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## Your Doctor, Somewhere in the Cloud

### Doing Business in Philipstown

By Douglas Cunningham



**Employees at CloudVisit Telemedicine posed in their Route 9 offices in Philipstown. Shown are Vlada Koleva, communications manager; Daniel Gilbert, CEO & Founder; Daniel Smith, IT director; Kelly Crowley, client relations manager; and Lily Elliott, art director. Douglas Cunningham**

In a spacious second-floor office just off Route 9, a local company that mixes medicine and the latest in information technology hopes to bring new meaning to the phrase, "the doctor will see you now."

CloudVisit Telemedicine, with just five employees locally and five more working remotely in Europe, is a national leader in the applications and technology to connect doctors and patients online via live video. Daniel Gilbert, CEO, came to the idea naturally, perhaps; his father was a physician in New York City for four decades. "I grew up with medicine in my family," Gilbert recalled.

CloudVisit grew out of the web design company, Aurora Information Technology. Gilbert defines telemedicine as live video contact with a doctor -- instant, direct and synchronous communication. In addition to a video consult, other tools are also coming to the fore: Body health analyzers that measure analytics like weight, bone mass and blood pressure.

"The tools are becoming widely available, and faster, to some extent, than doctors and hospitals can absorb them," Gilbert said.




Telemedicine can help address several needs, the CEO said. In sparsely populated areas, it can "leverage the availability of specialists." Likewise, even in highly populated areas, it can improve efficiency. The company markets to physicians' groups, hospitals and medical trade associations. Doctors or medical practices typically pay a subscription fee for the service.

The company has been at its Route 9 office for almost two years, after moving from Chestnut Street. The office features vibrant company colors – bright blue, orange, magenta and green, along with abstract art using company business cards and published articles. Gilbert himself is a product of Westchester, but as he looked out the back window with its view of woods, he seems to have clearly taken to the Philipstown lifestyle.

A central focus of the company's efforts is mental health. Gilbert said counseling for vets who have PTSD is an ideal use of the service; he said the Veterans Administration was "one of the early pioneers in the use of telemedicine."

A number of issues remain to be overcome, apart from the technology, many of them involving billing. In addition, state-by-state differences must be overcome. But the continuing effort to drive down, or control, costs is good for the company, he said. "We really hit the timing perfectly, with affordable health care. We started seeing an increase in demand."

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