

Case Study:

Texas Diabetes & Endocrinology Decreases No-Show Rates with Updox Video Chat Solution for Telehealth



Customer Overview

Texas Diabetes & Endocrinology (TD&E), founded in 2001, is a healthcare group that specializes in endocrinology. Its physicians are experts in diabetes, thyroid, osteoporosis, weight loss, and hormonal conditions. With 26 providers across Texas, TD&E sees many patients in outlying, rural areas. Staying connected with those patients would have been nearly impossible during the pandemic if not for Updox telehealth.

Challenge

Misha Lambeth, Director of Compliance, began exploring telemedicine solutions for the practice in 2019 when the Texas legislature passed regulations concerning coverage parity. The directive: Any state-regulated health plan was required to provide coverage for telemedicine services on the same basis and to the same extent it covers in-person visits. With the Covid-19 pandemic, telemedicine services became not just a practice enhancement, but an urgent need. Continuing to see patients without interruption was critical, so Lambeth's team turned to Updox for support.

Key Takeaways

- ✓ The Covid-19 pandemic presented an urgent need for a telehealth platform.
- ✓ Texas regulations required state-regulated health plans to provide coverage for telemedicine services on the same basis and to the same extent it covers in-person visits.
- ✓ TD&E needed to adapt to this changing healthcare environment without missing a beat.
- ✓ Continuing to see patients without interruption was critical.
- ✓ Updox HIPAA-compliant video and audio calls made meeting those requirements simple.

Solution

TD&E was already using the Updox patient portal through its electronic health records (EHR) platform, eMDs. As an existing customer, the practice had access to a wide range of other Updox solutions, including eFax, eForms and secure SMS. So, it was a natural step for Lambeth's team to implement Updox HIPAA-compliant telehealth solutions. TD&E rolled out Updox video and audio chat in about a week, enabling them to quickly offer convenient telehealth appointments as an alternative to in-person visits. Lambeth and her team immediately noticed that potential no-shows who couldn't physically come into the office were receptive to the telehealth option, and they were able to maintain continuity of care for patients as well as profitability for the practice.

Results

Today, TD&E logs an average of over 1,000 video chats per month using Updox, which has increased the efficiency of the practice while broadening accessibility for its large Medicare and rural patient populations. Lambeth notes that replacing complicated, redundant processes and multiple systems with one, easy-to-use, familiar platform has reduced the weight of administrative tasks for clinical and office staff. Now, TD&E can address the needs of its patients with the click of a button. Convenient features such as a virtual waiting room and interpreter services increased patient satisfaction, reduced no-shows and cancellations, and helped TD&E maintain profitability. And, even though the pandemic-related restrictions are not as disruptive as they once were, Lambeth finds the flexibility of Updox telehealth continues to solve unexpected issues for the practice. For example, significant weather events have become more common in Texas. In winter 2021, when an ice storm shut down areas of greater Austin for about a week, TD&E was still able to keep its appointments. It's why Lambeth and her team rely on Updox telehealth to deliver consistent, quality care to patients across central Texas.

Key Takeaways

- ✓ Greater accessibility for rural patient populations.
- ✓ Easy, flexible scheduling improves patient satisfaction.
- ✓ Increased efficiency and less burnout for providers and staff.
- ✓ Convenience of a virtual waiting room and interpreter services.
- ✓ Decreased no-show rates and increased revenue.

Key Takeaways

- ✓ Being an existing Updox customer gave TD&E access to a host of other practice management tools that all work together in a unified platform.
- ✓ Updox HIPAA-compliant telehealth solutions integrate seamlessly with TD&E's EHR, making implementation easy.
- ✓ Updox video and audio chat functionality was up and running within a week, enabling TD&E to quickly offer convenient telehealth appointments as an alternative to in-person visits.
- ✓ The new video and audio chat functionalities helped TD&E maintain consistent care for potential no-show patients — and profitability for the practice.

“During the pandemic, we were looking for a way to get telehealth up and running ASAP, and Updox was fully onboarded and live within a week! Since the Public Health Emergency (PHE) has ended, we still have as many patients wanting to use telehealth as we did before.”

- Misha Lambeth
Director of Compliance
Texas Diabetes & Endocrinology