



MedAxiom Case Study

KnowledgeWatch
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Case Study for MedAxiom

Company profile

MedAxiom was formed from a desire to improve patient care and accelerate the evolutionary process of the health-care industry. Since its inception, MedAxiom has been helping cardiology practices cut overhead expenses, increase revenue and enhance cardiovascular-patient access, despite the challenges practices currently face—and will continue to face—in the future.

Business situation

MedAxiom provides tools such as benchmarking and trending data, peer conferences and discussion groups, customized services and leveraged buying power to allow members to stay up to the minute on all the things that are—and are not—working in the fields of cardiology and cardiology-practice administration. As part of their package of services, they wanted to provide focused, relevant and up-to-date news on their website. ***“We were trying to find news on our own but it was taking a lot of time. We looked into finding an outside solution and found KnowledgeWatch”***, said Teresa Stuckey, MedXpert Operations / Content Director at MedAxiom

Technical situation

Teresa and her colleagues at MedAxiom did not have the time to sift through all the news available on the web. However, she knew that providing customized content to her members was important. Cardiology professionals are very busy, and did not have the time to do it themselves. MedAxiom already provided their members with expert and timely medical and practice information and they needed to provide news as well to be the “one-stop” source.

Solution

KnowledgeWatch was designed and developed to provide professional organizations like MedAxiom with the very precise content they need. Using its standard product features, Ms. Stuckey, MedAxiom’s content manager, was able to tailor-make a KnowledgeWatch Profile focused to their cardiology member needs. In building their KnowledgeWatch Profile, she chose content sources, search terms and categories. KnowledgeWatch automatically harvested customized and filtered information from the web, based on MedAxiom requirements. Instead of having to review thousands of articles a day, KnowledgeWatch provides MedAxiom with only the most relevant cardiology focused news.

Each day MedAxiom signs on to KnowledgeWatch and easily selects the articles they wish to publish on their website. ***“KnowledgeWatch saves time. It allows us to look at a batch of news and then quickly choose only the most important ones”***, commented Ms. Stuckey.

Benefits

MedAxiom prides itself on benchmarking and data collection, so of course they asked their membership about KnowledgeWatch. The feedback was very positive. ***“I count on this to be my source of latest ‘in the know’. As the Practice Administrator of a smaller practice, my assistant and I wear a lot of hats, and there is no way I could keep up with what is going on day-to-day of the information that I should be aware of”***, stated one cardiology practice office manager. Everyone at MedAxiom is pleased as well. ***“KnowledgeWatch’s application of search and information mining automation took news and information mining from a daunting and expensive task to a manageable and affordable one”***, confirmed Joe Sasson, Ph.D., VP of Knowledge-based Systems at MedAxiom.

MedAxiom has seen a better than four-fold return on their investment from using KnowledgeWatch. In addition, time pressed members find it easy to keep up-to-date and improve their knowledge of the medical and especially cardiology fields, making KnowledgeWatch an invaluable part of MedAxiom’s membership services. ***“We have used KnowledgeWatch to capture relevant news articles for our daily electronic news feed for our members. Our 300 member cardiology practices treasure the daily news and consider it a necessary read every morning. It is a must read for all of our staff at MedAxiom also. We have been very pleased with the service KnowledgeWatch provides and their service has allowed us to differentiate our business in the market”***, claimed Patrick White, MedAxiom’s President.

Product

MedAxiom used the version 1.0 of KnowledgeWatch to set up their custom profile. Since that time version 2.0 was introduced, providing the ability to implement Profiles ten times quicker. KnowledgeWatch will be introducing version 3.0, with new Power Tools, due in Q4 2010. This version takes defining and maintaining profiles to even higher levels of efficiency. The new 3.0 system uses KnowledgeWatch content and topic discovery technology to power a content manager’s ability to discover new trends within a given subject domain of knowledge. The new system harnesses newly learned parameters into a smarter, more current KnowledgeWatch Profile for customers. The result is customers have an ability to stay current with a changing subject domain. ***“These new tools would have reduced our start up work from days to hours”***, confirmed Ms. Stuckey.

About KnowledgeWatch

KnowledgeWatch was founded to provide complete and cost effective solutions for professional organizations and enterprises to manage the difficult and costly job of identifying and harvesting relevant content. KnowledgeWatch offers Software as a Service (SaaS) solution to provide organizations with the ability to Power Innovation for their membership and reduce the costly job of finding content for their specialized subject matter areas.

KnowledgeWatch is a pioneer in the challenging field of knowledge acquisition. The company has developed core intellectual property and developed years of field expertise in this emerging technological field.

KnowledgeWatch looks forward to continuing to impact the content and knowledge industry providing complete content harvesting solutions for professional membership groups and enterprise departments. We help these organization to **Power Innovation** for their knowledge workers !!