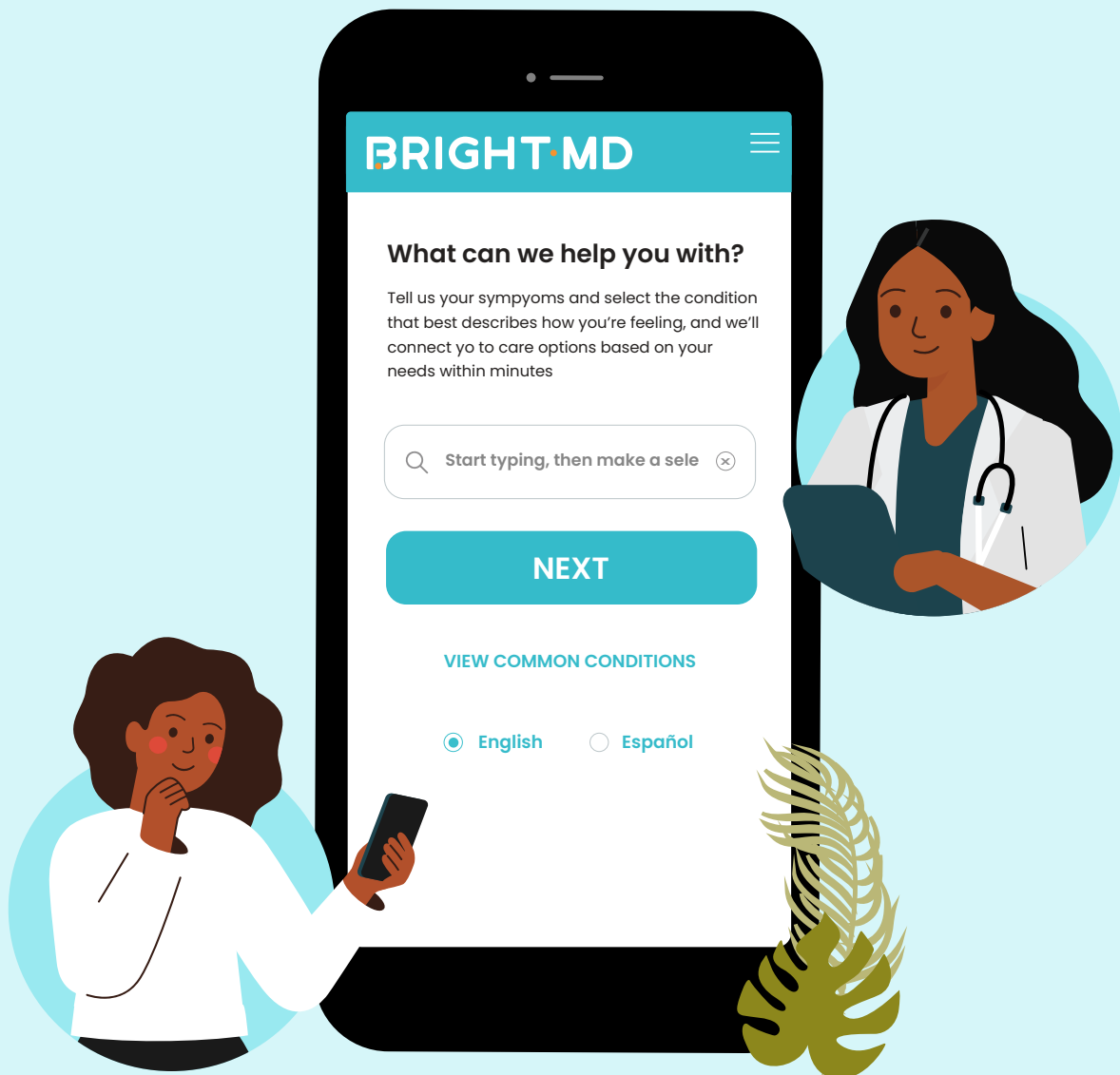


ASYNC CARE IN THE WILD:

Revenue generation, labor shortages, and burnout



Real world applications of asynchronous telehealth in today's healthcare climate

BRIGHT.MD



Healthcare's constant evolution brings ever-present challenges. Today's post-pandemic landscape is still feeling the aftermath of Covid-19, with burnout and capacity issues crippling care delivery organizations across the U.S. Not to mention, direct-to-consumer competition is making strides in capturing low-acuity patients given their accessibility and ease of use.

