issues and challenges in emergency medicine today. Dr. Larson is looking forward to the 2018 Solutions Summit (April 29-May 2) in Fort Lauderdale.