

1. One of the top Universities in the United States and several physicians from various Medical Practices and Medical Centers in USA

Situation:

One of our top prospective clients was looking at India for outsourcing their transcription needs and benefitting from the unique advantage India offers with the 12-hour time difference and cost advantage. As with most international clients, they had their own apprehensions about the feasibility of the project, quality, customer service, client communications and security of confidential health information (HIPAA compliance). Several rounds of interaction took place between us and the practice administrator who was exploring the possibility with us and several other companies in India. A pilot program was conducted with several vendors including us. Post the completion of the pilot program, the client was delighted with our quality of transcripts and our level of service delivery. We were awarded the contract basis our performance. We were pitted against several large transcription companies in India who could not meet the level of service expected from a large organization. We could prove our promised service quality thanks to our decade long experience. Commencing with a few physicians, they slowly approached us with more physicians being added to our service in a scheduled manner. Over the period of time, they shifted their entire practice to our services from their existing transcription vendors back then, thanks to our consistent delivery of quality. Today, we handle multiple departments within their organization and are proud to be associated with a healthcare organization of this caliber which is one of the largest and truly world-class in nature.

2. A Large Healthcare Organization and Medical Center.

Situation:

One of our clients was worried that they could lose their documents (confidential health information) when transferring them via the internet, even after using secured channels. They were searching for a solution, but were clueless and subsequently requested our assistance towards the same. We promptly came up with the idea of documenting all the files that we receive in a day and all the deliveries made from our end. We started sending them a daily record of the transactions taken place. The sustained practice over a period of time assured the client of the importance of secured channels for transferring files via the internet. We could help them overcome their apprehensions completely, over the period of time thanks to our continuous efforts.

3. An Internationally-Acclaimed Healthcare Organization and Medical Research Facility.

Situation:

As we all know, Protected Health Information (PHI) is confidential medical information and every transcription company needs to follow stringent security norms to protect PHI. One of our esteemed clients, as with most internationally renowned health organizations, is very much particular about HIPAA compliance. With regards to the same, they follow the policy of sending across a technical representative or a physician from their end to every transcription company they are associated with. Our client didn't defer in this critical stage, as they are well-known in the world for their ethical and efficient practices. We were evaluated by the physician who personally interviewed each one of our staff members including our Directors, technical, administrative, legal, transcription and other support staff. Their prime apprehension was with regards to the working environment of the organization and that in India most companies run their organization as a slaughterhouse. He was particularly pleased with the security measures including physical security, network protection, and the fact that all our staff worked under one roof. He was also pleased with the education standards of our employees, our salary structure with incentive based benefits and our 98plus % employee retention, which is always difficult to

believe in an ITES or BPO industry. The average retention rate is about 60 to 70% in this industry. This is our unique strength that has helped Acroseas build stronger relationships with all our staff members.

4. Various Medical Facilities, Hospitals, Universities, Medical Centers and individual physicians.

Situation:

As with most of the transcription companies in India, the picture of growth is painted with new client acquisitions and client deferrals and withdrawals. At Acroseas, all our clients are given equal importance, respect and treatment. Soon after our inception in 1999, we were catering to one of the medical facilities in the United States. They were searching for a reliable medical transcription company with high quality standards in India, due to the time difference and cost advantage. They started working with us and were very pleased with our services. Slowly in due course of time, they were so impressed with our services that they started spreading the word around. They contributed towards our expanding client base by adding more physicians through referrals. Over a period of one year, we could develop a substantial client base and started growing with great velocity. Today, each one of our clients refers our services to new customers through 'word of mouth' referrals, which in turn drives our growth. This is the kind of relationship Acroseas shares with each one of its clients.

5. Incessant rains hit Mumbai.

Situation:

We provide quick turnaround and quality transcripts to our Hospital and University clients. On 26 July 2005, incessant rains hit Mumbai for several days. All governmental and non-governmental organizations were forced to shut down their respective offices. Many were left stranded on the roads due to the floods, and some even got drowned. We immediately informed all our clients including our University clients of the situation. Clients became aware of the situation through news channels, CNN, BBC etc. We informed them that our employees were unable to travel as all modes of transportation were hit due to incessant rains and major breakdowns at several places. People did not allow their family members to go out of their houses. We interacted with our clients and made them aware that we were not in a position to send all the transcripts back to them for at least a week as there was no sign of the rains stopping. We told them that we would tackle the files with high priority and urgency first, and would turn around the transcripts at the earliest possible.

Our people could not venture out of the office as the situation outside was terrible and out of control. Several people had drowned, or died and nobody wanted to take the risk of going out. Our office is about 1 KM away from the place where there was a landslide and the area was flooded as there is a river flowing nearby. We made arrangements for our staff to stay in the office, provided them with food, bedding, clothing etc. The next day by evening we made arrangements for them to reach their respective homes in our Director's own car. For the next three to four days, we requested some of our staff to stay back in the office and work on the emergency files. Most of the offices remained closed in Mumbai for several days; however, we kept working during those days with some of our staff members working until the situation normalized.

In the meantime, we kept in touch with our clients informing them of the current situation. As soon as the rains became slightly tolerable, we started requesting our staff to come to the office and they immediately started working on the backlog generated during these days. Due to our clients' faith and the professionalism showed by our staff during those difficult times, we were able to tackle the situation and got things up and running as usual.