With all that today's healthcare executives have on their plates, it's critical for technology partners to not just perform, but also stay flexible while addressing challenges in care delivery. A solution like Bright.md's asynchronous telehealth, for instance, was designed specifically to address capacity constraints while offering patients an attractive digital front door to navigate care options and guide them to the right care at the right time.

But how can asynchronous telehealth also solve for labor issues? Does it in fact alleviate providers of administrative burden, or does it instead add to it, like so many other technology solutions on the market? And in today's challenging climate, can a solution like Bright.md prove it's ROI while also generating revenue?

We understand how important it is for your technology of choice to prove itself in the long run. That's why we wanted to turn to the proof in real world applications and set out to answer the question—how has asynchronous telehealth been performing in the wild?



Part 1: Solving for scale: How asynchronous telehealth tackles today's workforce challenges



Part 2: Help or hinder? Exploring asynchronous telehealth's role in clinical burnout



Part 3: Async in application: Health system insights for patient retention, clinician efficiency, and frictionless escalations

Solving for scale: How asynchronous telehealth tackles today's workforce challenges

Discover how the right technology can directly address today's labor issues

What's keeping today's health system CEO's up at night? According to [a new survey conducted by the American College of Healthcare Executives](#), it's an issue that's now ranked number one for two years in a row—workforce and labor challenges. Financial challenges, which held the number one spot previously for 16 years, fell to number two in 2021, pointing to the stark reality of today's labor shortages and issues with burnout.

In fact, it's no secret today's clinicians are facing an epidemic of burnout. But the problem extends beyond clinical resources to IT teams, administrative teams, call center staff, and more. And as a result, health system executives struggle to both retain and attract new staff, leading to sleepless nights and the need for a more sustainable solution.

Retention, burnout, and the bottom line

Executives' worries over workforce and labor issues have coincided with the rise in burnout in recent years. According to last year's [Physician Burnout & Depression Report 2022: Stress, Anxiety and Anger](#) by Medscape:

- 47 percent of clinicians reported burnout, with ER physician burnout increasing from 43 to 60 percent from 2021 to 2022.
- Most physicians report burnout spilling over from work into homelife, with 54 percent saying the stress is severe enough to impact relationships.

The trauma and loss brought on by Covid-19 has also contributed to the emotional and physical burden placed on clinical teams. With the well-being of providers tied to overall fulfillment and quality of care, the cost of physician burnout isn't anything to gloss over. In fact, according to [a study published in the Annals of Internal Medicine](#), models estimate approximately \$4.6 billion in costs related to physician turnover and reduced clinical hours is attributable to burnout each year in the U.S.

According to recent research published in [JAMA Internal Medicine](#), time spent on EHRs and documentation work is a major contributor to burnout and turnover. U.S. physicians using EHRs spend, on average, "1.84 hours a day completing documentation outside of work hours," the study stated. Furthermore, 33 percent of physicians spend two hours or more completing documentation outside work hours daily.

