

Impactful Solutions and Data-Driven Insights

An Interview with Vince Cole, Chief Executive Officer, Ontellus

EDITORS' NOTE *Vince Cole has a long track record of driving profitable revenue growth at multiple companies in the financial services and technology sectors. For the past five years, he served as CEO of Charles Taylor US, a leading provider of claims solutions to the United States and global insurance markets. Prior to Charles Taylor, Cole was CEO, Americas, and Global Chief Strategy Officer at Crawford & Company, a publicly traded claims management solutions business. Before joining Crawford & Company, he held executive positions at Activa Medical and Genworth Financial. He also spent 10 years at General Electric, serving in senior leadership roles in GE Financial, GE Plastics and GE Capital. Cole holds a BS degree in engineering from Montana State University.*



Vince Cole

Will you highlight the history of Ontellus and how the company has evolved?

Ontellus has served as a provider of outsourced document retrieval services for more than 40 years. Today, we leverage decades of experience and cutting-edge technology to continue to deliver impactful solutions and data-driven insights to our clients.

If information is the lifeblood of professional services entities such as law firms, healthcare, or insurance companies, then Ontellus is the heartbeat.

This is because our technology and expertise allow these companies to focus on strategy while we find and organize these dense troves of information, empowering our clients to make more informed decisions. These critical services are essential in any market environment, but especially now at a time when businesses across the economy are looking for ways to be more efficient and navigate challenges in the labor market.

In the last few years, we have evolved considerably. First, to provide our clients with an elevated experience, we have made a series of key acquisitions, including ChartSwap, American Medical Forensic Specialists (AMFS), Discovery Resource and INTERTEL. Second, we have gained two impressive partners in Capstreet and Aquiline to support our growth. Year over year, we make strides to continue strengthening our nationwide presence, strategically positioning personnel across the country to best support our client relationships.

When I look forward, the need for quick, secure and accurate insights is only increasing – so for Ontellus, the future is very exciting.

How do you define Ontellus' mission and purpose?

Our mission is to push beyond the traditional model of record retrieval as the mere delivery of raw information, and to create a new model that provides valuable, actionable insights for industry-critical documents and data. Our purpose is to manage and transfer our client's information securely, efficiently, and accurately by leveraging our robust network of expertise to perform vital day-to-day functions and solve problems.

Will you provide an overview of Ontellus' services and solutions?

Through both acquisitions and organic product expansion, Ontellus is building an ecosystem of companies supporting the entire supply chain of records retrieval, meaning that we are almost guaranteed to have a solution for any problem. Clients can use our network to enhance operational efficiencies while driving down costs. Under the Ontellus umbrella clients have access to:

- Ontellus Records Retrieval empowers insurance carriers, self-insured corporations and law firms to reduce costs, make informed decisions, and accelerate claims resolution. As a privately held data retrieval and claims intelligence provider, Ontellus leverages decades of experience and cutting-edge technology to deliver impactful products and client-centric service.

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- American Medical Forensic Specialists (AMFS) connects attorneys with the nation’s preeminent Medical Expert Witnesses. AMFS is a physician-founded network that provides clients with case-winning medical experts in every specialty and recognized sub-specialty. The superior method of obtaining Medical Expert Witnesses is what makes AMFS unique.

- ChartSwap is a fast, simple and secure B2B record exchange marketplace that enables HIPAA-compliant medical record request of information and medical records retrieval between registered requestors and medical record providers. ChartSwap is revolutionizing how personal health information is transmitted, improving efficiency and reducing costs on both sides of the retrieval process.

- Discovery Resource is a litigation support service offering various legal services, including retrieval of records, court reporting and document scanning/copying. Since its inception in 1996, Discovery Resource has become one of the most respected and reliable companies in the business.

- INTERTEL is the nation’s largest medical canvass data provider. Its approach to leveraging technology and data sharing has become the industry framework for the communication of critical treatment history information. INTERTEL currently services all insurance lines of business associated with any type of bodily injury.

How does Ontellus work at the intersection of insurtech, healthtech, and legaltech?

Each of these industries is highly regulated, deeply innovative, and critical to our economy. Ontellus serves clients across this spectrum by providing a comprehensive exchange of information between businesses – that invisible but vital heartbeat I mentioned earlier. As the pace of technological advancement accelerates, companies across the landscape are being forced to think big and find new ways to keep up and deliver for customers – which is where we come in.

What do you see as the challenges of B2B work in light of data/information transfer, AI and cyber security?

The sheer amount of data being recorded in the insurance, legal, and healthcare industries is growing exponentially every day, and data security is paramount to each sector. To manage and exchange that data securely comes with its challenges, such as learning to harness ever-changing technology for specific use cases in the records-retrieval space that are unprecedented or unpredictable.

Yet, we see the speed of technological innovation as a great asset. There is a high level of human expertise required to fine-tune and adapt technology to meet our needs. Our decades of experience at Ontellus put us in an excellent position to turn any challenge into an opportunity for success.

How important is it for Ontellus to build a diverse and inclusive workforce?

I have always believed that to succeed in business, you must have access to diverse

perspectives. In 2021, Ontellus launched its inaugural Diversity & Inclusion committee comprised of individuals across all business units. The team has made great strides in implementing company-wide educational initiatives to honor and celebrate significant cultural moments and is consistently working to improve our D&I offerings and programs. We are proud to have several women in key leadership positions, including Shareen Minor who was appointed as our Chief Revenue Officer in January.

To be able to show up in a creative and impactful way, we need a diverse and inclusive workforce, and this has been an incredibly high priority for me.

What are other priorities for Ontellus as you look to the future?

In 2023, we are focused on continuing to expand our team across all levels and making the necessary investments to attract and retain the highly specialized talent we need to accelerate our growth. We are building a strong culture where every team member is empowered to raise bold ideas and play a central role in executing those ideas. This is in service of our constant goal to take client-centricity to the next level by keeping our finger on the pulse of our client’s needs and moving fast to fill those needs.

As we look to the company’s future success, Ontellus will continue to leverage our decades of experience and cutting-edge technology to deliver impactful products and services. ●

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