

## GROWING THE PRIMARY CARE PATIENT PIPELINE WITH VIRTUAL CARE

Learn how a major academic medical center (AMC) found a way to grow their primary care offering without investing in time-consuming, costly brick-and-mortar locations.

### Challenge

Like many major AMCs, this client had a large hospital and specialty footprint, but struggled with discovering a way to cost-effectively grow their primary care practice. They needed a way to improve patient access while expanding their primary care capabilities without exceeding budgetary requirements

### Barriers to Success

While expanding their primary care practice was a key growth initiative, the AMC was faced with budget limitations that impacted their ability to expand their primary care footprint through adding brick and mortar locations. This led them to review alternative growth methods - including virtual care.

### Virtual Care Requirements

After careful consideration and a determination by leadership that launching a virtual care service line was the best route to achieving their growth goals, the AMC compiled a list of requirements needed in a virtual care partner, including:

- An offering that creates a fresh access point to the health system to promote new patient acquisition without building new facilities
- The ability to launch quickly and scale the service once it was operational
- A white-labeled platform that would enable them to leverage the strength of their brand within the community
- Protocols that support evidence-based practice and high levels of clinical quality

### FOOTPRINT

Large academic medical center in the southeastern U.S. In addition to the medical school, the health system consists of:

- 4 hospitals
- 6 primary and urgent care locations
- More than 20 specialty clinics and centers

### The Solution

The AMC carefully evaluated the options available on the market. They determined that Zipnosis best met their need for a digital “front door” to the health system, enabling both new and existing patients to receive convenient, online care, as well as a configurable, white-labeled platform that leverages their brand and supports high quality, guideline-adherent care.

This AMC client was able to launch their new service line, powered by the Zipnosis platform in just 60 days - far faster than building a brick and mortar location. With guidance from Zipnosis, they reviewed available protocols and selected those they felt best suited the needs of their patients.

### VIRTUAL CARE IMPLEMENTATION

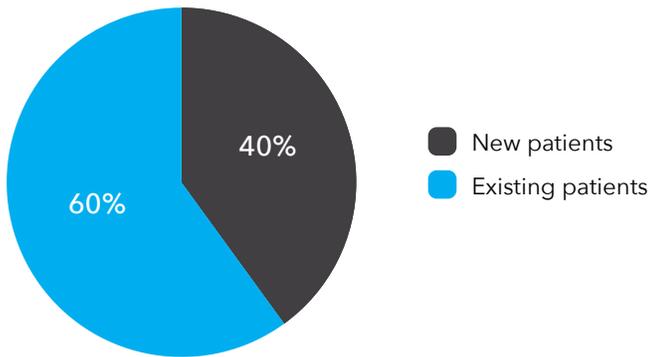
# 60 DAYS

from kick-off to launch

## RESULTS

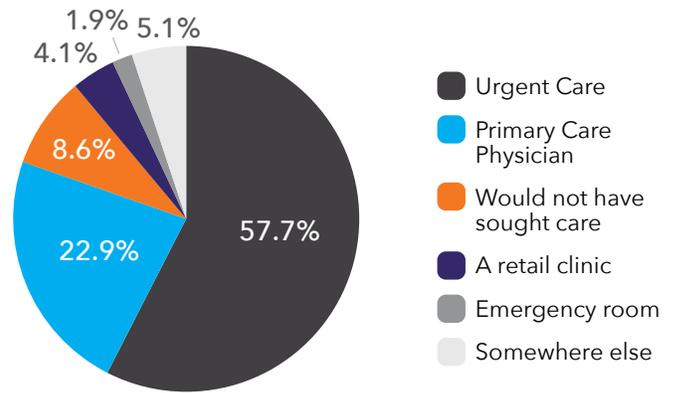
During their first year, the AMC found they were achieving their goals of acquiring new patients and growing their primary care practice.

### Virtual Visit Patient Mix



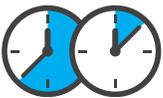
**40%**  
of visits were new patients to the health system

### Alternative Care Options



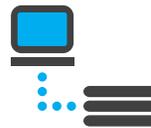
➤ Through post-visit surveys, this client found that more than 70% of patients who had a virtual visit would likely have sought care outside the health system.

### Additional Benefits



#### Clinical Efficiency

Using the Zipnosis platform, providers are able to diagnose patients in just 2 minutes - a 90% reduction in provider work time.



#### Continuity of Care

As part of their roadmap, our client incorporated integrations, including EHR integration to support care continuity.



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