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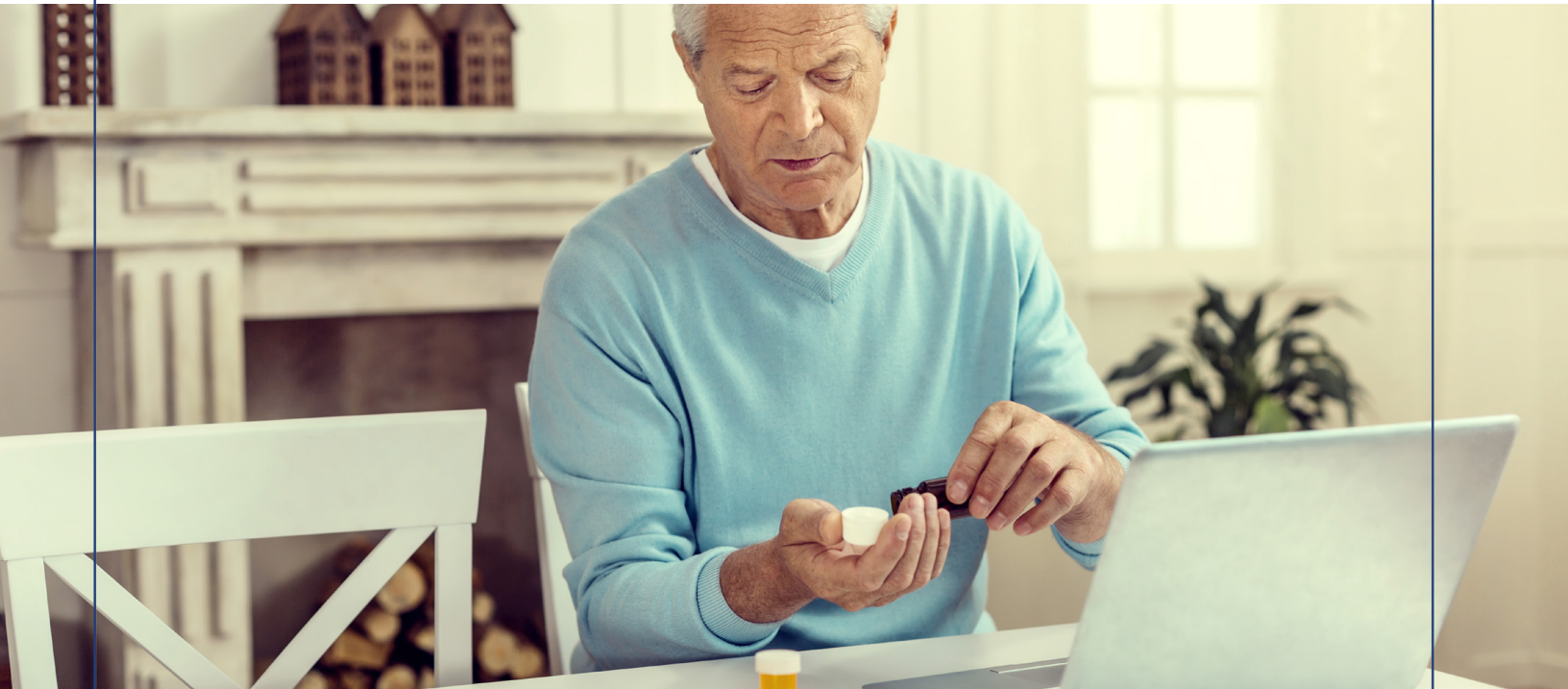
**THE NEW NORMAL:
CARE DELIVERY AMID
COVID-19**

**How Telehealth and Virtual Care Improves the
Standard of Care for Your Patients and Community**

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INNOVATIVE TO INDISPENSABLE

TELEHEALTH AND VIRTUAL CARE ARE MORE THAN A CONVENIENT WAY TO ENGAGE PATIENTS; FOR PROVIDERS, THIS TECHNOLOGY HELPS THEM “GO OUT INTO THE COMMUNITY” AND “LAY HANDS ON THE PATIENT” WITHOUT PUTTING THEMSELVES (NOR OTHER PATIENTS) AT FURTHER RISK FOR INFECTION.



