

Urgent Care Telemedicine

Righttime Medical Care, one of the largest Urgent Care practices in Maryland providing care to all ages in 18 locations, recently launched their telemedicine pilot program using SimpleVisit.

Telemedicine was seen as an opportunity for Righttime to further its mission of “*Simplifying Access to Trustworthy Medical Care*” Strategically partnering with SimpleVisit as a possible technical solution to provide an easy video connection with the patient. The pilot was conducted by Dr. Stanford Coleman, Vice President and clinical provider at Righttime.

SimpleVisit Solution

The team at Righttime eventually selected SimpleVisit’s service approach in January of 2018 after examining a variety of systems offering telemedicine tools. They identified SimpleVisit’s fully-managed tech support and the ability to securely bridge visits with common video platforms as primary assets.

The managed service model is a benefit to Dr. Coleman and his staff regarding any technical demands of the telemedicine exchange; while the use of well-known video applications (Facetime, Skype and Google Hangouts) automatically provides familiarity and comfort for all users, especially patients.

After a brief pilot period, Righttime launched their “RighttimeNow” telemedicine service offering powered by SimpleVisit.

How it Works

Patients can request a video appointment by calling Righttime’s Call Center or following the prompts on the website.



Stated objectives for the pilot:

- Increase patient access to care outside of a physical facility
- Engage patients over quality video
- Ensure video visits are easy for patients and providers
- Improve patient retention and satisfaction

Once the request is confirmed within the scheduling system, SimpleVisit uses custom integration options to retrieve the contact information required to make the connection on the provider’s behalf.

SimpleVisit assigns a live coordinator or “receptionist” to first connect the patient with a direct call to their preferred video platform. The receptionist then helps the patient prepare for the appointment before placing them in a custom-branded “waiting room”. Meanwhile, the assigned Righttime provider is set up in their home office or at a Righttime facility with a dedicated iPad, table stand and the option of a portable backdrop banner to enhance the on-screen appearance. The provider would notify the SimpleVisit receptionist when they are ready to be bridged into a private, secure clinical session with the patient. The entire experience maintains the RighttimeNow brand in a warm, welcoming exchange.

Outcomes

The RighttimeNow program has served hundreds of patients since its launch, averaging 4 to 5 appointments per provider for each day offered. The most common reason for a visit among RighttimeNow patients was labelled as upper respiratory, including cold or flu-like symptoms as well as skin irritation. Dr. Coleman found that many of the urgent care patient evaluations provided in a physical facility can also be adequately conducted over video with specially trained providers.

Patients have responded with glowing reviews. 98% of users gave a positive rating in the experience survey and even show several customers returning to use the service multiple times.

The RighttimeNow program is also getting **positive results with reimbursement** recording 80-100% total reimbursement for all visit types. Rates benefit from Maryland's parity law requiring private to reimburse telemedicine visits similar to onsite visits.

Conclusion

After more than a year of caring for patients over video, Dr. Coleman is confident in the value of their RighttimeNow service powered by SimpleVisit. Patients are attracted to its convenience and ease of use.

98%

Positive Rating

User survey results since January 2018

"Heaven-sent! Best thing Righttime could have done. So glad I do not have to leave my home to see a doctor!"

"This is amazing! The last thing you want to do when miserable is go out. Thank you!!!"

"What an awesome option for appointments. It really helps with time constraints."

"I find SimpleVisit exceptionally easy to use. We've had no technical difficulties with the system. Having worked with several members of the coordinator team, I've found them to be excellent -- warm, friendly, and professional. I'm sure the patients agree.

It is imperative to have a well-trained coordinator to serve as liaison between patient and provider to provide the warm hand-off to a secure environment for the visit, and to be immediately available to the provider for reconnection with the patient if necessary.

Excellent service and personnel! Easy and simple. Perfect for an urgent care system with a call center."



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SimpleVisit® empowers practices to expand their reach of care through telemedicine. This unique service implements a live coordinator connecting doctors and patients using almost any video platform in a secure and HIPAA-compliant virtual visit. Call (877) 83-VISIT or email info@simplevisit.com to learn more.