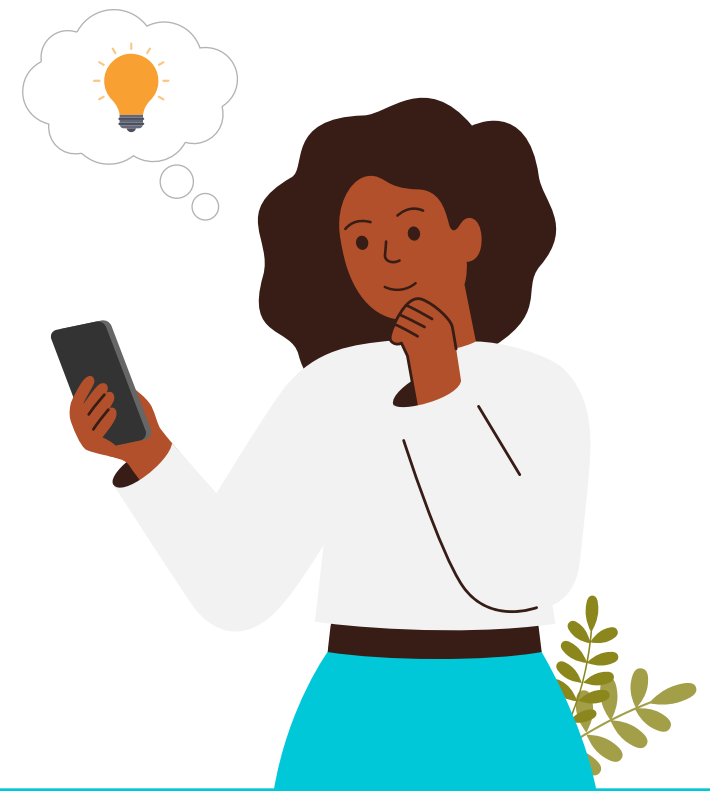
Additionally, 57 percent of physicians said time spent documenting reduces the time they can spend with their patients.

What role does telehealth play in today's labor issues and burnout?

Does **telehealth help or hinder today's overwhelmed and overburdened doctors**, and can it ultimately help today's systems scale with limited staff? The answer, it turns out, is complex—many types of telehealth can help with burnout and the need to scale, if implemented correctly.

Virtual care availability and digital health options led to increased engagement for some patients—yet, there often hasn't been an increase in support teams to handle the influx of patients requesting care from these types of modalities. In turn, the increase in portal messages, emails, or other types of incoming communication from patients means an increase in EHR work—which leaves providers to pick up the slack. And additional administrative work isn't the only hiccup created as a result of telehealth; today's EHRs are commonly known to be rife with usability and integration issues, which only exacerbate clinicians' feelings of burnout.

So how can executives employ the right technology to alleviate administrative overwhelm while scaling their staffing abilities to meet the growing demands of patients?



Asynchronous telehealth and solving for scale

When done correctly, telehealth—and more specifically, asynchronous telehealth—can make every clinical interaction more productive for both patients and providers. A solution like Bright.md also decreases the time it takes for clinicians to provide care, helping to scale the overall workforce by decreasing time spent on mundane tasks.

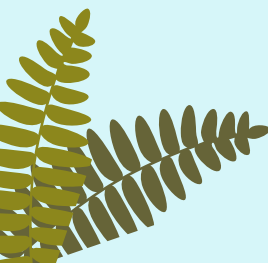
Not to mention, an asynchronous telehealth solution like Bright.md integrates directly into an EHR, reducing the time it takes for patients to find care and clinicians' time documenting the encounter. Automation plays a strong role in Bright.md's ability to streamline a health system's processes; our solution automates the elements of existing workflows that are repetitive and don't require a medical degree.

Patient intake, medical history collection and verification, allergy and medication documentation, and prescription orders are all elements that clinicians no longer have to worry about when using a solution like Bright.md.

Bright.md specifically also has the ability to escalate patients out of an asynchronous encounter should that venue of care not be appropriate for their needs. Our digital front door, Navigate, ensures patients get to the right venue of care the first time around, eliminating additional work and confusion for providers, patients, and call center staff. With configurations that help redirect patient volume from overcrowded venues in real-time, Navigate reduces costs while keeping patients in-system for the care they need—ultimately improving outcomes and loyalty.

Lastly, Bright.md includes clinical decision support that encourages clinician autonomy and is crucial for scaling what staff a health system has. Unlike other telehealth platforms, **Bright.md includes clinical decision support and content** for all conditions we help treat, which make up more than 50 percent of all primary and urgent care visits. With more than 130 diagnoses, our content is evidence-based and updated regularly based on the latest clinical guidelines. And because we have been building and refining our clinical content for more than eight years, our clinical content engine can't be replicated.

With burnout at an all-time high, CEO concerns over their workforce and labor shortages are justified. However, the right kind of technology can directly impact staff's day-to-day while solving for scale.



Help or hinder? Exploring asynchronous telehealth's role in clinical burnout

Does asynchronous telehealth add to today's epidemic of burnout—or can it alleviate it?