Virtual care is also helping providers actively minimize patients' visits to the Emergency Department and rehospitalizations, especially at a time when many ER visits involve a patient with COVID-19-like symptoms. A provider can provide patients (and their family caregivers) with immediate access to the practice's available staff for support via virtual visits or messaging. Depending on the situation, staff can “see and solve” the patient's issue without needing to integrate the physician into the virtual visit, send a nurse to the patient's home or transfer the patient to a care facility. Telehealth is helping providers continue to safely deliver care to patients and family caregivers and offer expert clinical support, course of care guidance, coaching and care

management when needed most during these times.

Virtual care and telehealth are no longer seen as merely an innovative method of delivering healthcare; technology is now indispensable to protecting patients, colleagues, and PPE resources. In a recent Harvard Medical School blog, Lee H. Schwamm, MD, shared that “telehealth, the virtual care platforms that allow health care professionals and patients to meet by phone or video chat, seems tailor-made for this moment in time... The current crisis makes virtual care solutions like telehealth an indispensable tool.” He believes that the role of telehealth is vital to our country as “it can help flatten the curve of infections and help us to deploy medical staff and lifesaving equipment wisely.”

PROVIDING CARE TO PATIENTS DURING THE PANDEMIC

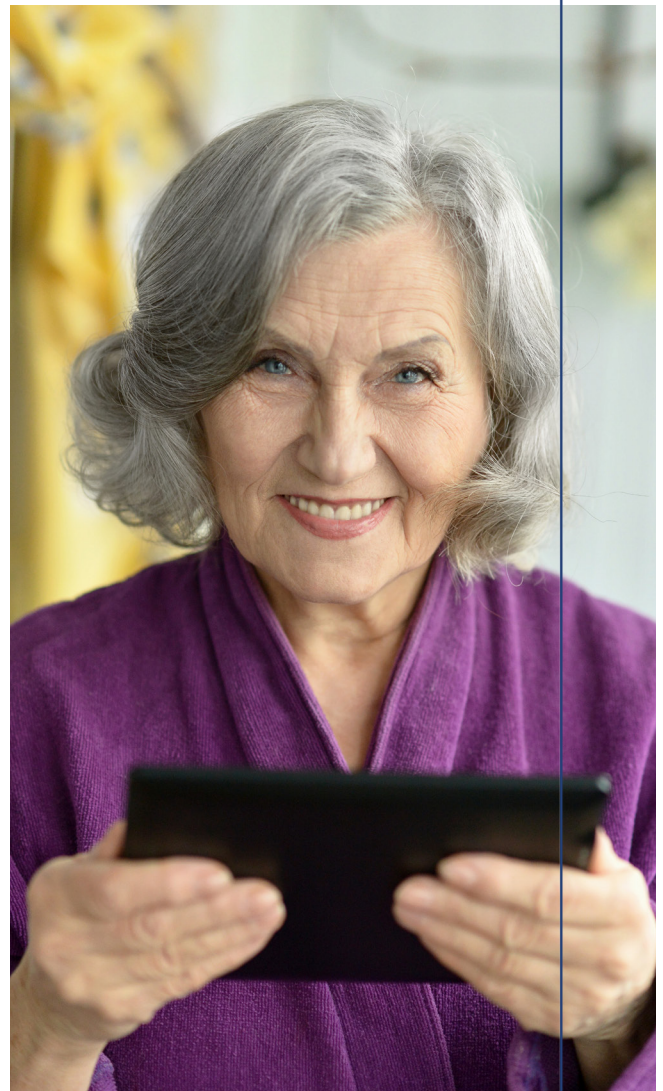
AS PROVIDERS STRIVE TO CONTINUE TO CHECK-IN WITH THEIR PATIENTS, THEY ARE TURNING TO A VIRTUAL CARE COMMUNICATION PLATFORM TO ENSURE THE CONTINUITY OF CARE, ESPECIALLY DURING THIS CHALLENGING TIME.

- **Critical care:** Virtual visits and coronavirus-specific assessment can be used to determine if the patient is at-risk for COVID-19 and align on the next steps for diagnosis and treatment. Additional specialists can be integrated into the virtual visits. Data analytics can also help practices identify emerging issues by patient and by population (e.g., additional conditions, location, age, etc.)

- **Continued care:** Regular check-ins can now be conducted virtually amongst patients and their providers. For those patients who are hesitant to attend in-person visits, video-based virtual visits help these patients continue to receive the support, motivation, and guidance they need to remain on track with their treatment plan. Staff also value the convenience of virtual visits as many are also anxious about the transmission of the coronavirus or other infectious diseases.

