AUGNITO

Enhancing Healthcare Intelligence

Democratizing the use of speech recognition and voice-AI technology

225
employees
worldwide

20
years of transcription
excellence

500
transcription specialists
worldwide pre-2020

Certified
UKAS Certified fo
ISO 9001, 14001, 27001

>100 million
minutes of dictation
processed

#1
NHS ranking in
2007, 2012 and 2017

Transforming a 20-year partnership with the NHS

A history of innovation and digital disruption

Founded in 2001, Scribetech spent two decades supporting the NHS and private healthcare with transcription, digital dictation, speech-to-text and clinical coding.

Throughout the company's history, Scribetech continually evolved its services, finding new ways to make healthcare intelligence securely accessible, everywhere. What remained constant was a tireless commitment to understanding the true needs of healthcare professionals and disrupting the industry with innovative approaches and new technologies.

Today, Scribetech brings you Augnito: a secure, cloud-based, clinical speech recognition product suite, powered by AI.

Augnito technology carries Scribetech's strong 20-year NHS heritage along with a commitment to data accuracy, and and will enable Scribetech to continue to respond to – and pioneer – impactful change in the lives of healthcare professionals, their daily routines, and the care of their patients.

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How it all started

At the forefront of a changing industry

From a young age, Augnito's creators and Scribetech founders Shiraz Austin and Rustom Lawyer were close friends with a shared entrepreneurial spirit. By the time they left school, they already knew they wanted to start a business together – but not just any business.

Shiraz and Rustom both wanted to create something that addressed a real need and closed a considerable gap in the market. After seeing the impact of outsourced medical transcription in the US, they realised that the UK market needed a robust, secure, efficient channel of its own.

Bringing excellence to medical transcription

By August 2001, Shiraz and Rustom had begun building a comprehensive transcription service – the first of its kind in the UK.

Offices were established in India, London and Manchester, combining local sales, marketing and operations with scalable transcription to be conducted internationally.

From its inception, the new business was focused on several key priorities:
• Delivering the highest standards of service and accuracy
• Combining the right technology with human expertise
• Remaining agile and staying ahead of emerging needs and trends

By 2007, Augnito's developer, Scribetech, was becoming the established leader in its field, achieving the #1 ranking from the NHS for transcription services followed by approved vendor status for dictation and speech-to-text solutions.

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Evolving into speech recognition

A culture of learning and improvement

One of the things that makes Augnito different is Scribetech's culture of learning, improvement and disruption. This is something that starts with founders Shiraz and Rustom.

In the early years of success, both founders continued to invest time thinking about the longer-term future of the business and the wider healthcare industry. Attending summer courses and executive programs at prestigious universities like Harvard, Stanford and MIT, they were able to stay ahead of change and think strategically about the future of their company.

By 2013, they began to realise that technology had the potential to change their company's business model forever – for better or worse.

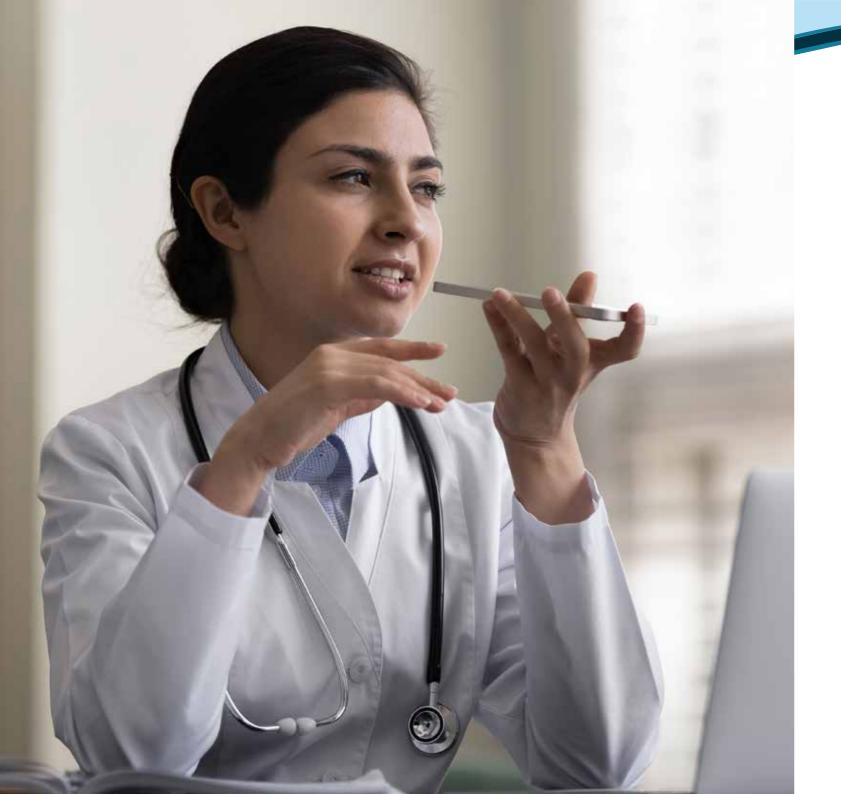**Putting speech recognition at the heart of digital dictation**

