



Emerging Company Spotlight

Heidi Health 2025

Reducing Clinician Documentation Burden via AI-Driven Scribing
& Workflow Tools



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Why This Spotlight?

Cumbersome EHR systems and time-consuming charting processes can lower the quality of patient interactions and increase after-hours work for clinicians, lowering their EHR satisfaction and exacerbating burnout. Heidi Health's AI-powered scribing tool helps address these challenges by offering an easy-to-use solution that reduces the documentation workload, improves documentation accuracy, and enhances clinicians' focus on patient care. This report evaluates current US customer experiences with Heidi Health.

What Does Heidi Health Do?

(a customer explains)

"Heidi is an ambient listening solution that helps us document things in a way that is impactful and reduces our providers' documentation time. Our providers get to put more of their focus on the patients and come away with more accurate and detailed notes on encounters."
—Manager

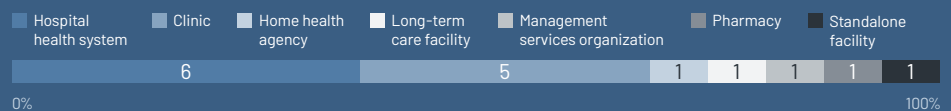
Bottom Line

The Heidi Health solution is generally seen as user friendly and cost effective, and most interviewed customers say the features are highly effective. Customers were immediately able to achieve outcomes like reduced documentation time and clinician burnout, increased note accuracy, and a stronger focus on patient care. Additionally, respondents say Heidi Health stands out in this growing market thanks to their strong support and collaboration. Regarding improvement opportunities, respondents want Heidi Health to strengthen the solution's EHR integration capabilities.

of Customers Interviewed by KLAS

17 individuals from 16 organizations (Heidi Health shared a list of 68 unique US-based organizations; the list represents 100% of the customers that are eligible for inclusion in this study)

Survey Respondents—by Organization Type



Top Reasons Selected

Cost effective, customizable templates, ease of use, responsive support, willingness to partner

Customer-Validated EHR Integration

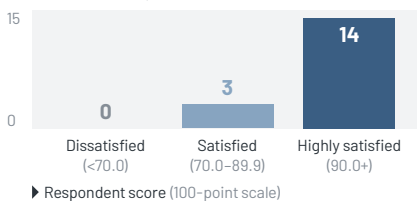


Heidi Health Customer Experience: An Initial Look

Distribution of Overall Performance Score

Based on individual respondents, not unique organizations

▼ # of individual respondents



Key Performance Indicators

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend
C+* (n=9)	B (n=16)	A+ (n=16)	A+ (n=16)
Software grading scale (1–9 scale)			
A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48
F = <5.22			

*Limited data

Would you buy again? (n=16)

Percentage of respondents who answered yes



Note: Percentages are calculated based on individual respondent counts, not unique organizations.

Outcomes Expected by Customers

- ☒ Achieved
 - ☒ Unexpected outcome
 - ☒ Pending
 - ☒ Not achieved
- ☒ Ability to see more patients/increased workflow
 - ☒ Improved note accuracy and detail
 - ☒ Increased clinician satisfaction and well-being
 - ☒ Reduced documentation time and after-hours work

Adoption of Key Functionality

Percentage of interviewed organizations using functionality (n=13)

Ask Heidi: Use natural language requests to complete tasks, ask questions, or create documents (e.g., referral letter), providing instant access to clinical knowledge and document creation

Templates: Custom templates for medical specialties and individual preferences, ensuring notes sound authentic and meet specific requirements; templates range from quick emergency notes to detailed psychological assessments

Transcription: Real-time transcription capabilities with 110+ language options and automatic language detection; can work in complex audio environments (e.g., multiple voices, background noise, Wi-Fi dropouts)



Time to See Outcomes



Strengths

Heidi Health is deeply invested in customer success and committed to excellent partnership

"Heidi Health's strengths include their willingness to work with our organization, the timeliness and turnaround time of any questions or issues, and their willingness to train our providers and set up templates for all the different specialties. Their solution provides a very cost-effective means of doing ambient room transcription. Their willingness to work with us to get the tool integrated is also a strength." —Director

Solution immediately and significantly reduces clinician documentation time and burnout

"We have already seen a dramatic reduction in the time for documentation and in the need for doctors to stay late in the day; they are finishing up earlier and are able to go home. Heidi is helping doctors get their notes done in a timelier fashion. Their speed of completing the notes has gone up. The very first week, doctors immediately noticed that Heidi was improving their documentation." —Director

Solution is easy to use and backed by effective, knowledgeable, and accessible customer support

"The solution is really easy to use. The support is phenomenal as well. During onboarding, when some of the doctors had questions, even at seven o'clock at night, I would send the questions over to Heidi Health's team, and within 30 minutes, I had a video showing what the doctors needed to do. I would tell a customer who is investigating the system to go for it." —Manager