- **Compassionate care:** By using a communication platform to broadcast messages with CDC guidance and/or updates on COVID-19, providers are proving that they are keeping their patients' health and well-being forefront in their care. Patients (and their family caregivers) appreciate compassionate communications. Staff appreciate the automated functionality which allows them to save valuable time and labor costs typically associated with calling each and every patient as well as responding to patients' incoming calls about the coronavirus.

As providers strive to continue to check-in with their patients, they are turning to a virtual care communication platform to ensure the continuity of care, especially during this challenging time.



IMPROVING CHRONIC CARE WITH VIRTUAL CARE



Chronic diseases affect approximately 133 million Americans, representing more than 40% of the total population of this country. More and more people are living with not just one chronic illness, such as diabetes, heart disease or depression, but with two or more conditions. Almost a third of the population is now living with multiple chronic conditions. Advancing the care of chronic disease is critical. Implementing virtual care is a must-have for providers seeking to improve how they manage and engage these patients from a convenient, cost-effective, and compassionate standpoint.

By enabling access to convenient virtual care, chronic care patients will be more satisfied with the flexibility in how, when, and where they interact with their providers. Patients (and their personal or family caregivers) will appreciate being able to conduct the follow-up appointment virtually, from their home or office. As a result, patients and caregivers will miss less appointments, spend less time and money driving to/from the appointment, and miss less work. Plus, patients will be able to have any adherence issues, such as medication reconciliation, addressed in real-time.

With telehealth, providers can program condition-specific messaging which reminds patients of medication and diet/lifestyle requirements. By receiving ongoing messaging, patients with chronic conditions remain informed and engaged in their treatment regimen. Providers can also use the platform's reporting capabilities to stay on top of patients' adherence, assess their conditions with digital questionnaires, and monitor their vitals in real-time. Based on patients' datapoints, lack of follow-up and/or poor adherence behaviors, providers can identify those patients at risk for readmission (or in need of intervention) and quickly reach out with a more urgent request for the patient to immediately follow-up with his/her care team.

Providers can actively reduce the recurring cycle of readmissions for patients with chronic diseases by enabling the exchange of essential information and by connecting care team members and chronic care patients in a more efficient and effective manner. The overall care team (which may include several providers, specialists, as well as a pharmacist) can better monitor patient in real-time and collaborate to resolve emerging patient issues throughout the care continuum.

EXPANDING ACCESS TO MENTAL HEALTH WITH TELEHEALTH

Removing the physical barrier between patients and mental health providers helps patients continue receive the care and expertise they need when they need it most, especially during the current pandemic. As Joshua A. Gordon, M.D., Ph.D., Director of NIMH, recently shared, "We are all feeling uncertain about what could happen in the coming weeks, as we hope to slow the spread of this pandemic. Feelings of anxiety and uncertainty are completely normal during times like this... Now imagine you are facing this uncertainty and have a mental illness. How much more challenging must it be to navigate this uncertainty? While we all are concerned about the future, for those with anxiety disorders, worry may be all-consuming."

Telehealth addresses patient need for improved access to mental health support in the following ways:

- **Consult:** By providing quick access to remote mental specialists, telehealth can help a hospital's medical staff facilitate a virtual consult between specialists and patients. Instead of waiting hours in the ER for an in-person consult, a virtual consult will help the medical team determine if hospital admission or transport to another facility is needed in a more timely manner.
- **Capacity:** By allowing mental health professionals the ability to communicate with patients via any device, anywhere, and at any time, telehealth provides specialists with more convenient options in terms of when and where they provide patient care. Specialists will have greater flexibility - and more can be available remotely - in providing virtual consults round the clock.
- **Comfort:** By enabling patients to use their own devices in the comfort of their own home, telehealth can help those patients who are afraid of accessing care at a known clinic or within their own neighborhood. Patients will also not be further challenged by the need to arrange for transportation and time to travel to/from the appointments. Travel costs related to follow-up appointments can be reduced.
- **Communication:** By using secure messaging functionality, mental health professionals can send patients a cadence of scheduled communications via email or text. Messaging can be customized to the patient's condition, medication regimen, recommended coping strategies, etc. By using video conferencing platforms, telehealth helps mental health professionals better collaborate with the greater care team across the continuum of care.

