



“When our patients need to communicate visually with our clinicians, **HipaaBridge** empowers the telehealth component of our offering. The solution enables immediate text and picture messaging between our clinicians and our patients, and also offers the ability to conduct video calls.”

Keith Algozzine
**Upstate Concierge Medicine
& Management (UCM)**

ENABLING TELEHEALTH AND PATIENT ENGAGEMENT

Upstate Concierge Medicine & Management (UCM) offers a turnkey telemedicine solution for organizations such as healthcare practices, employers and colleges. Through a unique blend of call center technology, telemedicine solutions, EHR/patient portal technology and medical service organization/practice management they offer patients access to compassionate healthcare providers via a telehealth offering. UCM is the leading regional collaborative telehealth service in upstate New York.

PROBLEM

As UCM was building a local/regional collaborative telemedicine model that could be duplicated in other parts of the country, the organization compiled the right clinical and practice management expertise as well as the telemedicine technology; however, it lacked a mobile solution to provide clinicians with a means to securely communicate via picture and video messages with their patients.

SOLUTION

HipaaBridge provides a secure, care team collaboration solution that enables UCM's telehealth clinicians to send text messages, hold video calls with patients and share photos and other critical information while respecting all HIPAA privacy policies. The solution combines video with secure text, picture and group messaging, to enable collaboration and quality care across multiple organizations.

Q&A with Keith Algozzine, PA-C, Chief Executive Officer, Upstate Concierge Medicine & Management (UCM)



CAN YOU TELL US MORE ABOUT UPSTATE CONCERGE MEDICINE?

Upstate Concierge Medicine & Management is a telemedicine practice that works with local/regional providers. We believe that providers who live and work within a region provide the highest quality and collaborative care. We are not wed to any one hospital system or any one practice in a region. We work with many different types of local healthcare organizations to help them provide telemedicine solutions for their patients.

We're not a technology company. We're a medical practice, one that puts patients first. That's really who we are. We outsource our call center technology, as well as **HipaaBridge**, and our electronic health record and patient portal. Leveraging this technology, along with our leadership's expertise, we work with local doctors and medical experts to care for patients with the same compassion we would if we were caring for own families.

WHO ARE YOUR TYPICAL CUSTOMERS?

We work with all different types of healthcare organizations, colleges and employers.

The patient will call our phone number or click on our app, which connects them to our call center who confirms they are a member and then sends them through to the on-call doctor. Then the doctor calls the patient back and starts the consult.

TELL US WHEN HIPAABRIDGE ENTERS THE EQUATION?

When our patients need to communicate visually with our clinicians, **HipaaBridge** empowers the telehealth component of our offering. The solution enables immediate text and

picture messaging between our clinicians and our patients, and also offers the ability to conduct video calls.

Let's look at a scenario. A patient may have a physical issue, such as a rash, and our clinician will ask them over the phone if they want to do a video call or send a picture. The doctor would then text them the information to download **HipaaBridge**. The patient then downloads **HipaaBridge**, and can start texting, sending pictures or doing a live video with the clinician. That's it, it's that simple.

Now the next time the patient interaction happens, they could potentially use **HipaaBridge** for the entire conversation. Our doctors will also text patients follow up questions and make sure they're doing better, and then the patient and doctor can text back and forth in a secure platform. Patients really like it. It's easy and convenient through the app.

ANY OTHER INSIGHTS ON THE VALUE OF HIPAABRIDGE TO YOUR ORGANIZATION?

Simply put, I can't diagnose certain conditions that require visual evidence—like a rash—without the app. It's imperative.

There are a lot of video solutions out there, but the reason we chose **HipaaBridge** is because not only is it HIPAA-compliant, but it's also the easiest solution on the market. It looks just like your phone. It looks like everything else you already do on your mobile device every day. You don't have to try to figure out a new system. It looks like you're texting like you would if you're just texting your buddies. That is exactly what people want—both our patients and our clinicians.

Download HipaaBridge Here



About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.



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