Opportunities

Upgrades frequently cause technical complications, which could be addressed through proactive communication

"I don't know whether that is a technical limitation, but if Heidi Health could anticipate some changes in the generated note that might come from their upgrade, it would be helpful if they let us know that ahead of time." —CMO

Vendor should continually fine-tune the solution and development of AI capabilities

"The only real opportunity is for the technology to continue to improve. It is already very good, but there is always room for improvement. As the technology continues to improve, I have little doubt that we will see that benefit us as customers." —Manager

Most respondents say limited EHR integration is the biggest improvement opportunity

"We would love for Heidi to be integrated into our EHR. There is a hurdle in transferring information from the Heidi Health platform over to our EHR. That integration would be really great. The whole practice has not adopted Heidi because there is no integration with our EHR." —Physician

Points to Ponder

What Does a Customer Need to Do to Be Successful with This Solution?

Customers explain

Engage clinicians in decision-making and ensure broad buy-in: *"Have medical staff be part of the decision-making process. They want to make sure that they are going with a tool that they can see themselves using in their day-to-day operations. Getting that buy-in from a broad range of disciplines is important. The customer wants a lot of different specialties involved in the decision-making for the tool." —Director*

Invest early in template creation specific to your organization: *"My advice to others would be that it is important to have a good template that includes instructions in Heidi for how to generate a note." —CMO*

Set realistic expectations and dedicate time up front to workflow optimization: *"My advice to others who are implementing Heidi would be to set realistic expectations of what an AI scribe in this day and age can do. . . . Users need to sit down with the Heidi Health staff, work through the templates, optimize things, and take the time to figure out the workflow. A little investment up front will save a user a lot of time over the years." —Physician*

Heidi Health explains

- **Identify provider champions who can advocate for AI-enhanced workflows:** The more closely an organization and their provider champions work with Heidi Health to share detailed physician workflows, the more we can adapt the solution to any clinician.
- **Work with our dedicated implementation team:** We can help organizations design custom workflows, build specialty-specific templates, and ensure rapid adoption through proven change management strategies.

Other Relevant Commentary

"I'm a big advocate of Heidi because it is a good-quality product that is accessible for physicians who don't have the money to spend \$500–\$600 a month on an AI scribe. The quality and output of Heidi are very good, so that makes the system accessible." —Physician

"Heidi Health's key strength is that they seem to be constantly improving or at least working on improving their model. We can tell that there are constantly new features and changes. That is also an area of opportunity for them because when the vendor makes changes, they sometimes disrupt our existing template setup and introduce new problems." —CMO

"The vendor has been fairly adaptable and has talked with us about certain requests. The amount of customization and control we have at an individual or organizational level is different than the amount we have seen with other vendors." —Manager

Heidi Health: Company Profile at a Glance

Founders

Dr. Thomas Kelly, Yu Liu, Waleed Mussa

Year founded

2019

Key competitors

Abridge, DAX/Dragon, Nabla, Suki

Number of Heidi customers

1,189 worldwide (this KLAS study focuses on US-based customers)

Number of employees

140

Estimated revenue

\$25M-\$50M

Funding

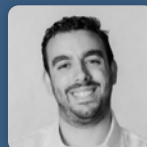
Seed: \$3M; Seed bridge: \$6.5M; Series A-2: \$16.6M

Revenue model

Flexible pricing tiers designed to meet the needs of individual providers and healthcare organizations of all sizes

Target customer

Heidi adapts across healthcare organizations of all sizes, from academic medical centers with 8,000+ clinicians to small local clinics. Our AI models adapt to individual documentation preferences and workflows rather than forcing standardized approaches, enabling customers to create customized templates and workflows based on their documentation requirements.



Healthcare Executive Interview

Dr. Thomas Kelly,
Founder & CEO

What is Heidi Health's background?

Originally launched as Oscar with a focus on clinical training tools, the company evolved to become Heidi Health in 2021, focusing on AI-powered clinical documentation. Our mission is to double the world's healthcare capacity by freeing providers from the administrative burden to focus on patient care. Today, we are trusted for over 1.5 million patient visits each week across 50+ countries, serving health systems ranging from community hospitals to major academic medical centers.

Why was Heidi Health started?

Dr. Thomas Kelly founded Heidi Health after witnessing how the administrative burden compromised patient care during his vascular surgical residency. His vision was to create a world where providers partner with AI to amplify their clinical expertise and human impact rather than being consumed by documentation tasks. Today, we are building the AI partner that enables every provider to practice at the top of their license, scaling their ability to heal, diagnose, and connect with patients.

What is Heidi Health's biggest differentiator?

