



LAUNCHING DIRECT- TO-CONSUMER TELEHEALTH FOR THERAPISTS

A national telepsychiatry company, ClientCo, engaged Zaazi to lead the launch of their direct-to-consumer telehealth product for therapists (non-prescribers). To do this, ClientCo needed end-to-end help including developing and documenting clinical workflows, EHR software implementation, testing and refining the solution and creating and deploying a training curriculum.

Opportunity

With the unexpected onset of COVID-19, the demand for behavioral health services increased worldwide. To contribute to the burgeoning need for mental health services, ClientCo decided to launch its direct-to-consumer offering sooner than planned. The objective was to build a scalable workflow on the current telehealth EHR that would allow ClientCo to see patients over video conferencing. Functionality to report on clinical outcomes was vital for demonstrating ClientCo's value to third parties. Zaazi was chosen for its industry knowledge and previous experience launching a clinical version of telehealth.

Expertise Applied

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

Solution

Launching the direct-to-consumer product during a pandemic became the most challenging aspect of this project. Zaazi and ClientCo worked remotely with no in-person collaboration while the immediate demand for telehealth services caused pressure to launch a scalable solution expeditiously. Zaazi led the end-to-end development of the telehealth workflow in the EHR, the internal business processes and the creation and deployment of the curriculum to providers and employees across 50 states. Clinical workflows were defined, improved and constructed with compliance to HIPAA, state licensure, federal regulations and current standards of care for mental health services. Basic HIPAA and cybersecurity training for all clinicians was a part of the curriculum. Zaazi remained agile in procedure creation as new emergency state and federal orders were frequently issued. Zaazi navigated ClientCo's launch while integrating the EHR vendor who became inundated with requests for telehealth features, clogging response times and slowing collaboration.

Solutions Metrics:

- > 100+ telehealth providers trained
- > 10+ staff members trained
- > 1 custom clinical workflow totalling ~200 steps
- > 4 curricula developed with 200+ pages of training documentation
- > 5+ thirty-minute training videos
- > EHR administration of 200+ users
- > 5 exportable reports
- > 4 custom user roles defined and documented
- > 20+ EHR administration workflows developed, documented and trained
- > 500+ IT tickets addressed

Zaazi developed and documented the clinical workflow for direct-to-consumer, non-prescribing mental health therapy. Zaazi ran a pilot with 4 providers and roughly 50 patients as a proof-of-concept to identify any issues. The training guidelines were not simplistic enough and providers needed to feel they had a “safety net” if the technology did not work or they did not remember how to complete the clinical flow. After modifying the process, ClientCo launched the second phase with ~25 providers. Phase two resulted in success and clearance to onboard the remaining telehealth network and patient population was granted.

The direct-to-consumer model launched successfully across several hundred providers and several thousand patients in all 50 states. Zaazi implemented a ticketing system for user issues and deployed this to ClientCo’s entire community. Zaazi developed feedback loops from providers and patients and performed all front-line support with an average of 20 tickets per day. This feedback loop enabled ClientCo to iterate and improve the clinical procedure over several months. Zaazi architected the EHR structure and health care data to allow proper containerization and reporting. Zaazi also helped product manage the telehealth EHR to expand their telehealth capabilities for enterprise business. Zaazi Implemented systematic transfer of health information for scheduling, marketing for provider network acquisition and financial software for billing were achieved using a HIPAA compliant low-code PaaS platform.



Results

ClientCo successfully launched the direct-to-consumer model after 4 weeks. Through the reporting functions, ClientCo was able to observe their distribution of telehealth operations nationally, predict future demand and observe aggregate data about patient treatments. Surveys gave feedback about how to improve their offering. As a result of this launch, ClientCo secured more volume of direct-to-consumer telehealth services.

Zaazi Telehealth

Zaazi initially started this project as an investigative engagement and ultimately became the catalyst for this national telepsychiatry platform to scale its operation across all 50 states. Zaazi conceptualized, built, managed and supported the entire technical infrastructure and understands inter-state regulations, billing systems, scheduling across different time zones, referrals, e-prescribing and current telehealth platforms available. With expertise in developing clinical workflows in PaaS systems, Zaazi architected ClientCo's clinical data flow, liaised between their software vendors and developed their clinical procedures while trained hundreds of providers on telehealth and EMR procedures.

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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