

Case Study:

Non-Profit, WAFCC Grows Its Telehealth Programs with Hands-On Help from Updox



Customer Overview

The Wisconsin Association of Free and Charitable Clinics (WAFCC) is a non-profit that supports the health and well-being of the under- and uninsured across Wisconsin, including many English as a second language (ESL) patients who rely on WAFCC for bi-lingual services. When the pandemic hit in 2019, WAFCC needed to quickly transition 94 clinics statewide to telehealth services. Updox had the healthcare expertise and HIPAA-compliant functionality they needed to succeed.

Challenge

Pandemic-driven, social-distancing requirements posed unprecedented challenges for WAFCC and its patients, many of whom are immigrants and the working poor with limited access to transportation and technology. That challenge was compounded by the fact that many of those accessing WAFCC services only speak Spanish. To overcome these challenges, WAFCC Business Manager Deanne Casper and her team began looking for a telehealth platform provider that could support a hub and spoke model of outreach that was HIPAA compliant and flexible enough to meet their unique goals.

Key Takeaways

- ✓ **Mandatory pandemic-driven social-distancing requirements**
- ✓ **Under- and uninsured patients with limited resources**
- ✓ **A large percentage of ESL patients**
- ✓ **Need to service clients across the entire state of Wisconsin**

Solution

Casper and her team interviewed several telehealth platform providers and chose Updox because its platform is HIPAA-compliant and purpose-built for healthcare environments, and it offers features and functions needed to support WAFCC providers and staff.

Casper expected telehealth to be the most-used function, so she was surprised to see extensive usage of texting and digital forms across the clinics. She says that patients used to fill out stacks of forms while waiting for appointments, and then the staff manually uploaded that information at every visit. Updox enabled them to streamline the process and use the information provided more efficiently.

“We created all the systems and workflows in Updox, and we’re also using the schedule within Updox so that all our clinics can log in and schedule their patients accordingly. Updox helped create more efficiencies than we had before the pandemic,” says Casper.

Behavioral Health providers were the earliest adopters and biggest users of the Updox platform, so Casper and team devised a hub-and-spoke model of service to ensure

WAFCC could reach hard-to-reach behavioral health patients across the state. A new grant allowed them to hire three new Spanish-speaking counselors: a general counselor, a marriage counselor, and a counselor for children that could see patients throughout Wisconsin using Updox Telehealth. They needed a way every clinic could view counselor availability and schedule appointments.

“The Updox team was instrumental in helping us customize the platform to meet our needs,” says Casper. “When we had questions, they were determined to find solutions.”

Key Takeaways

- ✔ Increased efficiency through texting and digital forms
- ✔ Ability to view availability and schedule appointments statewide
- ✔ Dedicated support for customizing the Updox platform

Results

Today, WAFCC continues to use the Updox Telehealth platform to ensure patients across the state of Wisconsin can access behavioral health and other services despite transportation challenges. Casper is especially pleased with the bilingual services offered by Updox, and she was excited to hear that Updox will be expanding those services in the near future. The best result, she says, is how the Updox platform has empowered the Spanish-speaking community to access behavioral health services. She shared several testimonials from ESL patients who are benefiting from the program.

Key Takeaways

- ✔ Ability to streamline and digitize manual processes
- ✔ Greater engagement and ability to support ESL patients
- ✔ Efficiencies continue to improve services long after the pandemic ended

“One of the things I like most about telehealth is knowing that there is someone who cares about me.”

- Maria Espinoza

Patient
WAFCC