Does telehealth alleviate or exacerbate clinician burnout? Both, according to [a recent Health Intelligence article](#). Telehealth helps clinicians by providing flexibility in their workflows and ultimately broadening their ability to deliver care. But, certain aspects of telehealth can instead add to the burnout many of today's clinicians are feeling—with [one study citing](#) that clinicians who use telehealth are more likely to have to complete work in their EHR after normal business hours.

Not to mention, the fast implementation and deployment of telehealth platforms during the pandemic has led to fragmented workflows, resulting in virtual care causing more harm than good in many cases.

With that said, what can and should be done to ensure the proper use of telehealth solutions designed to improve provider experiences and integrate directly into existing workflows? Is there a way for health system executives to truly alleviate providers of overwhelm, while reaping the benefits of technology like asynchronous telehealth?

Are EHR integrations the crux of the issue?

Recent research published in [JAMA Internal Medicine](#) showed just how long U.S. physicians spend inputting information into an EHR: on average, 1.84 hours a day completing documentation outside of work hours.

And additional time for administrative work isn't the only hiccup created as a result of telehealth; today's EHRs are commonly known to be rife with usability and integration issues, which only exacerbate clinicians' feelings of burnout.

Virtual care availability and digital health options have led to increased engagement for some patients—yet, there often hasn't been an increase in support teams to handle the influx of patients requesting care from these types of modalities. In turn, the increase in portal messages, emails, or other types of incoming communication from patients means an increase in EHR work, which leaves many clinicians working after hours to pick up the slack.



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The clinical workflow catch-up

The quick implementation of telehealth platforms has also led to confusion and fragmentation in certain clinical environments. Often, virtual care and telehealth hasn't been integrated efficiently into a system's overarching workflows—a result of many health systems viewing the telehealth experience as simply a replica of an in-person visit. In turn, messy workflows and the incorrect routing of information only adds to the work and burden of not just clinicians, but also their patients and other caregivers.

How asynchronous telehealth combats clinician burnout

According to mHealth Intelligence, there's a larger need to shift providers' perceptions of telehealth, while also ensuring the technology chosen integrates into existing workflows and alleviates administrative work, instead of adding to it.

It's true—when done well, asynchronous telehealth can ultimately make every clinical interaction more valuable for both providers and patients.

Telehealth strategy does not mean only enabling video conferencing but also incorporating a wide array of remote care capabilities, including asynchronous telehealth. And measuring clinician experience while implementing those services is crucial.



Here are five key ways asynchronous telehealth gets to the root of the problems providers face with today's digital health tools:

- 1 Integrates directly into EHRs.** Asynchronous telehealth has to integrate into an EHR and reduce the time it takes not only for patients to find and receive care, but also clinicians' time giving care and documenting the encounter. Bright.md, for instance, connects bidirectionally with the EHR of choice—including Cerner, Epic, and athenahealth—using standard HL7 protocol like FHIR APIs to sync and exchange information.
- 2 Automates key elements of existing workflows that are repetitive and don't require a medical degree.** Parts of care delivery are ripe for automation, which, in turn, can allow providers to better focus their time on patients who need them most. With Bright.md, automation occurs through the handling of patient intake; collecting and verifying medical history, allergies and current medications; ordering prescription refills or labs; managing chronic care or post-surgery check-ins.
- 3 Escalates patients who require higher levels of care automatically out of virtual care options that aren't right for them.** An asynchronous telehealth platform like Bright.md doesn't just include a digital front door to help navigate patients—our solution also escalates patients to the appropriate care venue within your health system should asynchronous care not be appropriate.
- 4 Directs patients to the right venue of care, the first time.** By identifying the appropriate next step through our digital front door solution Navigate, Bright.md ensures patients get to the right venue of care the first time around, while also enabling downstream revenue as a result of escalations to video or in-person visits.
- 5 Supports clinician autonomy with effective clinical decision support.** **Clinical decision support** is particularly crucial for today's virtual care platforms for telehealth to truly be beneficial to the clinician experience. Bright.md, for instance, includes clinical decision support that betters the care experience for patients and providers—giving clinicians, specifically, support and relief from unnecessary administrative tasks. By automating charting and integrating into existing workflows—including EHRs, prescription fulfillment tools, and billing—we're able to give doctors back their time, helping to alleviate feelings of stress and overwhelm, while maintaining clinical autonomy in diagnosis and treatment.



