

# Catawba Valley Medical Center

## Introduction

This case study of Catawba Valley Medical Center is based on a May 2020 survey of Backline customers by TechValidate, a 3rd-party research service.



“Overall Backline has been very reliable and I really like that you can see when the end user has viewed a message.”

“Backline has increased provider to nurse communication with secure texting. Our team is seeing quicker responses now.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Backline:

- To communicate more securely
- To accelerate clinical workflows
- Electronic notifications

## Use Case

The key features and functionalities of Backline that the surveyed company uses:

- How they are using Backline:
  - To manage care coordination between internal departments
  - electronic notifications
- Backline features they are currently utilizing:
  - HIPAA-compliant text chat
  - Automated clinical notifications
- Use Backline to coordinate care with the following:
  - Departments within their organization (nurses, doctors, EMS, ED, etc.)

## Results

The surveyed company achieved the following results with Backline:

- Level of satisfaction with the following Backline features:
  - HIPAA-compliant text chat: extremely satisfied
  - Patient-centered chat: extremely satisfied
  - File sharing: extremely satisfied
  - Automated clinical notifications: very satisfied

### Company Profile

Company:  
**Catawba Valley Medical Center**

Company Size:  
**Medium Enterprise**

Industry:  
**Healthcare**

### About Backline

DrFirst's Backline communication and collaboration tool, specifically designed for use in healthcare environments, helps providers achieve better care coordination, better health outcomes, better transitions of care, and lower hospital readmissions. Available for iPhone and Android mobile devices, and web-based desktop environments: Private, group and Patient-Centered Chat<sup>SM</sup> modes Real-time delivery status indicators and timestamps Supports attachments up to 20MBs, including photos, videos, audio files, and documents Secure text messaging encryption for physicians protects privacy, prevents unintended disclosure and meets HIPAA and Joint Commission requirements.

**Learn More:**

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