



REGION

## GoGreenIT takes paper out of system

BY MICHAEL SADOWSKI  
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Nicholas Mudgett always had a knack for business.

When he was 8, he started his own company selling toys, eventually expanding into novelty items. He formed four companies before he turned 20.

When his father, Bill, approached him about a problem he was having at his own company, Focus Behavioral Health in Hanover, Mudgett started his most promising company yet.

Developing a solution to his father's problem helped him start GoGreenIT, a mobile application and computer program that allows home health care companies, or any other mobile company, to eliminate paperwork and use an online filing system.

"Ever since I was a kid, I wanted to be a businessman," he said. "It's in my family. My dad, my mom, my grandparents, they've always been in business for themselves."

It was his father's business that helped uncover the need for GoGreenIT. When Bill Mudgett formed Focus Behavioral Health in 2010 and started serving clients in 2011, he quickly found administration costs of paperwork, and the cost of paper itself, to be insufferable.

He couldn't find a computer program that would allow him to eliminate the burdensome paperwork that forced all of his employees to drive to the Hanover office every week to hand in their paperwork.

"And we had employees who were an hour away," he said. "I put Nick on it. I asked him to do some research."

What Nick found, however, was the same thing his dad found — a dead end. Nick bought an application that he modified to suit his father's needs, please see **PAPER**, page 20

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## ARMED FOR OPERATION

Robotics changing patient care, improving surgery, communication

BY LARRY PORTZLINE  
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Doctors say that, in the not-too-distant future, robots are going to be a primary component of health care

in the United States.

In fact, you might already know someone who's gone "under the knife" with minimally invasive, robot-assisted surgery.

But did you know there are

also "service robots" that can wheel around hospital corridors carrying medication, food, lab supplies and linens? Or robots that allow doctors

please see **OPERATION**, page 18

**Kellie Doremus, a clinical head nurse, left, and Paula Eckard, robotics coordinator, demonstrate switching instruments on a robotic surgery system in an operating room at Penn State Hershey Medical Center.**

PHOTO/AMY SPANGLER

REGION

## Billboard mix continues to evolve as digital demand increases

BY JASON SCOTT  
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Drive any major thoroughfare or highway in Central Pennsylvania and

you will see plenty of billboards.

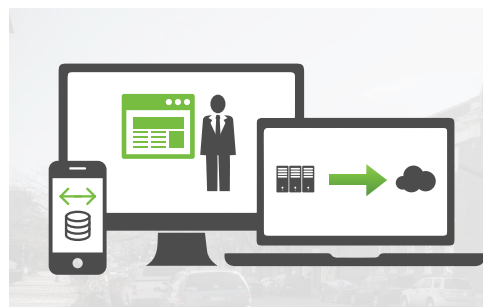
You might even catch a glimpse of billboard workers slapping up a new advertisement that will stay up for a month, more or less.

If not, maybe the rotating messages on the digital LED billboards are catching your attention on the way to work.

Over the last decade, Central Penn-

sylvania highways have continued to attract the bright lights of digital billboards, which give advertisers greater

please see **BILLBOARD**, page 19



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PAID CONTENT

# Ask the Expert



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**Q:** Can a business broker help me buy a business?

**A:** Absolutely. Who is more in touch with the marketplace and process for the buying and selling of small businesses than a business broker who is out there doing it every day. A good broker can help you find a deal, evaluate candidates, develop a sensible offer, find financing, negotiate price and terms, navigate through due diligence and the legal process, and plan for transition at closing. No other advisor can offer this breadth of services. You still need an accountant and attorney, but the broker can solve problems and maximize the chances of getting to a successful closing and getting the best deal. Buying a business is no time to learn as you go. Hire a broker that has been through the process many times.

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## INFORMATION SOLUTION EXPERT

**Q:** Who has information solution expertise and provides trusted advice and service?

**A:** Evaluating, choosing, and implementing a software solution can become overwhelming. Business and IT leaders who view a software's capability through a lens of complexity end up with a complicated outcome that falls short on value; on the other hand, a view of capabilities through the lens of sophistication can enable a clear

vision of process optimization and a roadmap of incremental ROI.

Before you settle with a view of complexity, partner with an expert advisor who can analyze sophistication with experience and an empirical formula.

