



SYNCHRONYMD

WHITEPAPER

TURNKEY SOLUTIONS THROUGH TELEMEDICINE:

Why telehealth is essential for any hospital and its community

Prepared by

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FOREWORD

The COVID-19 pandemic brought attention to multiple weaknesses of the healthcare system. A large influx of sick individuals left many hospitals understaffed and overworked as medical personnel rushed to accommodate every inpatient's needs. Patients who did not need emergent medical care were forced to stay at home without their much-needed individualized medical attention. These issues caused many to question, "How can we avoid this in the future?"

Telehealth solutions such as those provided by SynchronyMD do more than fill in the gaps when pandemics arise. In this whitepaper, one will learn that the many challenges healthcare organizations face, including managing patient throughput and reducing readmissions, can be solved with the streamlined care that telehealth provides.

During the initial phase of the COVID-19 pandemic, more than 40% of people surveyed said they skipped medical care, mostly due to the temporary closure of overwhelmed medical practices.



4 out of 10 patients missed their appointments between March and July 2020



PATIENT VALUES & ACCESS

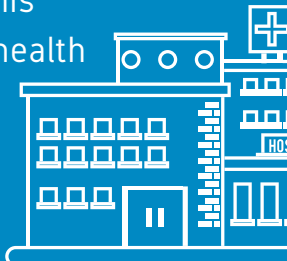
Patients are open to telemedicine.



76%
of patients prefer access to care over in-person necessity

PATIENT VALUES

Did you know that most patients value access to healthcare, whether the care is in person or not? In one survey, seventy-six percent of patients stated that they would prefer to have medical attention of any kind, rather than requiring that the visit be in person. This means many patients are open to telehealth care, like SynchronyMD.



IMPROVING RURAL ACCESS

Rural Americans—who make up at least 15 to 20% of the U.S. population—face inequities that result in worse health care access than that of urban and suburban residents.

Telehealth services like SynchronyMD allow small rural hospitals and clinics to provide quality healthcare services locally and at lower costs, which benefits rural patients since they are no longer required to travel long distances to access specialty care.

Patients deserve better healthcare access.
SynchronyMD provides the solution.

TELEHEALTH BENEFITS

Telehealth services like **SynchronyMD** are beneficial to hospitals for several reasons:



INCREASED PHYSICIAN ACCESS

- SynchronyMD provides medical practices with access to the company's hospitalists and specialists.
- Through SynchronyMD, a physician's idle time can be used to support multiple hospitals during a single shift.

REDUCED COST

SynchronyMD's hospitalists and specialists cost less per shift than in-person physicians.

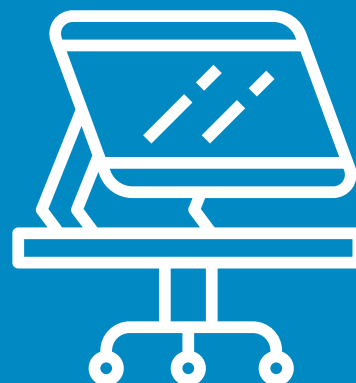


ASSISTANCE WITH MANAGEMENT

- SynchronyMD provides monthly operational and clinical performance metrics.
- Clinical staff are assigned to each site to maintain continuity.
- Staff, patient, and community satisfaction reports are provided.
- Quarterly improvement meetings with SynchronyMD are held to enhance service.

COST-EFFECTIVE TECHNOLOGY

SynchronyMD gives each client specialized technology to best assist the care provider's practice.



COMPETITIVE ADVANTAGE

Medical practices with telehealth options regularly stand out from the competition. Why?



IMPROVED RAPPORT

Physician assignments build lasting site relationships with the entire hospital team, including consultants and ancillary staff.



GEOGRAPHICAL STRATEGIES

Serving hospitals by state means addressing state specific virtual healthcare regulations and market differences to the benefit of our clients.

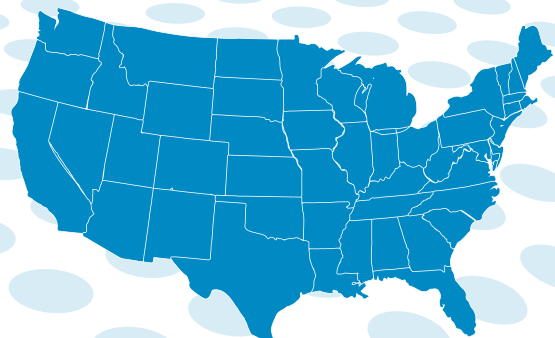
PHYSICIAN-CENTRIC MODEL

A doctor's quality of life and control of their practice is essential to physician retention and burnout prevention. Telehealth improves both.



INPATIENT-LEAD FOCUS

Physicians serve under the hospital brand and in close collaboration with the hospital team to improve the local patient relationship.



TELEHEALTH TECHNOLOGY

Cutting-edge technology provided by telehealth services maximize hospital efficiency with an easy-to-use interface.

