



DrChrono is inventing new ways for physicians to interact with data via machine learning algorithms inside of its SaaS product

Challenge:

DrChrono sought to develop an IP strategy focused on patenting key technologies to make the company more robust to competition and attractive to investors and customers.

Outcome:

Cognition IP helped DrChrono hone in on key machine learning patents, and jump-started the process on existing patent applications that had been stalled for years at the patent office and drive them to completion. As such, DrChrono was able to raise additional funding and close deals with large medical practices. Now, the company plans to refresh its IP portfolio every year using Cognition IP's help.

Introduction

DrChrono is a healthcare platform that delivers medical insights to patients, providers, and staff members. Patients can access their digital electronic health record (EHR) through the web platform or cloud-based mobile apps. For physicians, the all-in-one platform reduces the tech burden associated with practice management and medical billing while streamlining health record capture. Five percent of all medical records within the U.S. move through the platform, and the company's software has now interacted with over 17.8 million patients. The volume of data inside of the system has afforded DrChrono the unique opportunity to innovate on the use of machine learning algorithms to draw insights from health data.

"I'm an optimist in the sense that long-term, I believe that healthcare is going to get better for all of us. It is clear machine learning and AI are going to be complementary to physicians, so physicians can actually take better care of their patients. We want to build systems that bring this vision to life," says co-founder and COO, Daniel Kivatinos.

Daniel Kivatinos is DrChrono's Co-Founder and Chief Operating Officer. After obtaining two undergraduate degrees in Psychology and Computer Science at Stony Brook University, Daniel went on to earn his Master's degree in Computer Science. After that, he quickly jumped into the startup space working as a developer for an e-learning company. Working at a high-growth company sparked Daniel's entrepreneurial aspirations to start a company of his own. *"I wanted to build something meaningful in the world."* Thus began Daniel's journey into the healthcare technology space, where even incremental change can be monumental and impact millions of lives.

[An underwhelming experience with a previous firm led to engaging Cognition IP](#)

Two years after the company's founding, Daniel was acutely aware that DrChrono had developed a valuable product with a differentiated approach to data analytics and technology. No other company is enabling the medical practice of the future with a robust and open healthcare platform like DrChrono. The company's founders felt increasing pressure to catalog and protect their intellectual property.

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Daniel Kivatinos
- Co-Founder and COO, DrChrono

“We felt like the team was really working with us, not just billing us hours like some other firms might. It was really a very hands-on, team-like approach. And I still feel like they are the best team in terms of IP creation that I’ve worked with.”

In 2011, DrChrono partnered with another law firm to file its first two patents. *“Frankly, it was a grueling expensive process,”* shares Daniel. Both patent applications were rejected several times and remained pending with almost no progress made after multiple years.

Exhausted but not deterred, DrChrono persisted. Daniel recognized that developing a strong IP portfolio would be critical to establishing DrChrono’s stake in the ground, and ultimately, to securing the company’s success. *“When you have a really great idea in software, and no one else is doing it, you should probably at least think about getting it patented. The reason why I’m saying that is because people will take your idea. If it’s a good idea, other developers will copy it.”*

The selection and evaluation criteria for a new law firm partner became ever-clear: first, an experienced legal team that could understand complex concepts in healthcare and machine learning; second, a more efficient and less manual process for filing; and finally, price predictability from the outset.

Cognition IP’s understanding of both healthcare and machine learning was critical to identifying valuable IP

In 2018, DrChrono began working with Cognition IP. The Cognition IP team made tactical amendments to the two original patent applications filed by their previous law firm, and both were granted. *“The legal team is phenomenal,”* says Daniel. Beyond DrChrono’s confidence in the legal team, the company’s founders were equally impressed with Cognition IP’s technology team. *“When it comes to machine learning, there’s a lot of complexity around it. And our ML team is trying to explain these complex processes. I would be concerned if it was another IP firm that has never dealt with machine learning before. Cognition IP has a really unique skill set where they understand ML, and that is something that is really, really valuable for every startup in the industry.”*

Cognition IP’s machine learning expertise extends to real-world technology development. The Cognition IP team leverages its own AI-enabled resources to make the patent process more efficient. Unlike traditional law firms that are incentivized to avoid efficiency, Cognition IP operates on a flat fee structure, delivering cost savings directly to the client and dramatically improving the partnership process. Daniel remarks, *“We felt like the team was really working with us, not just billing us hours like some other firms might. It was really a very hands-on, team-like approach. And I still feel like they are the best team in terms of IP creation that I’ve worked with.”*

Beyond the two patents which were amended and granted, Cognition IP partnered with DrChrono to draft and file another 5 patent applications related to the company’s core technologies on machine learning. Says Daniel, *“We would use Cognition IP 100% in the future for any IP we go after.”*