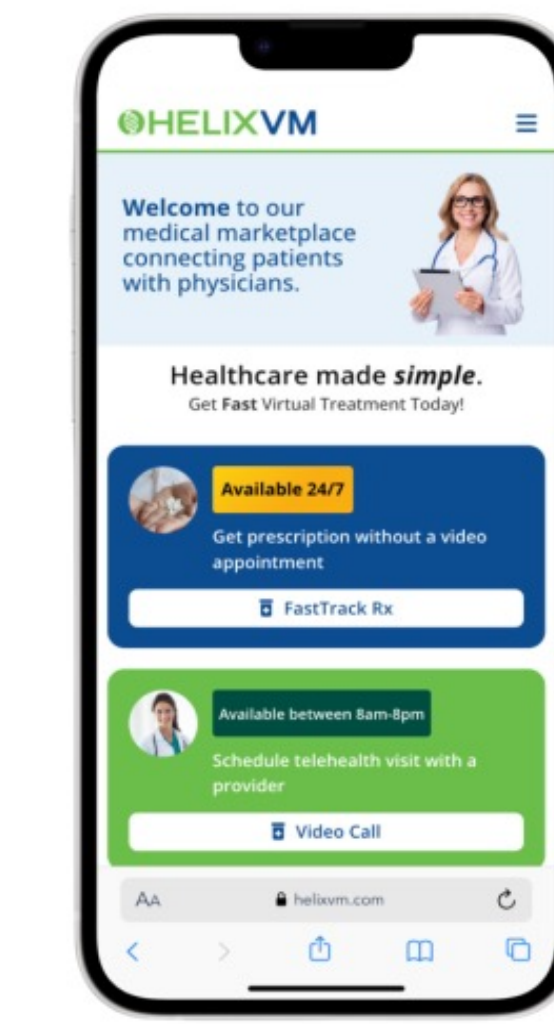
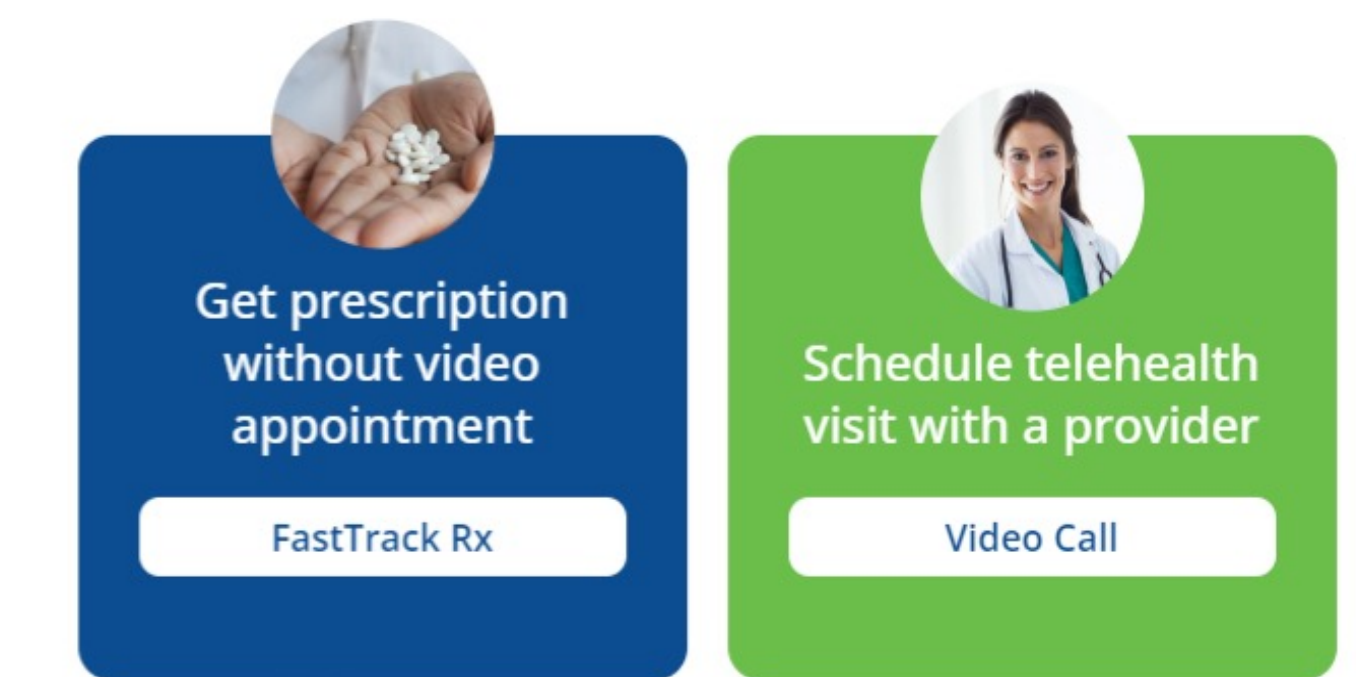