Both founders recognised that, to scale and thrive in the long run, their business would need to combine its growing transcription teams with speech recognition technology. However, adopting a third-party technology would be giving control of this key component to external providers.

The answer was simple: to create a purpose-built solution from scratch. Putting it into practice, however, was a complex undertaking involving close collaboration with academics, learning the latest innovations in speech and voice-AI technology, and continually refining the processes and development of the speech-to-text technology as it was used by transcription teams.

Over the course of six years, a small offshoot team created and refined a powerful speech recognition engine: accurate, efficient and easy to use.

Adding this AI-powered 'learning' engine allowed Scribetech not only to deliver its core services faster, more flexibly, and to a higher standard than ever before, but to evolve its offering.

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Creating Augnito

**Empowering healthcare professionals
with speech recognition and voice-AI technology**

Supported by an innovative speech recognition engine, Scribetech was able to deliver transcription services with a significant increase in efficiency. However, much like the earliest days of creating Scribetech, Shiraz and Rustom saw a bigger opportunity that was unfilled.

To grow, the business would need to focus on a market that was untapped but had massive potential. **What better way to disrupt and innovate than to build on the foundation of technology that had already been proven?**

In 2018, following a course on Innovative Marketing for Strategic Advantage at Stanford, Shiraz and Rustom realised that the next era of their company would mean putting this powerful engine directly into the hands of healthcare professionals everywhere - **democratizing its use**.

Launching a product start-up within an established company

With a new strategy in place, Scribetech founders assembled a focused team to rapidly turn its speech recognition engine into a compelling solution. The team worked with a human-centred design approach, focused on empathising with the true needs of users, quickly prototyping products, and implementing them in a practical, accessible way.

The team also adopted Design Thinking, a fundamental process for innovation. This continuous delivery process creates a loop of build, test and learn, perpetually making refinements to technology over time. It is something that continues to be a vital part of how the team works today.

After two years, the new product was ready to launch in India – a fast-growing, tech-savvy market where development could be continued in partnership with end users.

Its name was Augnito, reflecting the augmented cognition that the product suite brings to its users.

Augnito voice-AI technology today

**Leveraging the past to build the present
and future of healthcare technology**

Quality has always been at the heart of everything Scribetech does. From 100% error-free transcription to quality assurance and robust processes, we strive for perfection. This starts with our close partnerships with our customers, understanding their challenges, ambitions and workflows.

We know that every customer's needs are unique and these needs will change and evolve over time. That's why we constantly improve and expand what we do, not just as a technology provider but a trusted partner that blends product and service together.

Integrating technology and people

Scribetech has a rich heritage of trusted, proven products and services, but our focus is always on the needs of people. This allows us to bring the right technologies together, creating the perfect solution - whether that's a single department deployment or trust-wide, speech recognition with full workflow management. We also form customer user groups, allowing us to identify where changes and improvements can be made.

Augnito is an example of this people-centric approach. In under two years, Augnito has helped more than 100 customers eliminate clinical administration backlogs, improve efficiency, reduce stress, and increase patient satisfaction. **We heard and understood the need for better patient-doctor relationships – and delivered**.