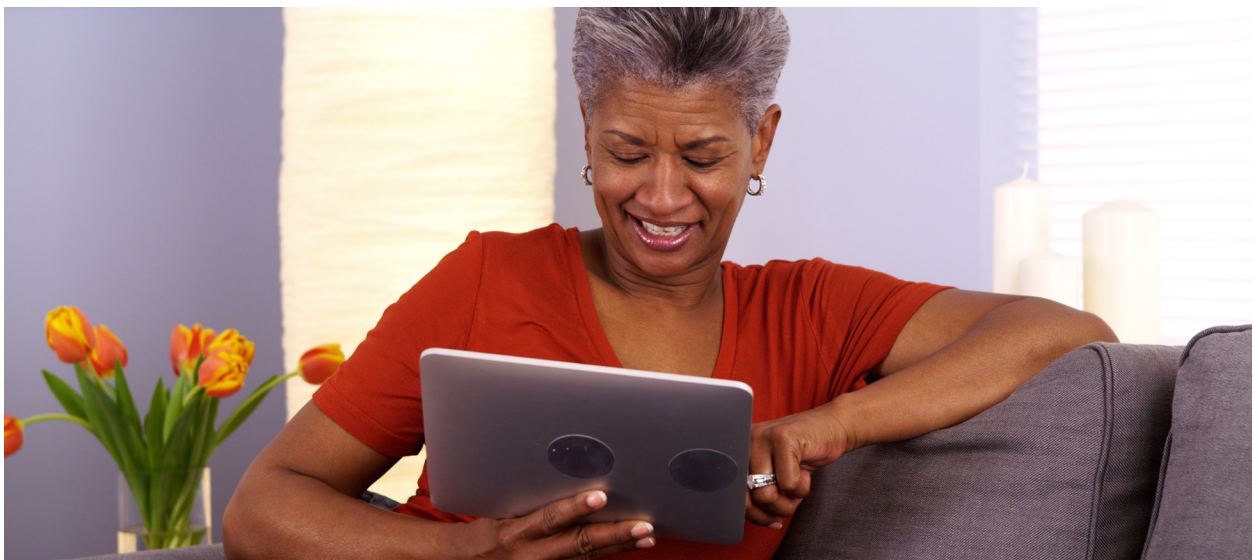
Telehealth is essential to the delivery of mental health care and can help drive better outcomes for patients and improved satisfaction for mental health professionals.

ENGAGING PATIENTS PRE- AND POST-OP

Communicating with patients pre- and post-surgery can be beneficial to preparing patients for successful outcomes. With virtual care, providers can help patients minimize unnecessary trips to the hospital, the time involved driving and waiting for appointments, and the number of work days missed for medical reasons.

Virtual care technology enables provider organizations to facilitate video surgical consultations. Before a surgical procedure, the provider can conduct a video call with the surgeon and the patient. The video conference allows the surgeon to evaluate the patient and review his/her history and physical information. The video conference also allows patients to meet their surgeon face-to-face, prior to the day of the procedure, without needing to travel to the care facility until the actual procedure.

Using technology to facilitate the pre-op process can alleviate patient anxiety before procedures and also assist patients with any specialized dietary requirements or restrictions. Moreover, patients (and their family caregivers) may be comforted from the ability to speak with their provider before surgery and ask additional questions. Involving family members in the care, support, and communications will help the patient understand his/her pre-op responsibilities. And, the technology provides a patient's out-of-town family members a convenient way to become involved in their loved ones' care, thus alleviating the guilt often associated with not living close enough to provide hands-on support.





The post-op recovery period is critical for patients upon their return home. After surgery, the provider (and the home health clinician) can use telehealth technology to facilitate postoperative care via video. The surgeon can “see” the patient as he/she recovers. Patients’ ability to follow instructions, manage medications, and engage with their care team will help minimize the risk of readmission within the initial 30 days post-discharge while influencing the long-term outcome of the surgery.

With a virtual care communication platform, provider organizations can also create and schedule critical messaging such as pre-op and post-op advice pertaining to medications, appointment reminders, location directions, dietary reminders, and anxiety preparation for patients. With a timed cascade of communications, the patient will continue to receive consistent, high-quality care in the period before and after surgery.

Identifying specific patients who are not responding to the pre-op messaging also ensures that any emerging health issue (which may thwart the timing/method for the upcoming procedure or put the patient at risk for readmission) does not go unnoticed. Dashboards help providers see which patients are engaged in their care and can arrange for an immediate intervention for those patients who have not opened or responded to the communications. Engaging communications regarding pre- and post-op care will help patients better prepare for upcoming procedures and also adhere to the needed treatment plan after surgery.

