EMBED TELEHEALTH IN BRICK AND MORTAR HEALTHCARE CLINICS

A national telehealth company, ClientCo decided to embed their telehealth solution into pre-existing brick and mortar clinics with chosen committed partners. To do this, ClientCo needed help conceiving their telehealth offering, developing clinical workflows, identifying software, launching the platform and training staff. ClientCo engaged Zaazi to lead this implementation.

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Opportunity

ClientCo's objective was to demonstrate to a partner the following:

1. Embedded telehealth providers could improve access to mental health services in rural areas
2. Non-mental health providers can collaborate with mental health providers effectively
3. Patient population health outcomes can improve

ClientCo wanted to open 15+ embedded telehealth clinics, therefore the process needed to prove scaleable. The health care data collected needed to be secure and reportable so ClientCo could promise secure patient information, maintain regulatory compliance and protect their enterprise value.

Zaazi was engaged for its expertise in telehealth and to leverage the following experience:

> Successfully launching a secure and seamless telehealth offering
> Delineating the parties responsible for each clinical component (lab results, scheduling, etc)
> Interoperability between clinic EHR and telehealth EHR
> Ensuring the telehealth workflow fits within the clinic's workflow
> Documenting and training all staff on their workflows
> Continued monitoring and collaboration with telehealth EHR feature releases
> Fluency in clinical vocabulary and concerns

Experience Applied

- Workflow optimization
- Interoperability
- Project management
- EHR product management
- Curriculum development
- Telehealth
- Clinical staff training
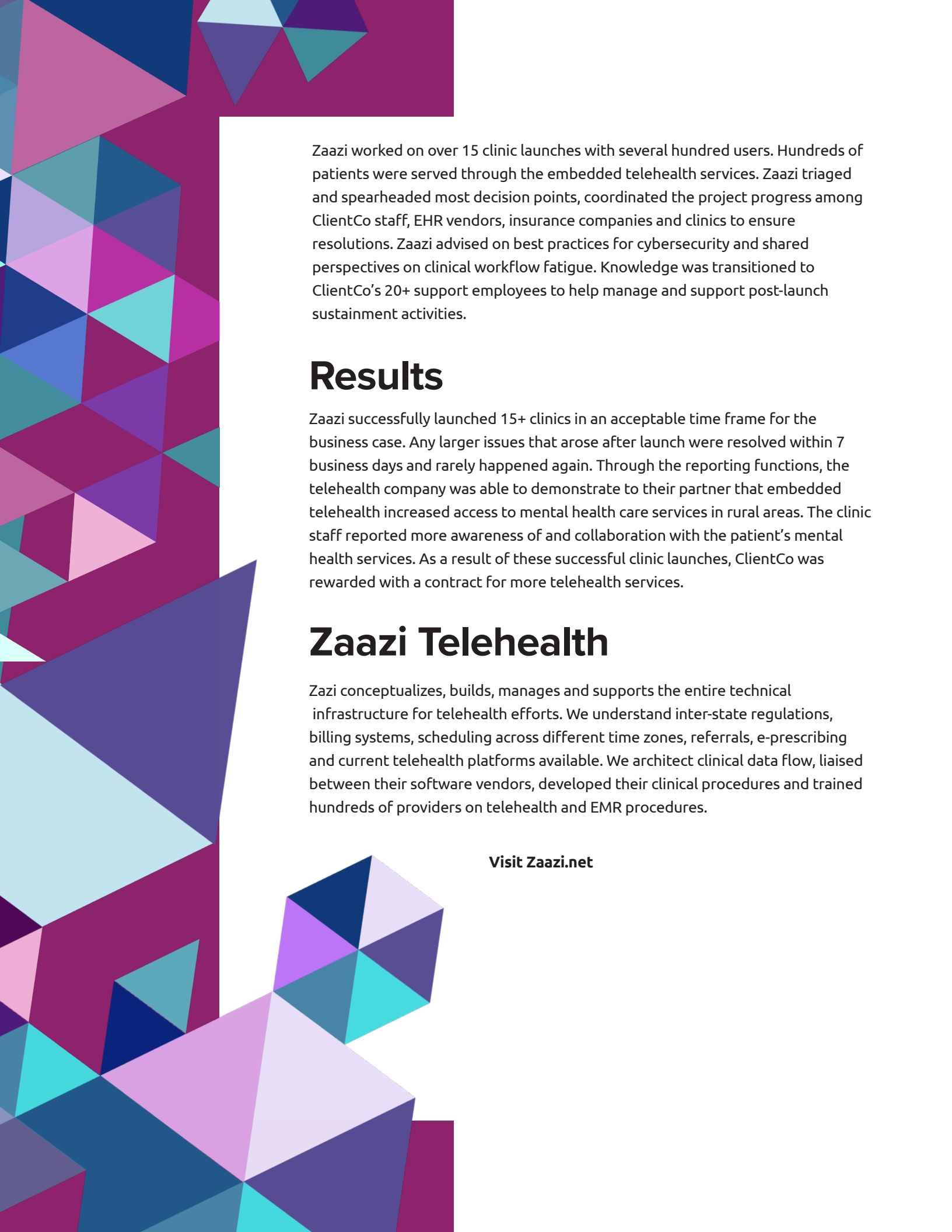- Cybersecurity
- HIPAA compliance