Effectiveness Study of a Healthcare Market-place Platform

Ekta Jain, PhD¹; Srishti Gupta, PhD¹; Vandana Yadav, MSc.¹; Stan Kachnowski, PhD, MPA¹
 1. HITLAB Healthcare Innovation Technology Lab



How would you like to conduct your medical visit?



ABSTRACT

Currently, there is a huge burden on the healthcare system to increase capacity and this is plagued with challenges owing to the limited number of providers and resources. The issues are made worse by inconsistencies in procedures before and after appointments, manual processes for bringing patients onboard and providing treatment, and communication barriers that hinder patient care and compliance. Notwithstanding these obstacles, there exist prospects for enhancement, augment healthcare accessibility, standardize protocols, and optimize workflows.

HelixVM has developed the medical marketplace platform that makes it convenient for patients to access quick prescription and medical opinion from anywhere irrespective of the patients' insurance status. Using the platform, patients can receive a prescription in minutes with or without video visit with a healthcare provider.

HITLAB conducted a usability study to dive deeper into this advancing area of healthcare and understand the nuances from the providers perspective. This will aid further refinement of the platform and provide valuable insights into the world of asynchronous medicine and healthcare delivery.

OBJECTIVE

Evaluate the effectiveness of the HelixVM's medical marketplace platform from the perspective of providers.

STUDY METHODS

Study Design:

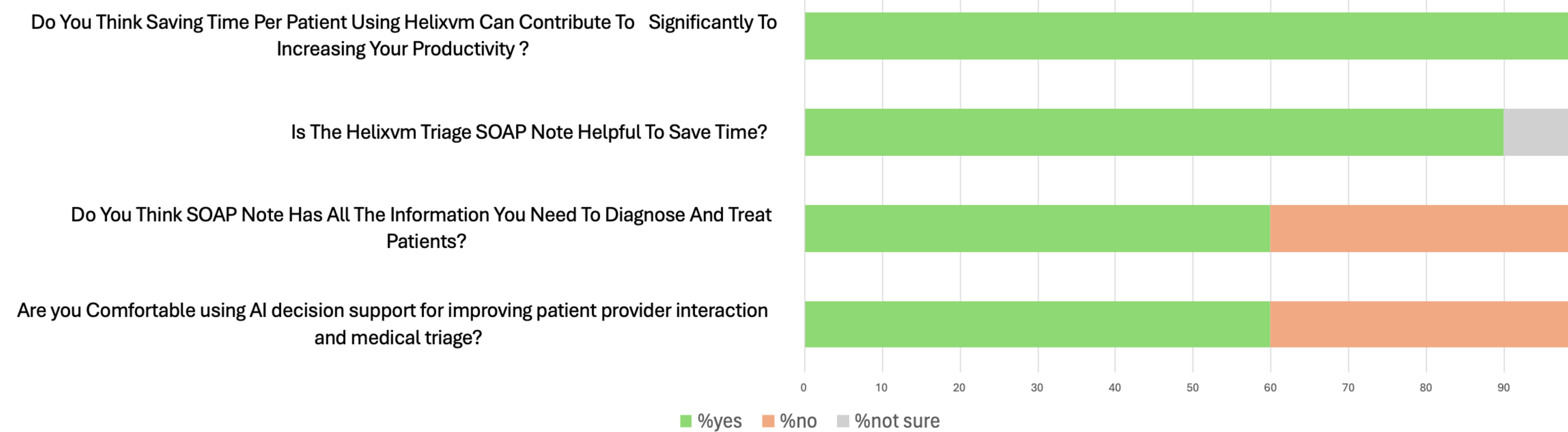
- Single-arm, qualitative study involving in-depth, one-on-one structured interviews of providers.
- A total of 10 providers who are registered, and active users of the platform were recruited in the study.
- The interviews were structured and lasted between 60 and 90 minutes per provider.
- A total of 15 questions covering over-arching themes were asked by HITLAB research staff in the interview.
- These questions covered aspects of HelixVM's value propositions and important considerations of asynchronous medicine in general.