OPTIMIZING PATIENT ADHERENCE

Quality healthcare outcomes are related to patients' adherence to recommended treatment regimens, according to a study in Therapeutics and Clinical Risk Management. According to the Annals of Internal Medicine, nonadherence causes nearly 125,000 deaths and 10% of hospitalizations, costing the US healthcare system between \$100–\$289 billion annually. When medications, doses, or frequencies change from pre- to post-hospitalization, a patient must quickly adjust and correctly adhere to the latest treatment plan in order to strengthen outcomes. Providers must be attuned to their patients and understand the subtle hints (verbal and nonverbal) that the patient may express when initially learning about the prescribed therapy. Virtual interactions will help providers continue to assess if the patients are staying the course with their treatment.





During virtual visits, a provider can engage the patient to:

- Set the individualized care plan that includes medication-related goals
- Discuss how a patient can overcome his/her barriers to adherence
- Conduct one-on-one coaching sessions with the patient
- Remind patients about the need to refill prescriptions on a timely basis
- Include family caregivers who may not be able to attend the appointment or physically be with their social-distancing or quarantined loved one

In between the in-person and virtual visits, a provider can send a series of messages to a patient's smartphone, tablet or computer regarding:

- The role medication plays in one's treatment plan
- Motivation for ongoing medication compliance
- Recommendations to overcome potential barriers to adherence
- The need to refill prescriptions on a timely basis
- Self-care suggestions including nutrition and exercise modifications

A cascade of communications can help patients remain engaged and compliant. Virtual care and in-person care both strengthen patients' knowledge of their condition, patients' adherence to the prescribed medication regimen, and patients' self-confidence in managing their health.

IMPROVING THE CONTINUITY OF CARE

The patient population with chronic illnesses may see many different providers, at many different settings / facilities. Coordination and collaboration is not necessarily universal; little or no communication across providers and venues may negatively impact patient experiences, related costs, and overall outcomes.

In order to improve the continuity of care, provider organizations need to ensure that the broader care team internalizes and integrates their delivery of care for each individual patient situation. As more providers aim to deliver patient-centric care, telehealth technology can be used to drive better internalization and integration, resulting in better coordination and collaboration – and better care for the individual patient.



From reducing travel time and related costs to resolving miscommunication amongst care providers and facilities, virtual meetings improve the continuity of care in the following ways:

- **Real-time Communication:** The various providers can conduct video calls to bring together the key care team members, regardless of role and facility. This eliminates the need for providers to travel to other locations to ensure care is well coordinated at the various transition points.

- **Responsive Concern:** As needed, care team members can escalate critical questions and concerns to appropriate providers and specialists. If an in-person intervention is needed, a care team member can also arrange for appropriate transportation to the next care setting.

- **Reduced Readmissions:** Medical staff can reinforce core patient education by aligning on how and when to communicate the rationale of a new treatment plan or new care setting. Patients can remain comfortably at home and on track with their evolving treatment plan vs. returning to the provider or the hospital to have questions answered and care administered.

With the increase in the aging population, more and more patients will face a turning point in their care and require better transition of care processes, reflective of the best patient-centered care. Telehealth enables providers to connect with each other and the patient, regardless of location and the patient's stage in the treatment plan. During the video-based calls, clear, efficient and open communication can take place amongst care team members and across locations, maintaining quality of care at all touchpoints throughout the transition of care.

- The initial provider can share the detailed care plans to those continuing the care after the transfer of the patient.

- Questions can be answered in real-time and all involved can observe visual cues signifying that everyone is aligned on their respective roles and responsibilities.

- The patient's family can also be included – along with home health nurses who may be continuing to provide care if the patient is transitioning to one's home.

- Once the patient is transferred, providers can follow-up via virtual visits to ensure patient adherence to the



The use of virtual care can ensure that patient-centric care is the focus of all providers and facilities delivering care at each turning point.

