

HB Healthcare Business Review

ISSN 2836-7030

HEALTHCAREBUSINESSREVIEW.COM



**STEVEN KUPFERMAN, M.D., D.M.D., FACS,
CO-FOUNDER AND CHAIRMAN**



**OMID SHAYE, M.D.,
CO-FOUNDER AND VICE-CHAIRMAN**

MEDVA

Virtual Assistants, Real Impact





STEVEN KUPFERMAN, M.D., D.M.D., FACS,
CO-FOUNDER AND CHAIRMAN

OMID SHAYE, M.D.,
CO-FOUNDER AND VICE-CHAIRMAN

MEDVA

Virtual Assistants, Real Impact

“
WE'RE HERE TO
SUPPORT DOCTORS, NOT
DIRECT. OUR FOCUS IS ON
DELIVERING INTEGRATED,
TRAINED MEDICAL STAFF
THAT ENHANCES HEALTHCARE
PRACTICES AND EMPOWERS
PROVIDERS

MEDVA is a game-changer for healthcare efficiency. A medical staffing company, it is dedicated to improving healthcare by connecting practices with highly skilled virtual assistants (VA). These professionals streamline essential administrative functions—from appointment scheduling and insurance verification to record management—allowing healthcare providers and their staff to focus on what truly matters; patient care. Thoroughly vetted and cost-effective, MEDVA's VAs seamlessly become part of existing teams, offering the flexibility and support needed to keep operations running smoothly, day or night.

The vision behind MEDVA stems from the firsthand experiences of its founders, Steven Kupferman, M.D., D.M.D., FACS and Omid Shaye, M.D.

Drawing from years of practice in both small and large healthcare settings, Dr. Kupferman & Dr. Shaye recognized the significant toll that administrative burdens place on healthcare practices. These challenges often divert attention from patient care and interactions, exacerbated by a U.S. healthcare system that predominantly operates on a nine-to-five schedule. When people fall ill at night, or on weekends and holidays, they are forced to seek care in emergency rooms, increasing facility overloading and inefficiencies.

Confronted with these systemic flaws that were exacerbated by healthcare staffing shortages, Dr. Kupferman sought innovative solutions. He understood that healthcare professionals often struggled to hire staff to manage workloads effectively, especially when reimbursement rates fell short of covering operational costs. In 2019, while exploring alternatives, he stumbled

upon the concept of remote staffing. With rapid technological advancements, collaborating with a talented international workforce became not only feasible but a strategic move to boost efficiency.

Taking a bold step forward, he began hiring staff to work remotely in the Philippines.

To his delight, the initial hires were exceptional; capable, dedicated, and eager to contribute. They quickly became invaluable to his practice, often outperforming local team members. Eager to deepen this collaboration, Dr. Kupferman decided to visit the Philippines to meet his remote team and gain a better understanding of their environment.

THE JOURNEY PROVED TO BE A TURNING POINT.

Staying at the Peninsula Hotel in Manila, he was struck by the stark contrast in costs, experiencing luxury accommodations at a fraction of U.S. prices. As he explored the city, he noticed numerous major U.S. companies outsourcing work there, signaling a rich pool of talent ready to support American businesses. Meeting his team in person, he was moved by their warmth and enthusiasm. They treated him with great respect, reinforcing his appreciation for the opportunity he was providing them.

A profound moment occurred during his visit to the largest World War II cemetery for U.S. troops in Manila. Standing among 18,000 graves, Dr. Kupferman felt a deep connection to the country and its people. This experience solidified his belief that the Philippines was the ideal location to build a remote staffing model capable of supporting U.S. healthcare providers.

These experiences culminated in the creation of MEDVA, a company founded with a mission beyond business.

“We’re here to support doctors, not direct,” says Dr. Kupferman. “Our focus is on delivering integrated, trained medical staff that enhances healthcare practices and empowers providers.”

VIRTUAL ASSISTANTS FOR DOCTORS, BY DOCTORS

MEDVA’s staffing solution for healthcare practices focuses on deploying VAs who support a wide range of essential functions, including medical reception, medical records management, appointment scheduling and confirmation, scribing, transcription, insurance benefits verification and prior authorizations. These vetted professionals, primarily registered nurses based in the Philippines, can become an extension of a practice’s operations, creating the impression they are just in the next room.

Imagine administrative support that adapts entirely to your schedule. One of the most significant advantages of utilizing MEDVA’s VAs is their flexibility. Healthcare providers can choose to have these assistants work during regular business

hours, ensuring that administrative tasks are addressed in real time. Alternatively, practices can opt for overnight support, allowing VAs to complete important tasks while the office is closed. This adaptability ensures a continuous workflow.

What if you could reduce administrative costs by two-thirds without sacrificing quality?



