Healthcare Tech OUTLOOK
TOP 10
HEALTHCARE COMMUNICATION
SOLUTION PROVIDERS - 2020

Poor communication in a healthcare facility increases the potential for medical errors, creates a negative working environment, and increases the cost of healthcare provision. Not only this, poor communication translates into a lower quality of patient care, negatively impacting clinical outcomes. To improve the quality of care, physicians must communicate with each other and the patients frequently. However, this is not the reality for most health systems, where data sharing occurs in irregular intervals and inconsistent formats.

To overcome the information silo challenges, healthcare providers are adopting several communication strategies such as SBAR, an acronym for Situation, Background, Assessment, and Recommendation. This approach is particularly useful for nurse-nurse communications during shift handovers and nurse-physician conversations. When it comes to effective communication with patients, healthcare facilities are using the BATHE protocol. This communication strategy aims not to solve any problems the patient has; instead, the aim is to give the patient reassurances and listen to their concerns. This approach is useful in outpatient settings at improving the patient experience and patient satisfaction scores.

These healthcare communication strategies will ensure information is transferred effectively and efficiently;

however, these strategies will only go so far without modern communication systems. Although a great deal of hospitals still rely on one-way communication tools such as pagers and faxes, today, Healthcare providers are starting to use smartphones and other portable electronic devices to improve communication in hospitals. Besides electronic devices, hospitals are leveraging HIPAA-compliant text messaging platforms, allowing all team members to communicate with each other efficiently and effectively.

At this juncture, many cutting-edge healthcare communication solution providers are entering the domain with advanced and integrated offerings. To help the healthcare sector strengthen its operational capabilities and simultaneously enable growth in the industry, Healthcare Tech Outlookhas compiled a list of the top healthcare communication solution providers. The list comprises prominent organisations in the industry that address issues pertinent to the healthcare sector by implementing current trends. Besides, the magazine also includes insights from thought leaders in the sector on the industry trends, best practices, recent innovations, and their advice for aspiring CIOs.

We present to you Healthcare Tech Outlook's, "Top 10 Healthcare Communication Solution Providers – 2020."

TOP 10 HEALTHCARE COMMUNICATION SOLUTION PROVIDERS - 2020

Company	Description
Airstrip airstrip.com	AirStrip provides a complete, vendor-and data source-agnostic enterprise-wide clinical mobility solution, which enables clinicians to improve the health of individuals and populations
CipherHealth cipherhealth.com	CipherHealth is the premier patient engagement company enabling superior communication and care coordination across the healthcare continuum
Lifecycle Health lifecyclehealth.com	Lifecycle Health's software platform helps healthcare networks, hospitals, and physician practices achieve better quality care, more efficient care coordination, and more visibility to patients between visits
myElth myelth.com	myElth was started in late 2017 with a vision to empower healthcare consumers; one that makes consumers independent and helps them take control of quality and cost of their healthcare
NthJEN nthjen.com	The company delivers simple health care technology solutions to enhance patient engagement and increase patient loyalty to their medical provider
OnlineCare onlinecare.com	OnlineCare delivers care coordination, care collaboration, and care management through its single agnostic platform built to serve healthcare professionals and patients
OptimizeRX optimizerx.com	OptimizeRx® (OPRX) provides unique physician and consumer platforms and strategies to help patients better afford and adhere to their treatment regimens
PatientPop patientpop.com	By enhancing and automating each touchpoint in the patient journey, PatientPop makes it easy for healthcare providers to attract more patients, manage online reputation, modernize the patient experience, and automate the front office
SOC Telemed soctelemed.com	SOC Telemed (SOC) is the largest national provider of telemedicine technology and solutions to hospitals, health systems, post-acute providers, physician networks, value-based care organizations, and health plans
Vaporstream vaporstream.com	Vaporstream is how you have confidential and leakproof conversations, send compliant and disappearing messages, and stay in control of your information

OnlineCare
Robust Collaborative Clinical Care Anywhere and Anytime

Jamal Ghani

In the time of COVID-19, telehealth platforms have gained traction among doctors and patients alike. With a need to maintain physical distancing while not compromising quality healthcare services, providers and patients looked to the various telehealth solutions on the market. A limitation is most telehealth platforms lack seamless real-time collaboration and coordination. This fuels the need for a robust collaborative and connected platform that overcomes the inherent poor communication between caregivers, family and patients.

