



Case Study

Challenge

Help the healthcare industry deliver more timely, accessible and affordable services to patients despite a growing shortage of physicians.

Solution

VidyoRouter™
VidyoPortal™
Vidyo™ Software Clients
Vidyo™ APIs



Innovative Kiosks Bring Doctors and Patients Together for Healthy Outcomes



In America the drive to maintain a healthy society is being challenged by population growth, rising healthcare costs, a lack of access to medical facilities and a shortage of physicians that is expected to exceed 100,000 in the coming years. Among the innovators tackling this challenge is HealthSpot™, with a breakthrough telehealth solution that brings healthcare providers and patients together in a remarkable new way with help from Vidyo.

Key Results

Pioneered telehealth kiosks with video conferencing and medical devices

Increased access to healthcare for remote patients

Improved healthcare workflow with reduced cost of care

As a high tech industry executive and father of four children, HealthSpot founder and CEO Steve Cashman wants what every parent wants – quick, convenient access to reliable and affordable healthcare. When a child is sick and can't wait for days to see the family doctor, normal routine is disrupted as the family deals with long car trips and hours of waiting in an urgent care clinic. In rural towns, distance from medical facilities and lack of doctors are an issue. In urban areas, population density and overbooked doctors can mean time-consuming and expensive ER visits. And in both cases, continuity of care is also an issue, and not just for children but for elderly, disabled or otherwise less mobile patients.

“HealthSpot was founded to overcome these kinds of issues by making affordable, high quality healthcare services readily available to people in their everyday community settings,” said Cashman. “We worked closely with the healthcare community to understand the real needs of physicians and patients, and designed a new generation of kiosk-based telehealth systems. During the design phase, rather than reinvent certain core functionality, we sought out proven, leading-edge technologies to integrate with our systems. Among our top priorities was to provide a secure and consistent, ‘same-room’ experience for every healthcare visit, so we looked for an established, high quality video conferencing solution that we could integrate today and extend easily as our system evolved in the future.”

“What we’ve created is a new turnkey telehealth system providing a complete practice management solution for physicians and a convenient, comfortable healthcare experience for patients,” said Cashman.

HealthSpot developed the HealthSpot™ Station, an enclosed walk-in kiosk that enables patient access to medical diagnostics and treatment from board-certified doctors via high definition video conferencing and interactive diagnostic tools. Inside the HealthSpot Station, the patient experiences a comfortable, private environment with touch-screen access to HD video conferencing powered by Vidyo, for face-to-face interaction with a doctor who may be working from the office, home or anywhere. Kiosks can be conveniently located at neighborhood pharmacies, drug stores, grocery stores, schools, community centers or shopping malls.

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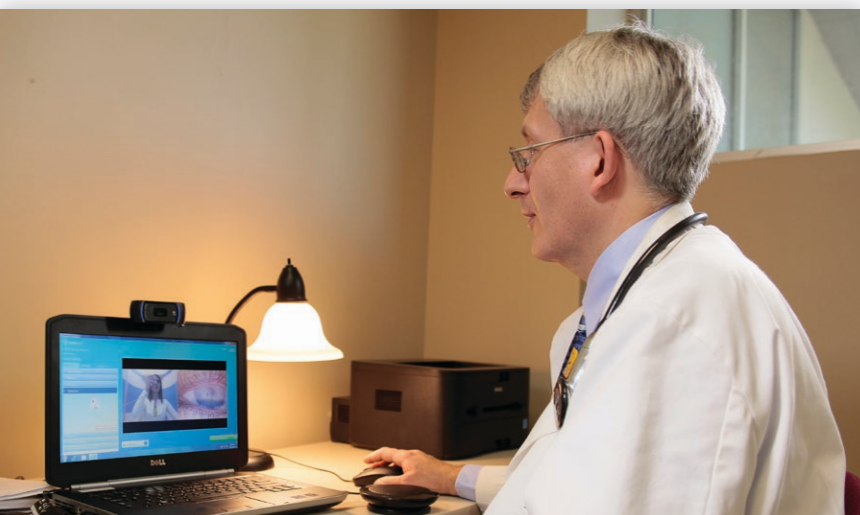
“By leveraging Vidyo’s Adaptive Video Layering™ technology and scalable video codec, we get optimized and consistent video and audio quality for the most natural physician-patient interaction, even in low bandwidth environments.”

“Patients can visit a Healthspot Station to be seen for many common conditions—colds and flu, allergies, skin conditions and more,” said Sebenoler. “Like a traditional encounter, patients can discuss their symptoms while physicians observe non-verbal cues in their physical appearance. Patients and their physicians can also view real-time medical images and data generated by the kiosk’s integrated digital diagnostic tools during a patient’s vital signs check. Without the HD quality and integration of video conferencing that Vidyo brings to the kiosk, this level of service would not be possible.”