SynchronyMD's provided telemedicine station and equipment carry a flexible modular design to accommodate a wide range of examination needs. Our partners receive the following:

TOTALEXAM®

Comes with a high-definition camera with multiple functionality.



TOTALVITALS®

Complete assessments conducted with secure remote monitoring



CAS Lite™

Telemedicine stations like our telecart provide a hub for secure, integrated virtual care encounters that can be performed wherever patients are located.

TOTALECG®

Bluetooth 12-lead ECG with analysis.



CLEARSTETH®

Detects real-time heart sounds and rhythm.



Impact occurs where speed matters.

Telehealth technology greatly reduces the time for patients to be diagnosed for life-threatening ailments

FACILITIES SERVED

HOSPITALS

Critical access.
Small to medium-sized
community hospitals
(primarily in rural
settings).

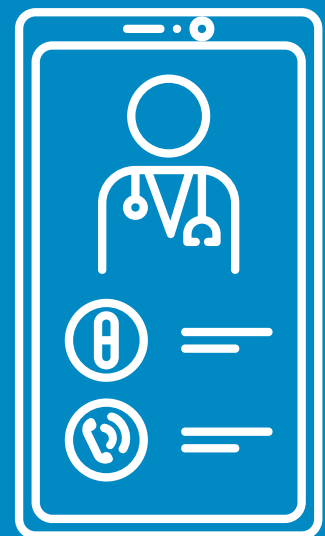
Telehealth has solutions
for medical providers of
many different patient
volumes and needs.

CLINICS

Notably, remote virtual
multi-specialty clinics.

SUB-ACUTE CARE FACILITIES

Skilled nursing facilities,
assisted living facilities, long-
term acute facilities, inpatient
rehab units, and inpatient
psychiatric units are all covered
under SynchronyMD.



COVERAGE MODELS

SynchronyMD currently offers three coverage models to accommodate most medical practices.



TELEHEALTH WITHOUT PROVIDER COVERAGE

- A needs assessment for the site and financial limitations.
- Compliance review with state and federal laws and regulations.
- Complete set up of cost-effective software and hardware.
- On-site staff to conduct provider training for the software/hardware.
- Advanced mobile cart with vitals, EKG, stethoscope, otoscope/ophthalmoscope, and dermascope.
- Provider EMR set up for remote documentation of clinical visits.
- Telehealth billing solutions.
- Marketing support.
- Ongoing management and maintenance of telehealth program.
- Metric tracking: ER/hospital transfer rate, patient, and staff satisfaction surveys.
- Facility telehealth billing support.
- 24/7 IT support



WITH PROVIDER COVERAGE

- All of the above.
- Physician services for new admissions and ongoing care management for all on-site residents.
- Care coordination support.
- Physician billing support.

ON-CALL-ONLY PROGRAM

- Cost-effective option with rapid implementation
- Low monthly rate
- Pay-per-use model
- No implementation costs
- No additional costs



GETTING STARTED

SynchronyMD makes telehealth implementation easy with our comprehensive 5-step process.



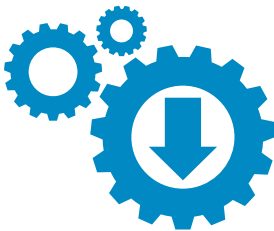
1 - CONNECT

First conference, onsite meeting including a demo, agreements and contract.



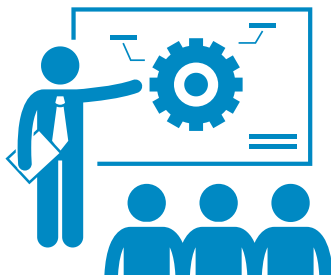
2 - ASSESS

We perform an in-depth assessment of your facility and CMS metrics to tailor its workflow development, services, and forms to your specific needs.



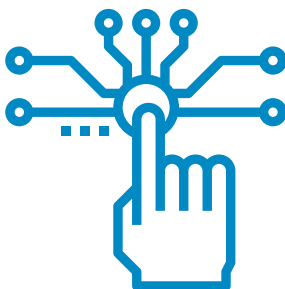
3 - INSTALL

SynchronyMD installs its custom-tailored technology and services package at your desired location(s).



4 - TRAINING

The SynchronyMD team trains the physicians and staff at your location(s) in the utilization of its technology and services package.



5 - LAUNCH

SynchronyMD will assist in the launch of your new technology and services package via mock demos, IT support protocol, troubleshooting, etc.

SYNCHRONYMD'S MISSION:

SynchronyMD is a tech-enabled, innovative, value-based, telemedicine practice, providing 24/7 access to Board Certified Hospitalists and Specialists in a way that creates positive patient outcomes and generates savings for patients, and healthcare organizations equally.

Visit synchrony.com.

References:

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2. https://www.aamc.org/news-insights/health-disparities-affect-millions-rural-us-communitiesbody_text



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