BACKLINE CASE STUDY

Samaritan Healthcare and Hospice

Introduction

This case study of a medium enterprise healthcare company is based on a May 2020 survey of Backline customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

"Backline's ease of use has been a primary reason for our satisfaction. We use HIPAA compliant texting and video conferencing for face-to-face regulatory compliance within our hospice organization and for Palliative care and visiting physician practices during the pandemic."

Challenges

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

- To communicate more securely
- To add or improve telehealth capabilities

Use Case

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

- How they are using Backline:
    - To communicate with patients and family members securely
    - For telehealth visits to limit staff and patient exposure to infectious disease
    - To manage care coordination between internal departments
- How they used Backline during the COVID-19 Pandemic:
    - Limit staff and patient exposure by utilizing Telehealth capabilities
    - Manage change and communicate to staff
- Backline features they are currently utilizing:
    - HIPAA-compliant text chat
    - Telehealth or video conferencing
    - Patient-centered chat
- Use Backline to coordinate care with the following:
    - Departments within their organization (nurses, doctors, EMS, ED, etc.)
    - Patients and families

Results

The surveyed company achieved the following results with Backline:

- Level of satisfaction with the following Backline features:
    - HIPAA-compliant text chat: extremely satisfied
    - Video calls: extremely satisfied
    - Audio calls: satisfied

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

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℠ 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.

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