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## CONSULTATIVE BASED MEDIA PLANNING

**Q:** What qualifies someone as an Ask the Expert?

**A:** We here at the Central Penn Business Journal believe that our advertisers are industry leaders in their fields. Ask the Expert is an outlet that can be used to educate our readers on a variety of topics. These topics are usually specific to the client's area of expertise or could be a trending topic in today's society that our client feels he/she has experience. It

is our goal to deliver relevant content to our subscribers and make sure that their information needs are met. If you are an "Expert" and have an interest in becoming an "Ask the Expert" contributor, please feel free to contact either myself or your Central Penn Business Journal Account Executive.

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This general information is not intended to provide individual advice. Schedule an appointment with a professional to discuss your particular situation and needs. Questions sent to these professionals may be answered in future issues.



PHOTO/AMY SPANGLER

**Dr. Stephanie Estes is director of robotic surgery at Penn State Hershey Medical Center, where 20 robotic surgeons perform about 900 procedures per year.**

## OPERATION

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to treat patients in other parts of a hospital and even in other towns?

The possibilities are growing all the time: According to iData, a leading provider of medical market research, the market for surgical robotics came to \$1.6 billion in 2013 and will likely reach \$3 billion by 2020.

In Central Pennsylvania, robots already are changing how hospitals care for patients.

### On the cutting edge

Dr. Stephanie Estes, director of robotic surgery at Penn State Hershey Medical Center, says her program has grown from just one participating surgeon in 2009 — herself — to 20 robotic surgeons now performing about 900 procedures per year.

"We have a very large program with multiple specialties, which is unique for the region," Estes said. "We have surgeons who are trained to do rare, difficult techniques, and they're able to do them successfully thanks to our robotics."

The benefits of minimally invasive robotic surgery are many, Estes said. For example, incisions are smaller, meaning less pain and quicker recovery times for patients; surgeons can go around bones rather than having to cut through them; sutures are easier to apply in tight spaces; and the risk of infection and other complications is considerably reduced.

The technology that gives Hershey Med's surgeons these abilities is da Vinci, a robotics platform that has become the industry standard, Estes said. Thanks to its four arms, high-definition camera, 3-D vision, tiny instruments and precise controls, doctors can move their hands at the console as if they were inside a patient's body.

"When I'm operating, I can have one arm using the camera and my two hands doing the surgery, and I can swap to another arm to hold something or switch to another instrument and keep operating," Estes said. "You can do more by yourself, without assistance, and you can do it very smoothly and accurately."

### Worth the expense?

Dr. Paul Newman, division chief for general surgery at Lancaster General Health and co-director of its robotics program, says the nearly

\$2 million price tag for some da Vinci models has caused debate within the industry.

"Some say it's too expensive," said Newman, who performs about 100 robotic procedures per year. "But it's light-years ahead of everyone else, and it's just going to keep improving and allowing us to do more complex surgeries."

Shortening patients' stays and allowing them to get back to their lives more quickly also provide a savings to hospitals in the long run, he added.

### The technology of the future

Combining robotics with telemedicine also is a rapidly growing option, according to Dr. Christian Caicedo, vice president of operations and medical director for PinnacleHealth's West Shore Hospital in Hampden Township.

"Doctors can't always be in the same place as patients, but with telemedicine, they can treat them from remote locations, whether they're in an underserved, rural area or on the other end of a busy hospital," he said.

The unit that helps Pinnacle do this is the RP-Lite, manufactured by InTouch Health, which looks like an IV pole and TV monitor on wheels and can easily be moved from patient to patient. It also sports an HD camera and peripherals such as a stethoscope and blood pressure cuff, allowing doctors — with the help of a nurse in the room — to examine and speak to patients, make a diagnosis and order tests or medication, Caicedo said.

"Telemedicine provides an additional level of access and gives doctors time to see more patients," he says. "They can stay at one site without traveling, which helps to minimize the wait, and they can do it just by using a computer, pad or smartphone."

Estes predicts that with all of this new technology, surgeons someday will be able to perform even the most intricate operations from far away.

"You could have a surgeon in France who's really good at a certain procedure, and they could operate on someone here in Pennsylvania," she says. "We'll eventually be able to make most surgeries minimally invasive, no matter where patients are, and send them home the same day." ■

### YOUR TAKE

Have an opinion about this issue? Email us at [editorial@cpbj.com](mailto:editorial@cpbj.com).

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