

Medem Grows with TriNet's Help: Ten Years and Counting



Medem is a San Francisco-based company that provides secure, online communications services for use by healthcare providers, with their patients.

When the company started out in 1999, they had only eight employees, a great idea, and supportive investors who placed them on an accelerated growth path. In a short amount of time, they grew to 100 people, and created their first product: a physician-patient network that allowed doctors to do practice-related medical tasks over the web. Those tasks include online consultations, hosting of personal health records, prescription renewals, appointment reminders and more.

Today, a decade later and after several periods of growth and attrition, Medem continues to pave the way with their physician network and a new system that sends pharmaceutical drug alerts, warnings and label changes to healthcare providers nationwide.

In short, Medem simplifies some very complex aspects of the healthcare landscape using leading-edge technology.

We Need to Grow... Fast!

Medem went through the typical pains of a startup company. At the beginning, with investors urging them onwards, the company grew at a furious pace.

CFO Todd Choy explains: "We needed Human Resources expertise in payroll, benefits, and employee communications. But instead of doing it in-house, we wanted somebody to help us so we could focus on growing the business – on sales, coming up with new products, marketing, managing our investors."

Expansive Benefits and Excellent Service

The search for HR expertise led them to investigate HR outsourcing (HRO) options. And out of a crowded landscape of HR providers, Medem settled on TriNet.

"We chose TriNet because we liked the expansive list of benefits which TriNet was offering," says Choy. "We're a healthcare company and it would be hypocritical of us to offer a limited choice of benefits when our company's mission is to improve healthcare."

But that was not the only reason. Beyond the products, TriNet's customer service became a driving factor.

"We also appreciate the representatives who come and meet with us," says Choy. "They are very service oriented. When we have an employee issue, or have to set up a 401(k) or we need to do some downsizing – whatever it may be – our TriNet representatives are very prompt and very responsive to our requests."

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Customer Profile

Industry: **Healthcare**
Company: **Medem**
Website: **www.medem.com**
Joined TriNet: **1999**
Location: **San Francisco, Ca**
Employees: **23**

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Todd G. Choy
CFO
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“When we have investors and strategic partners performing due diligence on us and they ask for employee salary information – reports are run for us within the day. We are grateful for that type of response. That can make a lot of difference.”

TriNet Grows With You as You Invest in Your People

In the ten years that Medem has partnered with TriNet, the HRO solution that the company implemented fit their needs at every stage of growth.

Choy says: “TriNet has been there for us throughout our life cycle, helping us with handling the growth, coordinating downsizing, and then getting us back on the right track again. It’s been extremely helpful. We’ve been around for ten years and definitely a lot of it is due to the fact that the management team has been able to focus on the growing business.”

Is there a significant ROI in the choice to outsource the HR function?

Choy says: “TriNet offers a great, extensive list of benefits and services. I know it’s a great return on investment, because our investment is in our employees. It’s more intangible in nature though because we don’t have to worry about a lot of the HR stuff which TriNet takes care of.”

Dedication to Improvement

Best of all, Medem found an HRO provider that, like itself, possessed a similar focus on improving its products and services.

Choy says: “The other thing I like about TriNet is they’re always trying to improve things, they’re always calling me or asking me to participate in things like round table discussions. TriNet asks for feedback on how to make it better. I really value that in a company—continuous improvement is important.”