Solution

Zaazi worked closely with ClientCo's teams to build the clinical workflows. Zaazi orchestrated the launch including developing requirements, streamlining the telehealth workflow to embed within the clinic's workflow, training all telehealth and clinic staff, and supporting the clinics post-launch. All workflows were developed and constructed to be in compliance with HIPAA, state licensure, federal regulations and current standards of care for mental health services. Most of ClientCo's clinical staff struggled to understand complex technological workflows. Zaazi had to position training content for clear, accessible instructions suitable for use in a mostly paper clinical environment. Zaazi facilitated communication between the telehealth's medical providers and clinic staff.

Solutions Metrics:

> 15+ clinics launched in 3+ states
> 15+ EHR instances set up and administered across 200 users
> 150+ staff trained
> ~6 custom workflows totalling ~400 steps
> 10 exportable reports
> 9 custom user roles defined and documented
> 100+ pages of training documentation and videos
> 20+ EHR administration workflows developed, documented and trained

After a test clinic was launched, Zaazi developed a templated approach to clinic implementation, accelerating future clinic launches. Zaazi worked closely with several insurance companies and EHR vendors to ensure interoperability and security of clinical data. Zaazi also assisted product management of the EHR to expand their telehealth capabilities for enterprise business. The transfer of health information billing, marketing and scheduling softwares was integrated. As much data as possible got analyzed and structured for future value demonstrations while remaining committed to security.

Zaazi worked on over 15 clinic launches with several hundred users. Hundreds of patients were served through the embedded telehealth services. Zaazi triaged and spearheaded most decision points, coordinated the project progress among ClientCo staff, EHR vendors, insurance companies and clinics to ensure resolutions. Zaazi advised on best practices for cybersecurity and shared perspectives on clinical workflow fatigue. Knowledge was transitioned to ClientCo's 20+ support employees to help manage and support post-launch sustainment activities.

Results

Zaazi successfully launched 15+ clinics in an acceptable time frame for the business case. Any larger issues that arose after launch were resolved within 7 business days and rarely happened again. Through the reporting functions, the telehealth company was able to demonstrate to their partner that embedded telehealth increased access to mental health care services in rural areas. The clinic staff reported more awareness of and collaboration with the patient's mental health services. As a result of these successful clinic launches, ClientCo was rewarded with a contract for more telehealth services.

Zaazi Telehealth

Zazi conceptualizes, builds, manages and supports the entire technical infrastructure for telehealth efforts. We understand inter-state regulations, billing systems, scheduling across different time zones, referrals, e-prescribing and current telehealth platforms available. We architect clinical data flow, liaised between their software vendors, developed their clinical procedures and trained hundreds of providers on telehealth and EMR procedures.

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About Zaazi

Zaazi is a medtech consultancy in Boston MA. We help healthcare enterprises leverage technology and grow. Our core strengths include business strategy, technology architecture, clinical workflows, medical software, healthcare data, security and regulation. We are a go-to resource for custom and platform-based development while testing and quality assurance is represented extensively throughout our work.

Our finished projects reduce cost and complexity for our clients and position them to accelerate growth and scale operations. With our flexibility, we carefully apply select resources to projects on an as-needed basis. As a result, our projects deliver a considerable business impact and require a fraction of the investment of a large consulting firm.

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