UNDERSTANDING THE IMPORTANCE OF HIPAA-COMPLIANT VIRTUAL COMMUNICATIONS

As in-person care delivery starts to resume, patients will still expect to have more virtual care options based on their interest, usage and satisfaction with telehealth amid the pandemic. However, it is important to remember that HIPAA-compliant requirements have only been temporarily waived. Providers need to ensure they have a HIPAA-compliant platform that helps them facilitate virtual visits today and continues to protect patients (and their practices) in the near future. A safe and secure platform is even more critical if/when a potential second wave of COVID-19 cases occurs in addition to an expected influx of patients as elective procedures cautiously resume.

HIPAA-compliant communications are more important than ever in order to safely and securely engage patients amid the coronavirus pandemic. Despite personal use of ad hoc video suppliers, providers should leverage a HIPAA-compliant virtual care / telehealth platform which ensures the end-to-end security of communications and also has measures in place to prevent the accidental or malicious compromising of PHI.

Providers should not use ad hoc video suppliers – even though HIPAA-compliant requirements have been temporarily waived – because of limitations such as:

- **Lack of Data Protection & Encryption:** Because ad hoc video suppliers are not HIPAA-compliant, PHI is not protected against threats / hazards to the confidentiality, integrity, and security of patients' data.
- **Poor Video Quality and Unstable Platform:** The video experience of ad hoc suppliers was not designed to be robust and suitable for healthcare communications as well as any level of cellular or WiFi connectivity. Also, the performance of the video platform may be highly dependent on the data transmission at the streaming server end.
- **Access to Personal Contact Info:** With ad hoc video suppliers, staff would have to share their personal phone # and contact info in order to communicate with patients. As a result, controlling inbound/outbound access is lost.
- **Lack of Reporting:** Ad hoc video suppliers do not provide any reporting features. If there is an issue (e.g., malpractice), the call records do not exist and participants cannot be traced without obtaining carrier approval and subpoenaing records.



WHY PROVIDERS USE SYNZIMD

Providers are using SynziMD's HIPAA-compliant telehealth and virtual care platform to safely continue care during the coronavirus pandemic and set themselves up for success as our nation moves into the next phase of healthcare delivery.

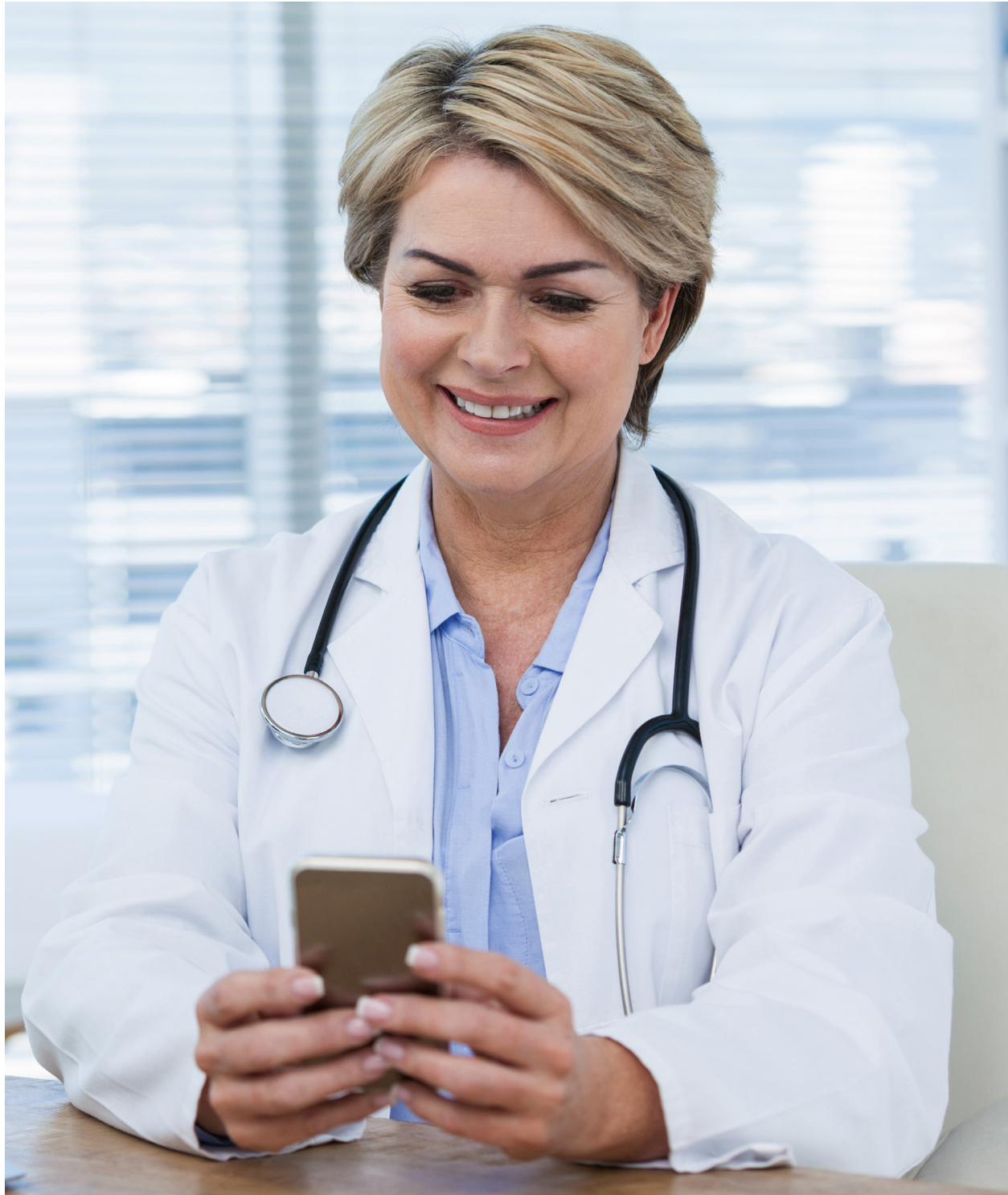
Our easy-to-use platform helps providers connect with patients without any additional hardware, software, or cumbersome set-up. With SynziMD, one can conduct virtual visits with patients who prefer a more convenient method for their appointment or are anxious about in-person visits during the pandemic. Multiple participants can be brought into the video call including colleagues, specialists, home health clinicians, a medically certified interpreter, and the family caregiver. This drives a team-based approach to patient-centric care.

