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# ExecuScribe works niche, records booming growth

By Joy Davia  
*Democrat and Chronicle*

(December 2, 2002) — Six years ago, ExecuScribe Inc. took a direction that could seem counterintuitive and risky: The company gave up half its clients.

At the time, workers did everything from crafting resumes to desktop publishing for companies. But a consultant told the Rochester company to focus on what it did best, so ExecuScribe dropped 80 percent of its services to focus solely on transcription, said Linda Yaniszewski, president and CEO.

"There was so much more of a demand in that niche market," she said. "And we saw that we could do it better than the competition."

The strategy worked.

ExecuScribe has evolved from a seven-employee company to one of the fastest growing private corporations in the nation. In October, the company earned its way onto the prestigious *Inc.* magazine list of the top 500 private companies. ExecuScribe ranked as the country's 389th most rapidly expanding private business.

Sales at the transcription company jumped about 600 percent from 1997 to



AIMEE K. WILES

*Judy DeBay, an ExecuScribe transcriber, listens to patient tape from a Strong Health doctor and processes it for delivery to the health care system. ExecuScribe has won a multimillion-dollar contract extension with Strong and has evolved into one of the fastest growing private corporations in the nation. [Day in Photos]*

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\$2.14 million in 2001, Yaniszewski said.

Last month, the company landed its biggest deal yet: a four-year extension on a contract with Strong Health to transcribe about 1,400 doctors' patient notes. The deal could be worth up to \$3 million a year.

Two years ago, ExecuScribe beat two larger national conglomerates for the initial \$1.5 million contract with Rochester's largest health system.

"Their reports get back to the physician much more timely so physicians can review it and sign off on it and make it accessible to other health care providers," said Donna Barnard, director of health information at the University of Rochester Medical Center, which owns Strong Health. "So when a patient is seen in an outpatient center today and ends up in the emergency room tomorrow, their records will be there for the emergency room doctor to use."

Strong Health extended the contract with ExecuScribe because the quality of its transcriptions was better than the competition, Barnard said.

If an ExecuScribe transcriber cannot understand a doctor's notes, for example, he or she calls the physician to clarify his instructions.

The larger corporations -- usually about 400 times larger than ExecuScribe -- just transcribe what they can understand, she said.

ExecuScribe also transcribes doctors' notes directly onto the hospital's computer information system. That eliminates the need for one or two full-time hospital workers who had to fix mistakes when a national corporation transferred the transcribed documents from its system to the hospital network, Barnard said.

"Our goal is to exceed customers' expectation," Yaniszewski said. "That's the foundation of our growth."

ExecuScribe promises a 24-hour turnaround on its transcriptions. The company promotes a 98.5 percent accuracy rate and employs local transcribers, unlike national corporations that may send the work overseas, she added.

"I tell corporations, I'm here and I'm in direct contact with the transcriber who prepared your document," she said. "Customers like to know that if there is a problem, you will take care of it. That's why I limit our market to the area two hours from my office. I can get into my car and fix it. They don't have to call the service center in Atlanta."

ExecuScribe transcribers can type up doctors' patient notes, speeches by business executives and minutes of meetings. They record the documents on the clients' Web sites or computer systems.

ExecuScribe employs 26 workers at its University Avenue office and contracts with about 80 more transcribers.

The company works with about 65 corporations, including Xerox Corp., ad agencies and large physician practices, Yaniszewski said.

ExecuScribe was the only Rochester-based business mentioned in *Inc.* magazine's 2002 top 500 list. In 2001, Rochester's Auragen Communications finished 193rd and Pro-Tech Welding and Fabrication ranked 373rd.



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