

Virtual Visits and Follow-ups

In-person follow-ups are expensive

Follow-ups improve healthcare and are beneficial for patients in many ways. Simply checking up on whether a patient is following directions, taking the medications as prescribed, can avoid many problems, particularly with elderly or mental-health patients. It also allows the patient to ask questions. According to one study, more than 50% of the repeat visits to the hospital happened because the patient could not communicate with a physician to ask a question.

But hospitals are under pressure to limit the time spent by physicians in contact with the patients. Sending nurses for in-person follow up visits, or even calling patients, becomes an expensive proposition for the hospitals.

Virtual follow-ups can save money

Using technology to communicate with patients, virtually, could reduce cost while preserving the benefits of follow-ups and visits. The challenge now, however, is to make sure such technology does not result in a disruption of a physician's schedule or overwhelm him with a data-deluge.

We propose a solution that is designed to keep the physician in control, allowing him to 'prescribe' a follow-up when he sees it fit, incorporate IOT devices that can be provisioned easily, to create a comprehensive but easy to use mechanism with minimal IT infrastructure requirements.

Our competitive advantage

Reaching 'real' patients, such as the elderly or mental-health patients poses unique challenges of its own. Real patients are unlikely to be tech-savvy, and may not even be able to create accounts, or download apps. To reach such patients, we use our own proprietary app-free technology that is HIPAA compliant and ultra-secure. A patient only needs to have a smartphone, which, in the worst case, could even be provided to him as part of the service. Finally, we incorporate AI, and we allow incremental deployment, for maximum benefits and flexibility for both patients and hospitals.

Market Size and competition

Healthcare is one of the largest industries in the US and there are numerous mHealth/eHealth/ePRO initiatives in the market. But most end up increasing demands on the doctor's time by engaging in trivial exchanges. Then there are all-encompassing systems that digitize all doctor-patient communications like 'Epic' to become too burdensome with little real benefits. A right-sized system, incrementally deployable, that can save money while improving the quality of follow up care, will find wide acceptance among physicians, in particular, when it designed with their input, and puts them in control.

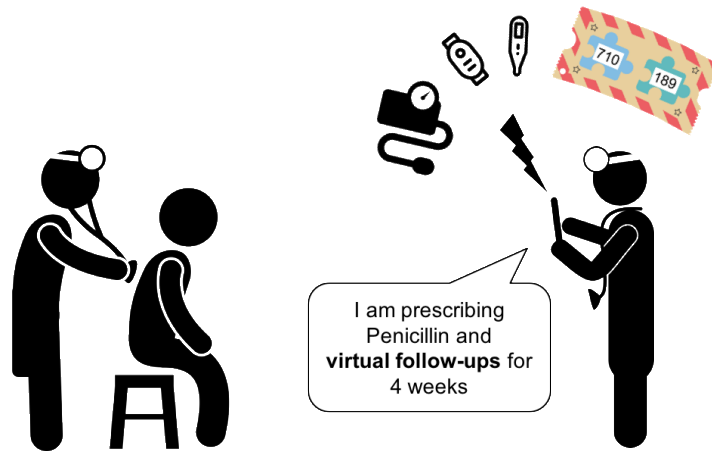


Figure 1 During the visit, doctor prescribes virtual follow ups. IOT devices are included if necessary with one-button provisioning.



Figure 2 Using pin card, patient verifies the doctor, and can respond securely. No native app required, but app maybe used for deeper communication if needed.



Figure 3 Doctor or healthcare professional reviews communication asynchronously, pre-processed by AI to help save time.