Providers also use SynziMD to drive engagement and adherence by sending patients a cascade of condition-specific messages. SynziMD's remote patient monitoring helps providers monitor their patients regularly and intervene on a timely basis, reducing operational costs while increasing practice revenue and optimizing outcomes. In between appointments, providers also use the platform to send and conduct assessments to obtain timely insight into a patient's health and better manage care for at-risk patients.

With SynziMD, provider organizations:

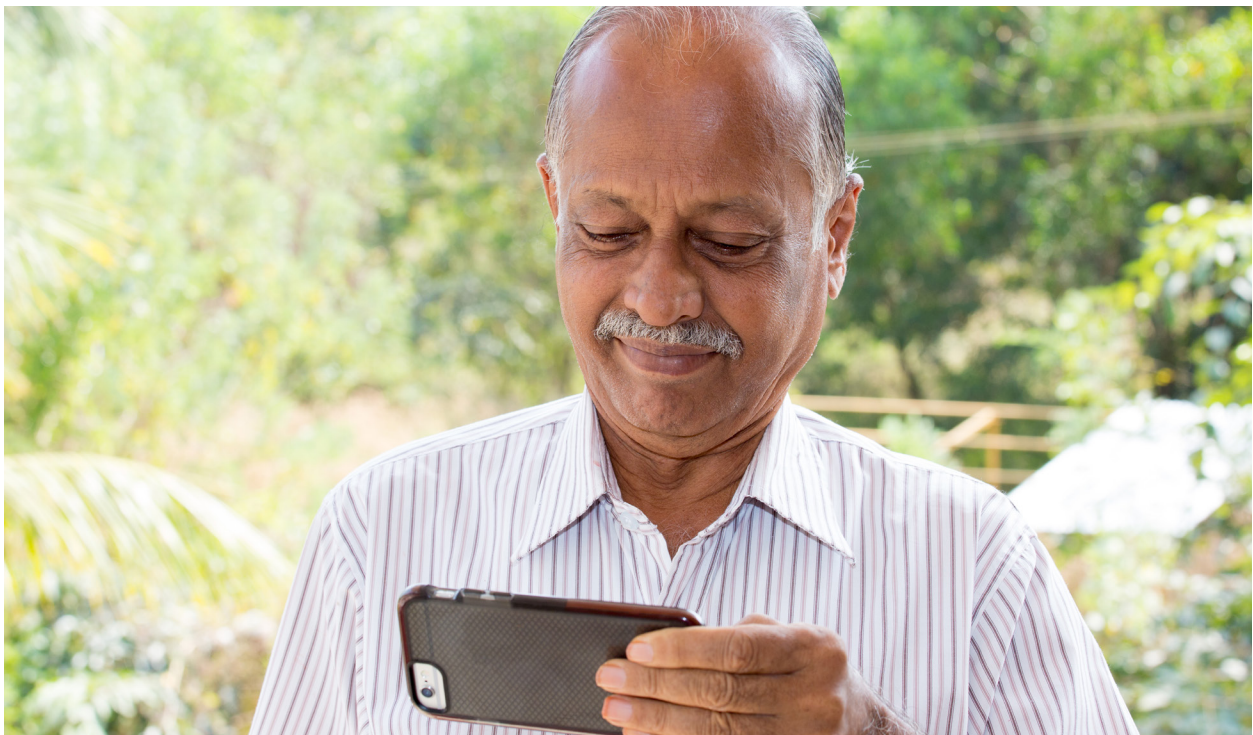
- Deliver care to patients from any setting of the providers' and the patients' choice, improving the quality of life for patients and providers
- Address barriers to in-person visits by using virtual visits to frequently check-in with at-risk patients
- Continue to engage patients before and after appointments and procedures
- Monitor patient vitals in real-time to identify emerging issues
- Conduct regular assessments to gauge patient progress and level of compliance
- Address non-compliance by scheduling a cadence of condition-specific messaging to encourage medication adherence
- Schedule and send tips and updates regarding nutrition, exercise, preventative measures, and immunizations

