

Drive Clinical Efficiency and Maintain Quality of Care



Bryan Health meets demand for virtual care without sacrificing quality

Bryan Telemedicine, part of Bryan Health - a non-profit, award-winning health system in Nebraska - achieved their strategic growth and patient access objectives by developing a virtual care service line with Zipnosis. The platform allows Bryan Telemedicine to leverage internal clinical expertise, fitting seamlessly into their continuum of care and offering patients throughout Nebraska 24/7 online access to trusted providers.

Challenge

Patients have increasingly communicated their desire for more accessible care. Realizing this market need, Bryan Telemedicine determined that virtual care was an opportunity to solve the challenge and align with growth goals for the health system. But soon Bryan Telemedicine was faced with a question: Where do we begin?

A Starting Point

Initially, Bryan Telemedicine thought that an outsourced, video-technology-only virtual care solution might be the best option. However, they quickly determined that they needed a more comprehensive solution, rather than relying on video technology alone.

Bryan Telemedicine wanted a clinical guideline-adherent virtual care platform that offered multiple access points into their system to support the goals of:

- Enhancing continuity of care
- Leveraging internal clinical capacity and expertise
- Maintaining clinical quality



Summary

Organization

Bryan Telemedicine, part of Bryan Health, a non-profit, award-winning health system in Nebraska.

Challenge

Find a virtual care solution that could offer patients more accessible care and:

- Leverage current staffing expertise
- Ensure continuity of care
- Offer high rates of clinical guideline adherence

Solution

Partner with Zipnosis to launch a virtual care platform that integrates online adaptive interviews with evidence-based pathways, contributing to improved patient outcomes while meeting business growth objectives.

Results

A virtual care service that fits seamlessly into the continuum of care and offers:

- Patient acquisition
- Reduced patient leakage
- Highly clinical quality

Health System Footprint

- Bryan Medical Center, a two-campus, 640-bed full medical center
- Crete Area Medical Center, a critical access hospital
- Bryan Heart, a cardiac and vascular physician practice with locations in more than 30 communities
- Bryan College of Health Sciences
- Bryan LifePointe, a medical fitness facility and spa
- Bryan Physician Network, 13 primary care and specialty care practices
- Bryan Foundation
- Bryan Telemedicine
- Bryan Health Connect, a physician-hospital organization

The Solution

After careful evaluation of their options, Bryan Telemedicine chose Zipnosis as their virtual care partner, in large part due to the fact that the Zipnosis platform offers evidence-based, online adaptive interviews, which are known in the industry to adhere to clinical quality guidelines.



Bryan Telemedicine was impressed by how the industry-leading Zipnosis platform met their objectives and supported quality delivery of virtual care.

“From the provider standpoint, obtaining the structured patient history via the Zipnosis virtual care platform allows us to determine the specific health issues quickly.”

Dr. Brian Bossard | President | Bryan Telemedicine

Decision Factors

Zipnosis provided a compelling case for how they would help Bryan Telemedicine achieve each of their key objectives:

A seamless virtual care experience for patients:

The Zipnosis platform supports care continuity by routing patients to the most appropriate level of care, using access points that include the online adaptive interview, phone consultations and referrals to in-person care, as appropriate.

Efficient use of staff and resources:

Because the platform leverages marginal capacity, Bryan Telemedicine would be able to offer virtual care without adding any staff.

Strength and quality of protocols:

Zipnosis offers evidence-based protocols, built upon a foundation of national best practice guidelines, supporting high-quality care.

Moreover, Zipnosis' focus on working exclusively with health systems and its white-labeled platform meant that Bryan Telemedicine would be able to provide their virtual care service under their trusted brand.

“At first glance, traditional telemedicine video solutions seem flashy and cool, but they don't offer the evidence-based, online adaptive interviews that we have with the Zipnosis digital platform. This is so important to providing a greater comfort level to patients and adhering to clinical quality guidelines.”

Andy Whitney | Director of Telemedicine Services | Bryan Telemedicine

3 Keys to Success

Bryan Telemedicine knew that merely having a virtual care offering wasn't enough. They needed to build a rollout strategy that included internal and external stakeholders, and measure the performance of their service and virtual care platform.



