Emerging Company Spotlight

Heidi Health 2025

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

KLAS RESEARCH

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Note: Emerging Company Spotlight reports are intended to shed light on the customer experience with solutions from newly emerging companies.

heidi

Heidi Health 2025 Reducing Clinician Documentation Burden via AI-Driven Scribing & Workflow Tools

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.
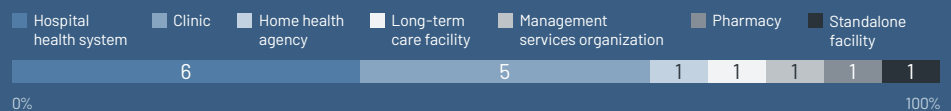
of Customers Interviewed by KLAS

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)

Top Reasons Selected

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

Survey Respondents—by Organization Type

Hospital health system	Clinic	Home health agency	Long-term care facility	Management services organization	Pharmacy	Standalone facility
6	5	1	1	1	1	1

0% — 100%

Customer-Validated EHR Integration

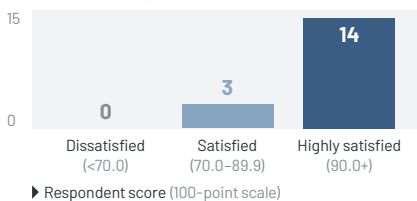| Epic	athenahealth	Not integrated with EHR
4	2	10

0% — 100%

Heidi Health Customer Experience: An Initial Look

Distribution of Overall Performance Score
Based on individual respondents, not unique organizations

# of individual respondents

Dissatisfied (<70.0)	Satisfied (70.0–89.9)	Highly satisfied (90.0+)
0	3	14

▸ Respondent score (100-point scale)

Key Performance Indicators

*Limited data

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend
C+*	B	A+	A+
(n=9)	(n=16)	(n=16)	(n=16)

Would you buy again? (n=16)
Percentage of respondents who answered yes

100%

0% — 100%

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

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	F = <5.22
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	

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

100%

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

100%

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)

100%

0% — 100%

Time to See Outcomes

- ■ Immediately
- ■ Within 6 months
- ■ 6–12 months
- ■ Over 12 months
- ■ No outcomes yet

Immediately	Over 12 months	No outcomes yet
11	1	1

0% — 100%

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 Oscer 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
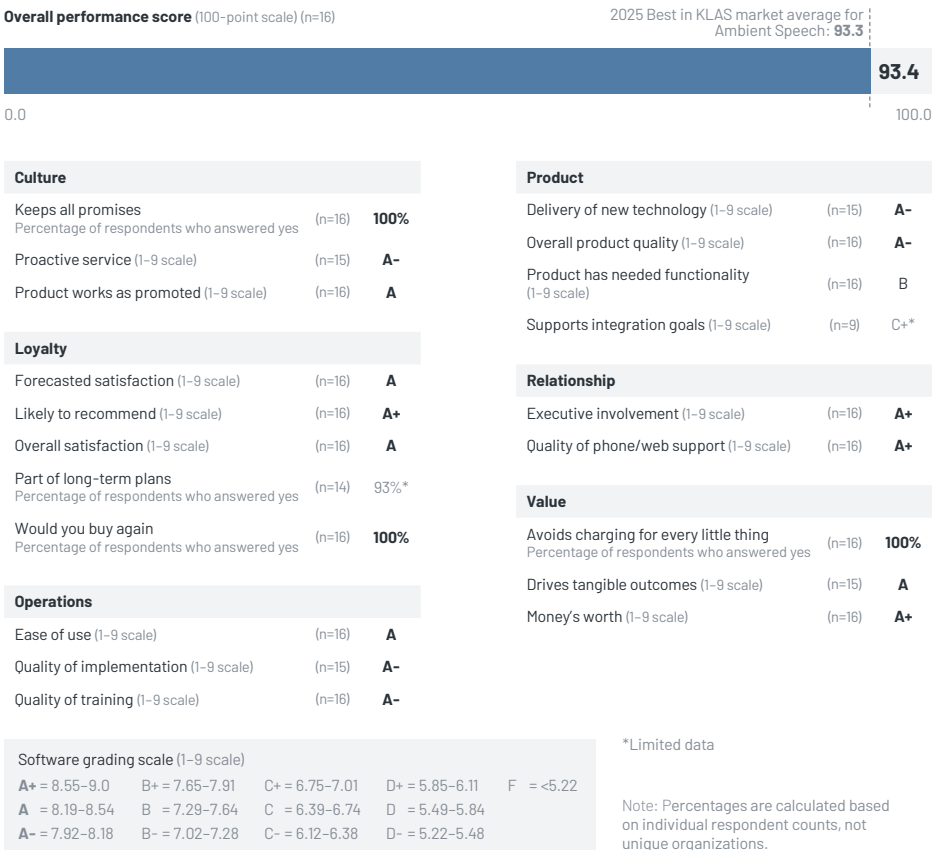
AI
Yes

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

Overall performance score (100-point scale) (n=16)

2025 Best in KLAS market average for Ambient Speech: **93.3**

93.4

0.0   100.0

Culture		
Keeps all promises Percentage of respondents who answered yes	(n=16)	**100%**
Proactive service (1–9 scale)	(n=15)	**A-**
Product works as promoted (1–9 scale)	(n=16)	**A**

Loyalty		
Forecasted satisfaction (1–9 scale)	(n=16)	**A**
Likely to recommend (1–9 scale)	(n=16)	**A+**
Overall satisfaction (1–9 scale)	(n=16)	**A**
Part of long-term plans Percentage of respondents who answered yes	(n=14)	93%*
Would you buy again Percentage of respondents who answered yes	(n=16)	**100%**

Operations		
Ease of use (1–9 scale)	(n=16)	**A**
Quality of implementation (1–9 scale)	(n=15)	**A-**
Quality of training (1–9 scale)	(n=16)	**A-**

Product		
Delivery of new technology (1–9 scale)	(n=15)	**A-**
Overall product quality (1–9 scale)	(n=16)	**A-**
Product has needed functionality (1–9 scale)	(n=16)	B
Supports integration goals (1–9 scale)	(n=9)	C+*

Relationship		
Executive involvement (1–9 scale)	(n=16)	**A+**
Quality of phone/web support (1–9 scale)	(n=16)	**A+**

Value		
Avoids charging for every little thing Percentage of respondents who answered yes	(n=16)	**100%**
Drives tangible outcomes (1–9 scale)	(n=15)	**A**
Money's worth (1–9 scale)	(n=16)	**A+**

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	F = <5.22
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*Limited data

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