BACKLINE CASE STUDY

United Physicians

Introduction

This case study of United Physicians, PC is based on a May 2020 survey of Backline customers by TechValidate, a 3rd-party research service.

> "We've expanded our use of Backline because of increased interest and support by payors."
>
> "Improving care coordination between providers and care managers that provide care to the same patient has been the greatest benefit that we've seen from Backline."

Challenges

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

- To communicate more securely
- To streamline post-care outreach and education
- To address clinical burnout associated with care coordination

Use Case

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

- To manage care coordination between internal departments
- To manage care coordination with external hospitals, facilities, and care providers

- How they used Backline during the COVID-19 Pandemic:

- Manage and optimize ED throughput
- Improve care coordination between units
- Manage change and communicate to staff

- Backline features they are currently utilizing:

- HIPAA-compliant text chat
- Automated clinical notifications
- Patient-centered chat
- Masked caller ID

- Use Backline to coordinate care with the following:

- Departments within their organization (nurses, doctors, EMS, ED, etc.)
- Primary care physicians

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:
United Physicians, PC

Company Size:
Small Business

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.

Learn More:

⧉ DrFirst

Research by **TechValidate**
by SurveyMonkey

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