Organizational Buy-In

Bryan Telemedicine was proactive in engaging their team of board-certified, Nebraska-licensed physicians. With strong executive engagement, the team held trainings and communicated regularly with their doctors. This gave Bryan Health's physicians confidence in the Zipnosis platform, the clinical quality of the protocols and the move towards offering a virtual care service.



Integrated Communications

Bryan Telemedicine had two main audiences to win over: 1) patients seeking virtual care and 2) their own medical community. They created a comprehensive, integrated communications strategy to spread their message about safe and effective virtual care. This included demonstrations and training sessions for physicians across the state, as well as a marketing plan to educate the public about the new offering.



A Cadence of Accountability

Of key importance to Bryan Telemedicine was making sure that the performance of their physicians and service could be measured. Partnering with their Zipnosis account team, Bryan Telemedicine used the Statnosis™ analytics platform to monitor, in real-time, key performance metrics such as antibiotic prescription rates.

Benefits of the Zipnosis Platform

Offers online convenience:

Using their Zipnosis-powered Bryan Health eVisit platform, Bryan Telemedicine is able to offer virtual care to any patient in Nebraska with access to the Internet.

Improves patient acquisition:

Offering virtual care gives patients an additional, branded entry point to the Bryan Health system.

Maintains high-quality care:

The platform enables adherence to national best-practice guidelines and supports strong antibiotic stewardship.

Maximizes patient access and reduces leakage:

Patients can receive 24/7 online care from trusted Bryan Health physicians.

Reduces capacity burdens on in-person care:

Patients are able to seek care online for common conditions that may have otherwise unnecessarily brought them to an urgent care center or the emergency department.

"When we first started this program, we really had to do some education and training to raise the level of understanding for our physicians in terms of what we were trying to do and why this is a great system for patient care. Now, we actually have more providers who want to use the system and want to be part of it than we have slots available."

Dr. Brian Bossard | President | Bryan Telemedicine

Results

Patient Registrations

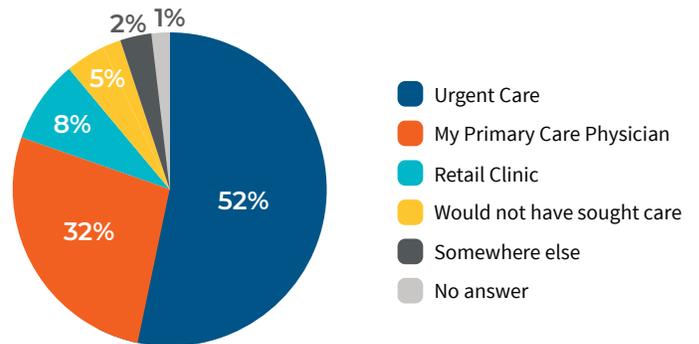
During the first year of offering their virtual care service, Bryan Telemedicine saw an average of 98 patients per month create accounts on the Bryan Health eVisit platform.



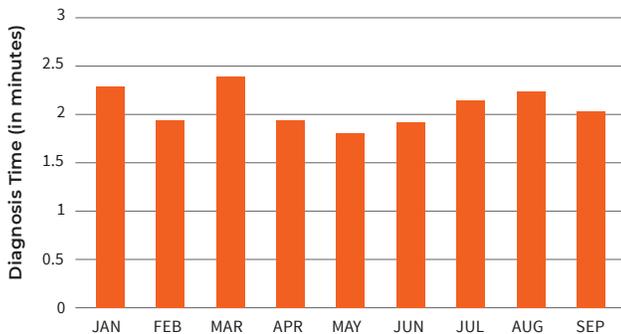
27%
of patients
in 2016 self-identified as being new to the Bryan Health system.

Managing Patient Leakage

Patient surveys found that 68% of patients who completed a Bryan Health eVisit would have sought other types of care had the virtual visit not been available — potentially including options outside of the Bryan Health system.



Average Physician Work Time



Jan-September 2016*

Physician Work Time
Needed for Diagnosis

JUST 2:05*

Since launching the Zipnosis platform, Bryan Telemedicine is successfully meeting patient demand for convenient, cost-effective, high-quality virtual healthcare.

For more information, contact us at:

612.512.1650 | info@zipnosis.com | zipnosis.com

Follow us on   

© 2019 Zipnosis. All rights reserved.

