

Case Study:

Updox helps OhanaPsych Reduce Overhead for their TeleHealth practice in Hawaii.

Customer Overview

OhanaPsych is an innovative, telepsychiatry practice founded 2018 to serve children, adults, and elders in Hawaii. With eight nurse practitioners who all work remotely, OhanaPsych is able to offer convenient mental health support in the comfort of its patients' homes. While other psychiatric practices of its size normally require a support staff of 16–20 people, OhanaPsych employs half as many support staff while maintaining productivity and profitability. That's because they use Updox, a complete communication and patient engagement platform for healthcare practices of every size.



 OhanaPsych

Challenge

In 2018, Psychiatric Mental Health Nurse Practitioner, George, founded OhanaPsych with his wife, Heather, to ensure everyone in Hawaii has access to quality psychiatric care. That includes patients on Medicaid and Medicare, insurers that only pay practitioners 85% of their normal fees. They knew that to stay in business, they would need to keep operations lean. So, to keep practice costs low, George chose a business model in which providers and support staff work entirely remotely.

Most practices of its size with physical locations need up to 20 support people in the office. OhanaPsych only employs eight, including its coder. To succeed, George knew they would need a hard-working technology platform that would allow everyone on his staff to easily communicate with

each other and patients. Most importantly, it had to be a HIPAA-compliant platform that could integrate with their electronic health records (EHR), so they could work as efficiently as possible.

Key Takeaways

- ✓ Has an entirely remote staff of eight providers and eight support professionals.
- ✓ Needed a technology platform to communicate quickly and efficiently.
- ✓ Wanted an easy-to-use option that staff could access remotely.
- ✓ Made HIPAA compliance and EHR integration a priority.

Solution

OhanaPsych began using the HIPAA-compliant Updox platform 2019 because it offered multiple features that made the remote practice model possible. Currently, they use Updox Secure SMS, which enables patients and staff to send text messages at their convenience. It also lets providers send appointment reminders via text, email, or phone call to reduce lost revenue from no-shows. George's favorite feature is Updox eForms, which makes it easy to collect background information and consent from patients. George notes that they created one, longer consent form rather than multiple forms to simplify the process. Now they can gather medical and family histories, Dr. financial information, and overall consent in one form, making it simpler and faster for patients to complete. George says, "If it weren't for Updox, we couldn't run a lean operation without physical locations, and we wouldn't be in business."

Key Takeaways

- ✓ Updox Secure SMS lets patients communicate with providers at their convenience.
- ✓ The practice can send text, email, or phone call reminders to reduce no-shows.
- ✓ Updox eForms simplifies the intake process and reduces unnecessary paperwork.
- ✓ HIPAA-compliant features are integrated with OhanaPsych's EHR.

Results

Updox Telehealth makes it possible to succeed as a completely remote practice because it enables HIPAA-compliant video and audio calls with a virtual waiting room that mimics an in-person visit. George initially looked at other electronic medical record platforms but says he chose the Updox platform because it integrates with their EHR. This makes it easier for staff to do their work more efficiently — even remotely. And it improves patient communication and overall satisfaction. He adds that implementation was easy, and everyone in his office knows how to do everything in Updox, which helps them reduce overhead while still offering quality care. Ultimately, Updox has been a critical component of succeeding as a fully remote psychiatric practice, and OhanaPsych will continue to use it to support its staff and patients. In fact, George says that when they choose new technologies, they always make sure they will work with Updox.

Key Takeaways

- ✓ Updox Secure SMS and eForms are convenient, flexible, and easy to use.
- ✓ Updox Telehealth enables HIPAA-compliant video and audio calls with a virtual waiting room.
- ✓ All features are HIPAA-compliant and integrate with the practice EHR.
- ✓ The ease of use enables everyone on staff to cross train, boosting practice efficiency

“Updox was easy for our staff to learn and start using right away. It has made both employees and patients happy because everyone can communicate efficiently and effectively. Updox allows staff to do their day-to-day job efficiently and allows patients to quickly fill out forms and communicate with the office as needed.”

- George

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