Competitive Analysis for HEART Clinic Documentation and Data Tracking Systems

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This competitive analysis examines four existing systems that are relevant to the University of Michigan–Flint HEART Clinic's needs around documentation, physiological data tracking, and responsible use of automation. The HEART Clinic's current workflow blends wearable heart-rate monitoring with paper-based note taking and post-session spreadsheet calculations. By evaluating Zanda BizzyAI, Epic EHR, Polar Flow, and DeepScribe, this report identifies where current offerings align with the clinic's context and where critical gaps exist.

Zanda BizzyAI

Access: Zanda BizzyAI is accessed through a web application and companion mobile experiences embedded in a broader practice-management platform.
Purpose: It reduces documentation burden by drafting notes from clinician input (typed or dictated) using configurable templates and smart phrases.
Revenue: The core platform follows a subscription model; AI features are typically add-ons billed by organization or provider.
Primary features: Template-driven note generation; prompt libraries and smart phrases; role-based access; HIPAA-oriented security practices.
Strengths: Clear time savings for narrative documentation; configurable output that can mirror local note styles; operates within an existing clinical platform.
Weaknesses: Not designed to ingest heart-rate streams or compute heart-rate reserve (HRR) zones; limited support for real-time physiologic decision support; relies on steady connectivity.

Epic EHR

Access: Epic is a comprehensive electronic health record with web and tablet access used by large health systems.
Purpose: It centralizes charting, orders, scheduling, billing, and patient communication to support end-to-end clinical operations.
Revenue: Enterprise licensing and long-term implementation contracts with health systems.
Primary features: Robust documentation tools and templates, interoperability frameworks, patient portal, analytics, and audit trails.
Strengths: Extensive functionality, mature compliance posture, and system interoperability; standardized, organization-wide documentation.
Weaknesses: Substantial complexity and training overhead for novices; costly and inflexible for

small educational clinics; no native, lightweight workflow for student-run HRR calculations or Polar device integration.

Polar Flow

Access: Polar Flow is a mobile application with a companion browser dashboard that connects to Polar heart-rate monitors and wearables.
Purpose: It captures and visualizes workout physiology, including heart rate and time in zone, and stores longitudinal training data.
Revenue: Primarily hardware sales (wearables and sensors) with optional premium services.
Primary features: Real-time heart-rate display, post-session analytics, time-in-zone summaries, device management, and data export.
Strengths: Accurate heart-rate tracking, well-suited to exercise sessions, and already familiar to student users who operate Polar devices.
Weaknesses: Lacks clinical documentation features; no direct bridge to structured notes or HRR calculators; browser-only syncing steps create friction; limited support for multi-patient, supervised clinical contexts.

DeepScribe

Access: DeepScribe is a web platform that integrates with EHRs to provide ambient AI scribing.
Purpose: It transcribes clinician–patient dialogue and generates structured clinical notes (e.g., SOAP) for review and signature.
Revenue: Subscription pricing per provider or per seat.
Primary features: Ambient speech capture, automatic transcript and note generation, EHR integration, and human review workflows.
Strengths: Significant reduction in manual note taking; tightly focused on clinical documentation; integrates into existing charting systems.
Weaknesses: Not oriented toward exercise physiology or heart-rate data; dependent on audio quality and connectivity; AI outputs still require oversight; offers little support for HRR zone math or safety alerts during movement sessions.

Comparative Discussion

Across these systems, two patterns emerge. First, documentation-focused tools (Zanda BizzyAI, DeepScribe) demonstrably reduce narrative note burden but do not integrate physiological streams such as heart rate, heart-rate reserve calculations, or perceived exertion captured during dynamic sessions. Second, platforms that excel at physiology (Polar Flow) are not built for clinical documentation or student supervision, creating handoffs that increase cognitive load and error risk.

For the HEART Clinic, which serves diverse neurological and cardiopulmonary populations and relies on student clinicians, the opportunity is a focused, mobile-first solution that:
(a) ingests Polar (or similar) data automatically,
(b) computes HRR zone time and surfaces real-time safety cues,
(c) pre-populates unified HEART/MoveMore note templates, and
(d) offers transparent AI assistance for drafting while preserving clinical judgment and teaching value.

Such a tool complements, rather than replaces, institutional systems like Epic.

References

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