



BOWTIE CHRONICLES

Volume 1 / Issue 1

WEEKLY RECOMMENDATION:

Check out *The Lieutenants* by W. E. B Griffin. Our Company Contractor, Hugh, enjoys this cheesy spy novel, describing Griffin as a "Great storyteller for Historical Fiction.

FUN FACT:

DANESH - دانش

Danesh, in the Farsi language is defined as Knowledge. Seems like Dr. Daneshgari embodied his last name!



Chloe Gunter interviewing DR. Firouz Daneshgari

FROM A SUNDAY BIKE RIDE

How a simple Sunday morning bike ride enriched BowTie's services and developed our COVID-19 Antibody Testing System

The recent expansion of our COVID-19 Antibody Testing team has opened the door to discuss further the company's mission and the origins of the antibody testing. We thought it could be helpful to sit down with Dr. Daneshgari and discuss his vision for BowTie, his expectations for us as employees, and a short-term goal he has for the company. We also played a game of two truths and a lie, read till the end and see how well you really know our doctor behind the bowtie.

Follow along as our very own Broadview Heights Testing Staff Greeter, Chloe Gunther, interviews the good doctor!

Q: What do you see when you envision BowTie?

A: Dr. Daneshgari took a pause then calm resolved over his face, "we will become the Apple of healthcare," he said. Two parts of society - technology and human connection - were not effectively intersecting, Apple saw this need. They put technological control into the hands of people so that they can use their devices wherever there is Wi-Fi, making lives incredibly easier and more connected. He sees the same accomplishment for BowTie in our efforts to put people in control of their healthcare, make them healthier and lower their costs. "BowTie started and will remain a healthcare company, but one that looks through the eyes of the customer, not the lens of the healthcare provider.

The COVID-19 Antibody Testing is evidence of BowTie's mission. On a Sunday bike ride, the day after the shutdown orders were released in Ohio, Dr. Daneshgari resolved that BowTie needed to step up for the community. "The emergency rooms are now the war zones; people cannot go. So, what do sick people do now?" That day, the doctor spoke with Rob and expressed how deeply this issue connects with BowTie's triple aim. From there the Antibody Testing center was developed.

This pandemic has confirmed for Dr. Daneshgari just how BowTie will function in society. "In the future, anytime the consumption of healthcare is interfered with, BowTie will unleash new systems and strategies to accomplish the triple aim."

Q: What are your expectations of us as employees?

A: Of course, the doctor explained, there are basic expectations: be courteous to customers and in the workplace, and hold professionalism with everything we do, but we must develop a deep understanding of the “why, how and what” of BowTie Medical. To gain this understanding, the doctor has provided a TedTalk that would be beneficial for everyone to watch:

Simon Sinek: “How great leaders inspire action”

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en#t-6837

Furthermore, to understand the why, how and what of BowTie Medical, listen to our podcast series, “why can’t we have it all- the missing pieces in healthcare” (www.wcwha.com)

Q: What is one short term goal you have for the company?

A: Simply but powerfully stated, Dr. Daneshgari wants BowTie Medical to remain financially independent so that we do not have to change who we are.

“Anytime the consumption of healthcare is interfered with, BowTie will unleash new services and strategies to accomplish the triple aim”

NOW ONTO THE TRIVIA!

Dr. Daneshgari shared some brief stories during our conversation that I have outlined below. One of them is not true. Do you know the doctor well enough to uncover the lie?

Dr. Daneshgari has...

1. Taken naps on a bench in the Louvre Museum in Paris, on top of a picnic table on an interstate highway, and on the floor of a hotel hall where his Surgery Board Examinations were held.
2. Swam in a lake at 11,000 ft elevation in the Rocky Mountains.
3. Performed emergency surgery on a cow to save her baby.
4. Won first place in an international belly dancing competition

LOOKING FOR LUNCH?

These are some of the top three lunch spots Eric, our Software Developer, recommends!

❖ Feng Lz Hibachi Sushi & Bar

Sushi, grilled fare, teriyaki & poke bowls are dished up in a trendy, modern space with full bar.

Located: 1100 W Royalton Rd, Broadview Heights, OH 44147

❖ Cozumel

Experience authentic Mexican flavored foods with one of a kind Cozumel twists.

Located: 9214 Broadview Rd, Broadview Heights, OH 44147

❖ East of Chicago Pizza-Brecksville

Chain pizzeria outlet for build-your-own Chicago-style deep-dish pies, plus wings & subs.



“Our primary goal is to prevent our customers from becoming patients.”
- Dr. Daneshgari

*Remember the three BowTie prongs:
improve, control and save!*

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WHAT TO EXPECT FOR NEXT WEEK?

Ohio Governor, Mike DeWine made mask wearing in public mandatory after recent spike in Covid-19 cases, making Ohio a new hotspot. With the current climate of increasing Covid exposure rates, BowTie has two locations (Broadview Heights & Lynhurst) open for drive through Covid-19 antibody testing. Continue to listen to our podcast “Why can’t we have it all” or look for DR. Daneshgari on the Crain’s Cleveland Editorial for new and credible Covid-19 info.

We are now accepting Medicare! Check on our website or call for additional information!

BOWTIE MEDICAL

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