

Transcription business earns kudos in Hartford

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STAFF WRITER

HARTFORD — Mary Goehring had some people to thank on Friday. The celebration for the company she started 25 years ago, Transcription Plus LLC, was at the Legislative Office Building. If anyone wondered why Goehring, her marketing manager, Amy McKearney, and other employees were being honored, Republican state Sen. Jason Welch of Bristol had the answer.



“Mary Goehring is a visionary,” said Welch. “She started with a problem; how to work from home so she could raise her daughter and found a solution: create a product that doesn’t exist in the marketplace. The transcription business she created enhanced the value of the spoken word in a number of important fields that depend on accuracy, such as the medical field. From dictation on tape recorders to 21st century digital audio dictation, Mary has brought her once homebased business to the national level and has sustained growth during a tough economy.”

Try to recall when women in business were often treated like freelancers, working to help “hubby” buy the family extras.

Goehring helped change all that.

“As founder and CEO of Transcription Plus, LLC, I am proud of the sustained growth and success this company has enjoyed over the past 25 years,” Goehring said. “From humble beginnings, which started as an at-home business way before ‘virtual offices’ were heard of, to the current status of a company with a multitude of clients and staff spread across the U.S.A., securing the distinction of National A Plus Better Business Bureau Accreditation ... having attained longstanding respect as a company that consistently provides absolutely accurate documentation to the professional arena nationally: certainly, so much more than my initial aspiration.”

It once seemed Goehring would enjoy a long, lucrative career at Pratt & Whitney; then her priorities took a sharp turn. After the birth of her daughter, Goehring wondered how she could contribute to the household income. She had quit her job to be a stay-at-home mom. But she needed to work, so she sent resumes to anyone powerful she could think of, including Donald Trump. Finally, after weeks, Bristol Hospital hired her for medical transcription work.

Think her story has a happy ending? Wait a bit. A “supervisor from hell” in the hospital’s medical records department wanted nothing to do with this worker who refused to ask permission to use the ladies room. But people like Goehring make lemonade out of lemons. At least one positive came out of this situation. The attitude of the supervisor instilled in Goehring strength to persevere toward a new goal.

Years later, when Transcription Plus was up and running with an established staff, Goehring received a resume and cover letter asking for a position as a medical transcriptionist with her company. The documents were riddled with careless, unprofessional errors.

“I had no choice but to point out errors to the submitter and respond that we were a company that provided accurate documentation and our staff consisted of only the cream of the crop,” Goehring said. “Sorry, but we were not interested in her services.”

You guessed it. The resume and letter were from that “supervisor from hell.”

The highlight of Friday’s celebration was Goehring’s announcement that her company is working with the Connecticut Sports Foundation to host a charity benefit. A hoedown is set for November at the Cadillac Ranch in Southington, featuring a barbecue dinner, live entertainment, dance exhibition, mechanical bull riding and silent auction. All proceeds will go to the foundation, to help families deal with the day-to-day hardships of loved ones with cancer. The charity begins with purchase of a folding wheelchair for a boy named Bryon and construction of an accessible bathroom in his house.

Want to help? Send checks payable to the CSF with your business card to ensure recognition at the hoedown, to

Transcription Plus, Corporate Office, 40 Acorn Lane, Bristol, CT 06020.

As Goehring likes to say, “Reward yourself. Pay it forward!”

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