Data Analysis:

- The data was analyzed using methods of narrative, thematic and quantitative analysis. All data was analyzed for qualitative and quantitative responses.
- All such data where the responses can be categorized as a Yes or No or Not sure were represented as percentages.
- Thematic analysis revealed key take-aways from the qualitative responses.

RESULTS

Descriptive Analysis for HelixVM Value Proposition



Workability and likeness

"I very much like it. 10/10. work life balance. Some days can be hectic, but a provider is used to it. In a physical clinic, there are lots of moving parts. In virtual medicine, everything is in one place. It is quick. No back and forth. "

"It has been a growth period of a learning feedback and you know the obtaining well, providing feedback, getting responses and seeing the improvement of the system over the brief time that we've been with it. I like the fact that we're able to more easily do what we call the asynchronous visits with the patient providing progressively more and more detailed information that we can try to place our best judgment in terms of our medical plan for the patient, our intentions. So far so good. I have no complaints. I understand this is a brand-new field of telemedicine. And umm, it's a growing field and we're progressively getting better at it together. "

Views on asynchronous medicine

"As for a certain diagnostic skill and it just comes a little bit difficult when you're looking at someone online and you can't quite see the color of their skin or you can't quite see the rash, it's just not the same as obviously seeing someone in person and putting your hands on them. Oh yes, they feel warm, even though they're saying that they're not. Oh, they feel a little damp or certain things you pick up just because they're in person with you. So that's a little bit of a challenge.

I'm a little bit more used to doing hands on, you know face to face. I, quite frankly am old school. So, the asynchronous has been a little bit more of a challenge getting used to it, but there's certainly a place for it."

Compensation

"I think that the main reason to go to telemedicine is for convenience, like for a schedule and stuff, because the you have way more flexibility in telemedicine like my schedule is way more flexible. So, flexibility is the biggest reason for telemedicine. You know, and telemedicine is one of those things - quickly get paid for the work that you do, so if you do more work, you're going to get paid more. Of course, if you do less work, you're going to get paid less. So, it really depends on how much time you're putting into it. So, you can make just as much in telemedicine as you do in regular practice if you're putting the same amount of time into it."

Key Insights from Thematic Analysis

- Providers value HelixVM's accessibility and interface but express concerns about scheduling and limitations in fully assessing patients due to asynchronous medicine.
- Providers prioritize data safety and privacy but express concerns about potential security risks associated with remote work environments.
- Providers embrace asynchronous medicine but emphasize the importance of careful screening for patient safety and remain skeptical about its sole impact on outcomes.
- Providers joining HelixVM had varied prior knowledge of asynchronous medicine, with some witnessing its broader applications and benefits over time.
- HelixVM efficiently manages patients but needs better documentation, in-person quality, and improved data exchange for medication and patient-reported information.

- Opinions on SOAP notes vary, with some advocating for more expansive patient information.
- Integration with EMR receives positive feedback for efficiency, though some users face challenges related to the EMR platform itself.
- Opinions on HelixVM's AI triage vary; some are satisfied, while others suggest improvements like broader patient concerns and enhanced detection of missing information.
- The consultation process faces challenges in medication qualification, patient focus, and EMR efficiency, with improvement areas identified.
- Opinions on time-share marketplace models for extra income differ; some find value, while others worry about managing multiple patient care platforms.

CONCLUSIONS

- Overall, HelixVM was found to significantly improve efficiency in patient management and collaboration, transcending geographical boundaries.
- More than half of providers expressed positive sentiments towards seamless integration with EMR.
- Similarly, 50% of providers viewed HelixVM as an invaluable platform for practicing asynchronous medicine, highlighting its SOAP notes' comprehensive nature and its ability to provide a time-share marketplace for supplemental income.
- Findings highlight HelixVM's role in saving valuable provider time per patient and enhancing overall productivity.
- 90% of providers agreed that HelixVM's triage SOAP notes were instrumental in saving time.
- 50% providers expressed full confidence in leveraging AI decision support for improving patient-provider interactions and medical triage.
- Providers gave suggestions to further optimize HelixVM's capabilities. These included improving triage with AI for better clearing, addressing patient concerns, optimizing orders, and preventing incomplete patient charts

ACKNOWLEDGEMENTS

Authors would like to acknowledge the HITLAB research team for study support and implementation, and the platform developers for their work and technical support throughout the study.