Axia Women's Health Streamlines Telehealth Care with SecureVideo

CASE STUDY

A Brief Overview

Axia Women's Health is a network of women's healthcare providers that connects women to in-person and online care to deliver treatment. With over 150 centers spanning across the northeast and midwestern United States, their provider network is extensive and rapidly growing. Their services include OB/GYN physicians, breast health centers, centers for high risk pregnancy, laboratories, urogynecology, fertility centers, and more.

In response to COVID-19, Axia Women's Health quickly expanded the use of their virtual practice. This allowed patients to use their mobile phone, tablet, or laptop/desktop computer to connect with healthcare providers for greater access to care during an unprecedented time.

Addressing COVID-19 & The Resulting Telehealth Rollout

Axia Women's Health was faced with a critical challenge during the onset of COVID-19: how could they quickly and effectively roll out telemedicine to continue to serve the needs of their patients? They turned to SecureVideo for its proven track record in telehealth and because their South Jersey location was already using it successfully.

The transition to such wide-scale use of SecureVideo was a big one, but it was necessary. Axia's main goal was to make the rollout as user-friendly as possible for both providers and their patients. However, there were some initial challenges with users having to log in to separate systems , which would eventually be solved with an innovative API integration.

How the API Integration Solved Technological Hurdles Experienced by Axia

The Need for an API integration

Axia Women's Health was looking for a way to solve their administrative staff's issue with having to schedule telehealth sessions in both their EHR (eClinicialWorks) and SecureVideo. They were also looking for a way to reconcile copayments between different systems. SecureVideo's API integration was able to solve both of these issues for them. The API was tested with 10-13 providers at the start of January of 2021 and was fully implemented at the start of February 2021.

The Implementation Process

The implementation process with SecureVideo and Axia Women's Health was a success due to the combination of both parties' dedication, expertise, and knowledge. SecureVideo provided thorough support documentation which made it easier for Axia's in-house developers to efficiently integrate the API into their system. Axia needed a solution for user management and scheduling, as well as relaying important appointment details from eClinicalWorks (eCW) to the SecureVideo session.

Once the integration was complete, Axia Women's Health began to leverage SecureVideo's API capabilities. Now, staff could take advantage of improved management of user groups, as well as advanced scheduling, such as creating and rescheduling appointments while easily adding participant information from eCW. Furthermore, clinicians found it incredibly helpful to view visit types within SecureVideo's telehealth system so they could immediately identify what type of appointment it is at first glance. This turned out to be especially useful for notifying physicians if language translation was needed as well.

Co-Payment Reconciliation

Axia Women's Health also found that SecureVideo's API integration solved the issue of copayment reconciliation. For copayments, the patient's first name, last name, and eCW ID numbers were needed in order to find their account information and process payments. This was a time-consuming and frustrating task for the administrative staff.

SecureVideo's API solved this problem by allowing the MRN (Medical Record Number) to be included for each eCW patient record. This made it easier for staff to reconcile copayments and ensure that patients were paying the correct amount. As a result, Axia's administrative staff was able to focus on providing quality care to patients rather than on burdensome billing tasks.

Scheduling

The process of scheduling telehealth visits in eClinicalWorks and SecureVideo was cumbersome for Axia's staff. Not only was the dual-entry in two separate systems creating an additional workflow burden, but it also increased the opportunity for mistakes due to human error. SecureVideo's scheduling API was used to solve this challenge. Once implemented, virtual visits could be scheduled in eCW and automatically created on the correct provider's SecureVideo dashboard, including all of the session information necessary for a smooth encounter. Further, Axia wanted to ensure there were no gaps between the remaining manual processes and the information being provided automatically to SecureVideo.

For example, if an appointment was created in eCW, but the patient record did not have an email address, SecureVideo's system would not have a way to automatically launch the session invitation and reminders. So, Axia's developer created an automatic notification process so that the user could take corrective action. This greatly reduced the chance for errors in the system process, resulting in an improved patient-provider experience, as there were no missed appointments or miscommunication moving forward.

API INTEGRATION BENEFITS

▲ Greater efficiency for staff overall.

▲ Ability to build forms and pre-populate patient information.

▲ Session details capability can be used to specify meeting topics and more.

▲ Smooth transition from old integration with the help of thorough support documentation.

▲ Ability to proactively troubleshoot problems through naming conventions and set up.

Post-Implementation of SecureVideo's API Integration with eClinicalWorks

Axia Women's Health saw a significant improvement in the user experience after the SecureVideo API integration was implemented. This was due to the reduction of administrative tasks, and the automation of telehealth visit details in SecureVideo. Moreover, the end benefit to patients was that their automated session invitations and reminders were coming through more smoothly, reducing the chance of their visit with their provider being missed. The API integration solved the challenge of invitations being missed due to incomplete information in the system. Overall, the implementation was successful and Axia Women's Health continues to expand the use of telehealth throughout their organization with confidence.

Why Axia Chooses SecureVideo

▲ **Helpful Support Documentation**

▲ **Great Partnership & Communication**

▲ **Ease of Use with Our Telehealth Platform**

Key Takeaways & Wins

Axia Women's Health has found great value in using SecureVideo's telehealth solutions widely since the pandemic. While it was an effective solution as a stand-alone platform at first, their providers, staff and patients have all benefited from an improved user experience since the API integration was able to solve some of their challenges.

Axia's telehealth team admits that they usually try to take a "do it yourself" approach, and felt that SecureVideo's support documentation was extremely helpful; not only for the API integration, but also for the general use of SecureVideo. They have referred to the knowledge base many times for guidance and best practices for their users, and were even able to create their own "tips and tricks" guide for their staff. Overall, Axia has found that SecureVideo is a very convenient solution for providers when it comes to conducting virtual visits with their patients.

411
PROVIDERS

411 providers are now using the telehealth solution across their centers.

EASE OF USE

Axia's team has only had to contact support **3** times within the **2** years they've been using our telehealth solution.

4000
CONTACTS

Axia's database of patients grew to **4000** contacts within **3** months.