According to Tiffany Psychogios, a 44 year old mom from Columbus, Ohio who has visited a HealthSpot Station for urgent care, it was a positive patient experience. She said, “I showed up at the kiosk not knowing what to expect. The medical attendant was very helpful and within a few minutes I was inside the kiosk and doing the vital signs self-check. I thought I had a minor sinus infection, but in the process of the remote consultation, the physician identified the problem was more complex with a high fever and a double ear infection. I used the otoscope and the physician showed me how the onscreen image indicated infection. During the visit, he was able to refer me to an internist for immediate follow up care.”

“It was an empowering experience to get the care I needed without delay—like something out of the future,” said Psychogios. There weren’t any lags in video and audio during my interaction with the doctor, so I felt as if I was with him in person.”

Among the doctors with early and extensive experience with the HealthSpot Station is Dr. Robert Stone. In Dr. Stone’s experience: “The high quality of video and audio in the HealthSpot Station is key to establishing a good doctor-patient relationship. Without the level of video conferencing quality that Vidyo provides, the interaction would be uncomfortable and unproductive. Particularly in encounters where the doctor and patient are meeting for the first time, it could compromise the relationship and the patient’s confidence in both the healthcare encounter and treatment recommended.”



"There's a growing shortage of physicians, and those who are practicing today understand the increasing need for telehealth solutions to help overcome healthcare access and cost issues. I've had occasion to introduce other physicians to use of the HealthSpot Station, and they are finding it quite efficient and easy to use," said Stone. "Once they experience the quality of the video communication and the images and data displayed, they see the HealthSpot Station as a viable telehealth solution that will enable them to make an accurate patient assessment and diagnosis. The fact that the physician can easily share images and data with the patient in real-time makes it that much easier to communicate about symptoms and treatment and help the patient feel connected to the process."

"The fact that we can deliver healthcare services in virtually any location with an Internet connection makes our kiosks very appealing to hospitals, retail pharmacies, airports, school campuses, work sites and shopping malls in urban or rural areas. With Vidyo, we are confident that we can move into a location and offer reliable and high-quality video communication using ordinary wired or wireless IP networks."

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In the community, stakeholders need to know that HealthSpot Stations can be installed quickly without disrupting their infrastructure and business flow. According to Sebenoler, "The fact that we can deliver healthcare services in virtually any location with an Internet connection makes our kiosks very appealing to hospitals, retail pharmacies, airports, school campuses, work sites and shopping malls in urban or rural areas. With Vidyo, we are confident that we can move into a location and offer reliable and high-quality video communication using ordinary wired or wireless IP networks."

"Our product roadmap calls for continuous innovation and agile development with frequent updates to our kiosk system. Vidyo's like-minded approach to continuous innovation, along with

its flexible platform and ability to run on off-the-shelf hardware, provide the seamless integration to support our HealthSpot Station requirements. Using Vidyo APIs allowed us to wrap our software around the video conferencing technology and tailor the interface to HealthSpot requirements while providing a consistent, high-quality look and feel for our customers. Vidyo APIs also enabled us to tightly integrate video conferencing with our diagnostic devices, and save video and images to our EMR system. The seamless integration of Vidyo with our telehealth platform helps our developers save valuable time in the design-build-deploy cycle," said Sebenoler.

HealthSpot considers the video conferencing virtualization that Vidyo provides as a key enabler for its telehealth platform to provide efficient and affordable healthcare visits for communities. According to Sebenoler, "As major retail organizations begin to see the added value of having high-quality healthcare services at flagship locations, we can scale easily to many endpoints and expand nationwide. We are attracting healthcare providers in part because Vidyo makes it easy for them to connect to HealthSpot Stations using their existing desktop devices, without the need to invest in special-purpose hardware or technical support."

Sebenoler also cites the Vidyo platform for its support of secure video conferencing in compliance with HIPAA guidelines. HealthSpot uses specific encryption technology to authenticate and enable private, encrypted video and audio communication between patient and provider. The video stream is embedded into the conference to help ensure that patient information remains confidential and secure.

Sebenoler added that providers also save time dealing with patient data and follow-up through HealthSpot's patient care workflow, facilitated by tight integration of Vidyo into the HealthSpot Station. "With healthcare reform, this kind of workflow efficiency is more important than ever."

As HealthSpot CEO Steve Cashman explains it, "We are meeting the needs of present and future doctors by helping them to go beyond status quo patient management with a more efficient model of care, and a better continuum of records and triage into the health system."

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