Michigan-based OnlineCare is a solution that offers instant collaborative connectivity between patients, medical providers, care coordinators and family. Established to be the first digital, integrated healthcare delivery system, the company delivers care coordination, care collaboration, and care management through its single agnostic platform. It can be used on Windows / Apple (desktop), Smartphones (iOS/Android), iPads, tablets and can integrated with multiple EMRs.

OnlineCare allows members of the healthcare ecosystem to connect and collaborate seamlessly. Founded three years ago as 'Uber for healthcare,' the company's platform offers patients a broad spectrum of healthcare services. Beyond taking the routine office visit virtual, OnlineCare offers digital dental, behavioral health, and clinical care access. Furthermore, OnlineCare includes a branded applications option and targets 30-day readmission, by focusing on transition of care management (TCM) allowing providers to monitor patients in one single care coordination platform.

The platform further enables patients to access their medical history and information, schedule clinical appointments, text-message care providers, refill medications requests, update health insurance information, and engage in live telehealth sessions. Integration with medical devices has also helped patients and providers in managing health conditions, especially chronic diseases.

Especially with the pandemic, "OnlineCare provides a proactive, collaborative, and connected clinical care ecosystem for post-discharge management, which is quite cumbersome for many hospitals and clinics. We have been able to provide care coordination, while preventing avoidable emergency room trips or hospitalizations without compromising on their care," mentions Jamal Ghani, Founder & Board Chair, OnlineCare.

If patients cannot meet the doctor, they can schedule an at-home check-up by a nurse practitioner, physician assistant (PA), or a medical assistant (MA) through the platform. This has been utilized by nursing homes and assisted living residential settings to support their patients. Providers are able to address medical concerns, but also social determinants of health with access to resources at their fingertips. Ghani explains with an example: one of the company's clients requested a home visit by the nurse for a vitals check. During the visit the nurse called the doctor in real-time through OnlineCare for consultation. While communicating with the patient, the doctor added a nephrologist, dietician, social worker, and even a pharmacist on the same call. "In this scenario, the patient's healthcare needs were taken care of proactively and accurately within an hour without flouting the physical distancing rules and increasing the patient management cost," explains Ghani.

For patients looking for a provider, the GPS-enabled option locates the closest care provider geographically, sends a secure text message, and connects the patient/provider for the live, real-time discussion. Since the patient is connected with caregivers in their area, they can physically visit the provider if needed. Integrated with GPS enabled e-prescribing and eligibility validation, medication can be sent to the pharmacy closest to the patient.

OnlineCare also offers the platform as a white-label product to healthcare providers. The hospitals can give OnlineCare to their patients as an integrated resource within their EMR. This enables any provider, nurses, PA, MA, social workers, and physicians, to connect and communicate directly with the patient as their own branded solution.

> **We provide a proactive, collaborative, and connected ecosystem for post-discharge management**

Recently, a healthcare institution conducting nearly 300 to 400 COVID tests daily was looking for a customized digital solution to integrate with their EMR and lab systems to manage and send test results to patients. "Through the Virtual Urgent Care feature of the platform, they could register people for COVID testing, feed the sample findings in their lab system, and send the results to the test takers digitally. This is an example of how OnlineCare can be utilized to manage population health for any healthcare setting.

In cases with critical care issues, OnlineCare serves to provide care coordinated services through the virtual care platform," explains Ghani, a former health care executive, OnlineCare offers an embedded feature to host live telehealth interdisciplinary team (IDT) meetings that enhance patient care and improve collaboration across disciplines.

In the thriving telehealth market, OnlineCare is offering the right technology solutions to be on top of digital health by providing robust clinical care anywhere and anytime. **IIT**