OUR VISION FOR MEDVA IS CLEAR: TO GROW INTO THE NUMBER ONE PROVIDER OF REMOTE MEDICAL OFFICE STAFF IN THE COUNTRY AND STAY THERE

Affordability is another compelling benefit of MEDVA’s service. For practices in the US, VA costs are about one-third of an in-house medical assistant, enabling more effective allocation of financial resources. This also provides VAs in the Philippines with a fair and sustainable income, more than double the minimum wage. With this cost efficiency, US healthcare providers can invest in other critical areas of their practice while still receiving high-quality administrative support.

Preventing staff burnout is more crucial than ever in healthcare. Alleviating the burden on healthcare providers reduces some of the stress levels that lead to burnout. With these tasks off their plates, healthcare staff can reclaim valuable time and energy, allowing them to focus on patient care and the growth of their practice.

Patient satisfaction can make or break the success of any practice. Their overall healthcare experience can improve dramatically with the involvement of VAs. Patients who receive prompt responses to inquiries and accurate management of their accounts are more likely to leave positive reviews and recommend the practice to others. This enhanced level of service contributes to the overall reputation and success of healthcare providers.

FACILITATING ADAPTATION AND GROWTH IN HEALTHCARE PRACTICES

Dr. Kupferman, in partnership with Dr. Shaye, has built MEDVA with a strong reputation for transforming medical practices

through innovative VA services. Numerous success stories highlight the company’s impact, but perhaps none is more compelling than how MEDVA itself navigated the challenges posed by the COVID-19 pandemic.

When traditional communication channels were disrupted, innovation became a necessity. Before the pandemic, Dr. Kupferman relied on an in-house public relations coordinator to maintain direct communication with referring doctors. When in-person visits became impossible, an urgent need developed to sustain these vital relationships remotely.

Turning challenges into opportunities, Dr. Kupferman hired a VA specifically trained for outreach. This professional quickly integrated into the role, leveraging calls, emails, and texts to connect with referring offices. Proactively checking in on the well-being of doctors and their patients, the VA identified scheduling issues and ensured that Dr. Kupferman’s practice remained a trusted resource during uncertain times.

Operational efficiency needed a boost, and virtual assistants provided the answer. In addition to enhancing communication, Dr. Kupferman faced challenges in managing billing and collections. Previously, he employed eight staff members in a small office dedicated to these tasks. The introduction of VAs eliminated the need for physical office space. Working securely from Manila, the VAs now handle the same volume of work, enabling him to expand his team to 15 members without the overhead costs associated with a physical location.

Similarly, Dr. Shaye experienced challenges with finding qualified staff to support increasing patient demands before partnering with Dr. Kupferman to form MEDVA.

“As a Gastroenterologist, I care for many chronically ill patients who rely on certain prescriptions to manage their condition. Previously, I’d have a secretary or medical assistant doing prescription refills. Now, I get to have a nurse with a healthcare background who can identify any issues that may come up with prescriptions and flag them. So not only is it more efficient and cost effective to have VAs. The quality of care patients are getting has also improved,” says Dr. Shaye.

These strategic shifts realized by the founders resulted in significant cost savings and increased efficiency in their individual practices. With administrative tasks expertly managed by VAs, Dr. Kupferman and Dr. Shaye can now redirect their focus toward patient care and expand their practice capacity.

MEDVA’s approach exemplifies how embracing innovation can lead to growth and resilience. By leveraging highly skilled virtual assistants, healthcare providers like Dr. Kupferman and Dr. Shaye can navigate complexities while maintaining a focus on patient care. MEDVA empowers practices to adapt swiftly to changing circumstances, ensuring they remain competitive and effective in delivering quality healthcare.

BUILDING A STRONGER FUTURE FOR HEALTHCARE

The future looks promising for MEDVA as it charts its course ahead with a clear focus on growth and innovation. A key priority is to raise awareness among healthcare organizations across the United States about the transformative potential of its staffing solutions.

Aspiring to solidify its status as the leading provider of remote medical office staff in the country, MEDVA has made substantial investments in its infrastructure, ensuring it is well-equipped to meet the growing demands of the healthcare sector.



EVERY SINGLE HEALTHCARE PRACTICE AND FACILITY IN THE COUNTRY NEEDS A VIRTUAL ASSISTANT. THIS IS SOMETHING THAT’S CRUCIAL. IT’S AN ABSOLUTE MUST

In addition to strengthening its offerings, MEDVA is focused on expanding its reach through effective communication and outreach. By sharing success stories and demonstrating the benefits of its services, the company aims to attract new clients and build lasting partnerships within the healthcare community.

“Our vision for MEDVA is clear: to grow into the number one provider of remote medical office staff in the country and stay there,” says Dr. Kupferman.

Looking ahead, MEDVA plans to explore new disciplines and innovative opportunities that align with its mission to support healthcare providers. Through MEDVA, Dr. Kupferman and Dr. Shaye aims to change the way healthcare operates, providing high-functioning remote support that allows practices to thrive. It’s not just about filling positions; it’s about creating a sustainable model that addresses the workforce shortage while fostering a collaborative spirit across borders. With MEDVA, the future of healthcare staffing looks brighter than ever. 