By expanding a practice's footprint beyond the traditional in-person setting, providers are addressing patients' desire for greater convenience to care while enhancing their own quality of life with the ability to deliver care from the setting of their choice. More frequent touchpoints – whether via virtual visits or messaging – improves patient satisfaction and outcomes while evolving the delivery of higher quality and more timely health care.



HOW SYNZIMD HELPS PROVIDERS SUPPORT LEP PATIENTS

SynziMD's virtual care communication platform also allows a provider to quickly include a medical interpreter into a video call in order to ensure that the patient fully comprehends the care being provided and the expectations going forward. SynziMD's telehealth solution gives providers the ability to easily include medically qualified video interpreters for LEP as well as Deaf & Hard of Hearing patients. Ongoing messaging can also be translated into the patient's primary or preferred language to deepen patient understanding and engagement. With SynziMD, a provider organization can send translated messages to their patients with ongoing medication, dietary, exercise, and general health guidance. SynziMD uses human translators to provide messaging in the languages commonly spoken by an organization's patients. Using email and text to engage patients (and their family caregivers) will drive better patient engagement; communicating the message in the language of a patient's choice is critical to understanding. As a result, providers are able to deliver optimal care – meaning, care that is timely, responsive, and appropriate (linguistically and culturally) for each patient and their respective family/home situation.



WHY SYNZIMD IS THE SAFE AND SECURE SOLUTION FOR YOUR PRACTICE

The SynziMD platform is HIPAA compliant and operates in a HITRUST certified environment, ensuring the security of our technology today while future-proofing our solution to meet growing customer needs. Our focus on supporting healthcare organizations, along with our commitment to meeting the industry's stringent regulations, truly sets SynziMD apart from other video conferencing solutions. Providers and clinicians use SynziMD to conveniently access and share PHI with patients, colleagues, defined care teams and medical personnel across settings and care facilities. SynziMD maintains the highest standards for security at every level (app, platform, and facilities) to keep patient and provider data private and safe. Health care organizations trust SynziMD's video and messaging telehealth / virtual care platform and are confident that patient-provider and provider-provider communications remain private and secure.



WHY TELEHEALTH IS CRITICAL TO CARE – TODAY AND TOMORROW

The time for telehealth adoption is now. “I think the genie’s out of the bottle on this one,” CMS Administrator Seema Verma said in April. “I think it’s fair to say that the advent of telehealth has been just completely accelerated, that it’s taken this crisis to push us to a new frontier, but there’s absolutely no going back.”

This is a critical time for healthcare. And, this is a watershed moment for telehealth. As an industry, we collectively point out that the most obvious sign that telehealth is widely accepted is the dropping of the “tele” prefix. Regardless of how/when we reach the tipping point, telehealth is poised to move into the mainstream, optimizing outcomes for all involved.

Why is timing everything in Telehealth? Seconds count and minutes matter when patient care is needed. There’s no better time to get started.