Going beyond technology

Technology alone is rarely the solution to what healthcare providers need. We provide a full suite of products and services that enable medical information to be turned into accurate clinical documentation.

Crucially, we combine technology with human expertise – diligent experts dedicated to managing projects, providing day-to-day support, and delivering transcription. Our teams are also trained to Association for Healthcare Documentation Integrity (AHDI) standards.

People are the secret to our success and their knowledge and commitment allow us to meet – and exceed – expectations.

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Augnito – more than just speech recognition

Secure cloud-based, portable, accurate, voice-AI technology

Augnito provides a fast, easy, secure and highly accurate way to capture live clinical data on any device, without typing and without transcription. With support for multiple medical language specialities and no need for voice profile training, it brings seamless speech recognition to daily healthcare workflows - wherever it's needed.

The Augnito suite includes two flagship products to cover instant document creation, editing, reporting, processing and archiving – **driving better patient record and clinical data intelligence for better care.**

For clinicians...

Augnito Everywhere
(now known as Augnito Spectra™)
Clinical speech recognition - always present for the clinician to complete their documentation, whether they are at their desk, or on the go, and comes with **Augnito Mic** to turn a smartphone into a high-quality microphone. Augnito Spectra is available on the following platforms:

Augnito Desktop
A Windows application providing real-time speech recognition and time-saving commands that can be used with popular editors like MS Word, Notepad and other Windows based clinical systems.

Augnito Mobile
A fully featured speech recognition word processing application available on iOS/Android smartphones, allowing clinicians to dictate documents and transfer them to their choice of key clinical systems.

Augnito Web
A fully featured speech recognition and word processing application on the web, allowing clinicians using Windows or Mac operating systems (OS) to dictate documents in browsers like Chrome and Safari.

Augnito Chrome Plugin
An easy to install plugin for Google Chrome & Microsoft Edge, enabling clinicians using Windows or Mac OS to capture transcribed text directly into any web based clinical system.

For software developers and clinical system providers...

Augnito Voice Services™
An easy to integrate Application Programming Interface (API) *[that accurately converts speech to text in real time]* and a unique Software Development Kit (SDK) *[that provides sample code to voice command and control any clinical system]* give healthcare technology businesses and clinical software developers the ability to add voice power and speech-enable their own clinical systems and solutions.

Staying at the forefront of innovation

Investing in new areas, exploring the many ways that voice-AI can be disruptive

As a trusted provider to the NHS, we've seen how healthcare has changed. Today, we're positioned to keep pace with innovation – and get ahead of evolving needs with targeted technology in the form of our growing Augnito suite and with our exceptional service. **We're building the future in the present**.
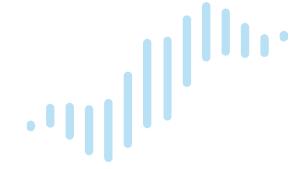
We've expanded our operations to USA, Canada and the UAE. We're growing fast. We've also signed innovation partnerships with more than 40 leading healthcare companies in 10 global countries.

Augnito isn't just an effective innovation that's available now. It's an evolving, ever-improving technology that will allow us to guide the entire healthcare industry through its digital transformation with unparalleled accuracy and flexibility. Democratizing clinical speech recognition technology throughout the continuum of care. Moving it from the hands of the few to the voice of the many.

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Putting your voice in control of clinical data entry

- Secure, cloud-based AI-driven, clinical speech recognition
- At-the-cursor data entry in any MS Windows clinical system
- Multiple medical specialty-specific language models
- Enabling you to streamline your clinical workflows
- Fast, easy, accurate capture of live clinical data on any device
- No voice profile training needed
- Speech recognition wherever you need it – at a desktop, on the web or on a smartphone
- Speech-enablement for EPRs and clinical systems via easy API with SDK integration and a Developers' Portal for software developers and integrators

Transform your clinical data management

Drive higher patient satisfaction through the continuum of care.
Join the growing number of radiologists, cardiologists, clinician consultants, GPs, digital transformation teams and healthcare tech experts already shaping the future with Augnito.

Learn more or 'try before you buy' – contact: augnito@scribetech.co.uk
Customer & technical support – contact: support@scribetech.co.uk

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