



HENRY B. TIPPIE COLLEGE OF BUSINESS

MARKETING AT IOWA

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MediNotes Corporation Recognized on *Inc Magazine's* Inc 500 List

Donald G. Schoen, CEO and president, MediNotes Corporation, West Des Moines, Iowa, joined the Marketing Advisory Council (MAC) in 2005. With one son having graduated from The University of Iowa with a degree in marketing, and the other currently enrolled as a junior majoring in finance, Mr. Schoen decided it would be a good time to become involved with academic life at the University.

As fate would have it, the idea for MediNotes Corporation was realized when he met an innovative medical student on a plane bound for Seattle.

"I was seated next to a young man who was tinkering with his computer and we struck up a conversation," stated Mr. Schoen. "He explained that he was trying to create a computer program that would help him document his patient visits. I was intrigued by the idea and after nine months of research and development, we established MediNotes Corpora-

tion in September 1996."

Since its inception, MediNotes Corporation has concentrated on producing electronic medical record (EMR) software. MediNotes began by creating *PodNotes*, an electronic charting system that was designed specifically for podiatrists.

In the past 10 years, the program has evolved from a very basic documentation package to a comprehensive EMR system now known as *MediNotes e*. The program offers content for 18 different medical specialties and helps physicians analyze E&M coding, track information by clinician, analyze treatment plans by diagnosis, query information from the relational database and other key secondary functions enabling more efficient and better allocation of staff.

MediNotes e is currently installed in over 3,800 medical practices and clinics around the country and is used daily by over 15,000 physicians and

their staff. In a \$1 to \$2 billion per year industry that is growing between 30-40% annually, MediNotes offers what is known as a Best of Breed EMR solution. This allows physicians to adapt *MediNotes e* into their existing automated environment.

With over 200 vendors in the EMR market, MediNotes Corporation decided that in order to stay competitive, they needed to look beyond the typical buying decisions of the physician.

"While most EMR companies are trying to hook clients based on program features, technology and cost, we are focusing on our company's unique ability to provide unparalleled service, training, and technical support," states Mr. Schoen. "The feature set within *MediNotes e* speaks for itself. By concentrating on the needs of our clients during the implementation process, we are virtually ensuring our clients's success."



Donald G. Schoen
CEO and President

MediNotes Corporation

That philosophy is working. MediNotes Corporation has twice (2005 and 2006) been recognized on *Inc Magazine's* Inc 500 List, which honors the nation's fastest growing, privately held companies. In 2006, MediNotes was ranked 374th, posting a growth rate over 380%.

Mr. Schoen attributes the success of MediNotes to two groups of people- the dedicated team that works with him and the clients who have helped the company evolve the program over the years.