What sets Heidi apart is our commitment to health systems' success: we don't just deliver software, we deliver outcomes. Our AI supports each and every provider's voice, specialty, and documentation preferences instead of forcing them into standardized templates built for the EHR. While other scribes create rigid, specialty-specific solutions that break down when providers move between departments, Heidi maintains continuity and high standards across all care environments within a health system. Unlike traditional dictation solutions with transcription costs and workflow delays, Heidi integrates with existing EHR infrastructure while keeping physicians present with patients who feel truly heard and cared for. Organizations can realize ROI within weeks, not months—with measurable improvements in provider satisfaction, documentation quality, and operational efficiency that compound over time.

Solution Technical Specifications Information provided by Heidi Health

Cloud environment

AWS, GCP

Development platform

Python, JavaScript (TypeScript + React), Swift (iOS native), Kotlin (Android native)

Database environment

MongoDB (NoSQL document-based database), Redis (memory database)

Mobile application environment

Web service via browser-based access; native app available on iOS and Android

Security platform

ISO 27001:2022 and SOC 2 Type II

Confidentiality

HIPAA compliant; BAAs available for US-based customers

Data encryption

Data is encrypted at rest using AES-256 and in transit using TLS 1.2+

Integration approach

SMART on FHIR—first integration approach; core technologies include SMART on FHIR EHR Launch for secure, standards-based launches from within existing workflows with automatic patient/encounter context and FHIR R4 for standardized healthcare data exchange

HITRUST certification

Heidi Health is not currently HITRUST certified, though we follow equivalent standards through ISO 27001, SOC 2, and HIPAA frameworks

AI
Yes

Report Information

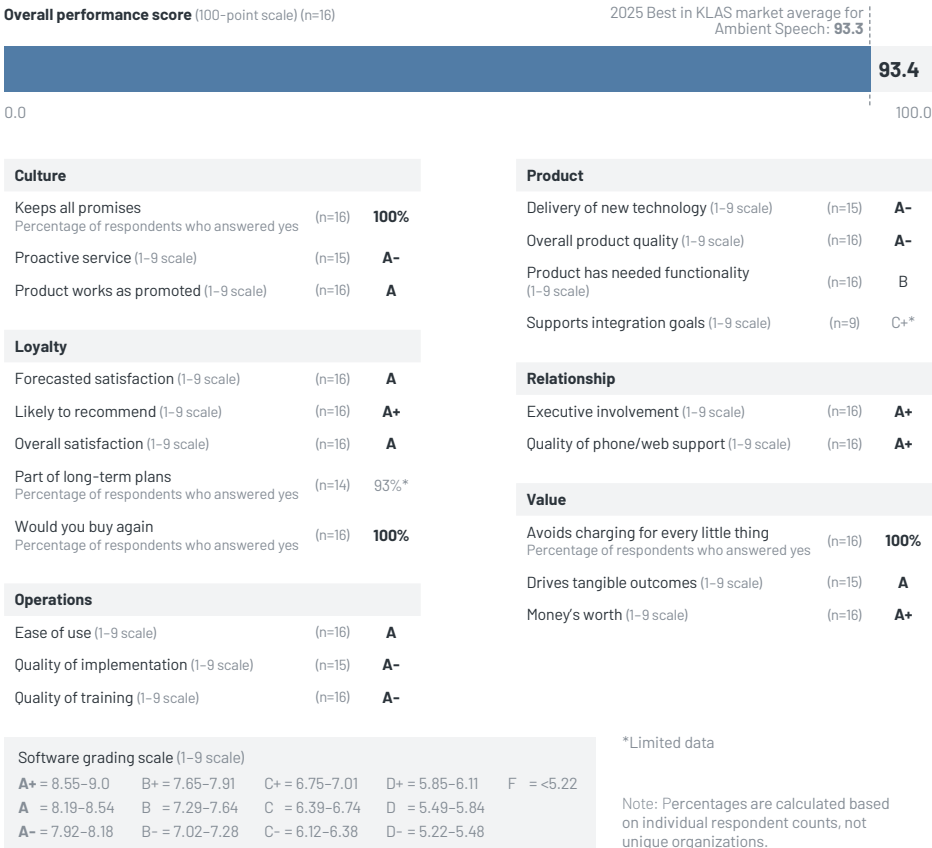
Sample Sizes

Unless otherwise noted, sample sizes displayed throughout this report (e.g., n=6) represent the total number of *unique customer organizations* that responded to a particular question. Some respondents choose not to answer all questions, meaning the sample size may change from question to question.

Sample sizes of 15+ unique organizations are considered fully rated. When the sample size is 6–14, the data is considered limited and marked with an asterisk (*). If the sample size is 3–5, the data is considered emerging and marked with a double asterisk (**); no overall performance score is shown for emerging data. No data of any kind is shown for questions with a sample size of less than 3. Note that data marked as limited or emerging has the potential to change significantly as additional surveys are collected.

Heidi Health Performance Overview

All standard software performance indicators



Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to engage.klasresearch.com/why-klas.

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Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.



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Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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