Async in application: Health system insights for patient retention, clinician efficiency, and frictionless escalations

How is asynchronous telehealth used by today's leading health systems?

At Bright.md, our clinician and patient users understand a thing or two about the value of asynchronous telehealth. Spread across the country and varying in sizes, our health system partners have each implemented Bright.md with the goal of streamlining administrative tasks for their clinicians, while offering patients an easy and effective care option that results in retention.

Earlier this year, we checked in with a few of our customers to get a better sense of how the Bright.md platform delivers on value in a number of key areas. Whether it's keeping patients engaged, gaining clinician buy-in, or seeing downstream revenue from escalations, we dove into the data to tell the story of the real-time benefits of Bright.md.

Patient retention in a time of growing care options

Direct-to-consumer choices when it comes to finding and receiving care can have a significant impact on health systems looking to build and maintain revenue in an uncertain climate. With Amazon **making a play for low-acuity patients** through recent acquisitions, for instance, systems need options that combat patient losses to other care venues that are often less cumbersome and more efficient. Asynchronous telehealth, we believe, is the perfect solution to not only welcome patients through a digital front door, but to navigate them to the appropriate care venue the first time around, while ultimately treating low-acuity conditions in the most efficient way possible.

This January, in fact, one health system partner recognized **58 percent of their asynchronous telehealth users were repeat patients**, reinforcing Bright.md's ability to keep patients in their system for low-acuity needs. Another health system partner saw that **34 percent of users of Bright.md's platform** in the month of January have used Bright.md before as well.

A third health system customer of Bright.md saw a six percent increase in the number of repeat users from December to January—a notable statistic that proves patient satisfaction with their visits and a willingness to use the solution again.

Provider support that increases efficiency and alleviates overwhelm

Telehealth is often touted as the cure for today's epidemic of clinician burnout. **But as we've recently learned**, telehealth can both help and hinder clinicians' feelings of overwhelm. Critical to the success of a telehealth solution in addressing provider burnout are key areas of functionality, like integration with an EHR, trusted clinical decision support, and accommodating workflows that address not just care navigation but also escalations.

In January, our health system partners experienced a number of data points that help reaffirm Bright.md's role in supporting burnt out clinicians while gaining their buy in. For instance, one Bright.md customer saw a **93 percent provider satisfaction rate** when delivering care through our asynchronous telehealth platform.

And with continued use of the Bright.md platform comes greater efficiency and a gained trust in both the platform and the proprietary clinical content we include. Crafted by a team of in-house editors and constantly vetted through trusted resources, **our clinical decision support** is vital to helping today's doctors offer care in the most effective way possible.

Health system efficiency gains with Bright.md in January:

- One health system saw **provider time for asynchronous visits last just two minutes and seven seconds on average**
- A second health system has providers spending **just four minutes on average to deliver care through Bright.md**.
- A third partner had gains in efficiency through increased usage during the month of January. Now their clinicians spend **less than four minutes to deliver asynchronous care**.



Asynchronous treatment and escalations to other care settings

With Bright.md, treating clinicians have the ability to treat patients asynchronously for low-acuity conditions, or they can choose to escalate the patient to either a video or in-person setting to accurately diagnose and treat them. Additionally, the Bright.md platform is designed to automatically escalate patients out of an asynchronous visit should they answer questions in a specific way during their patient interview that points to higher-acuity symptoms or chronic issues.

With that in mind, Bright.md integrates into a health system's existing workflows to ensure patient escalations are handled correctly and appropriately to reduce friction in the patient experience, while maintaining efficiency gains for providers through these important transitions of care. Not to mention, the downstream revenue our solution enables through this functionality. In fact, we recently saw that **81 percent of patients escalated to a synchronous encounter through Bright.md** follow through with their visit.

This past January:

- One health system partner had a consistent **treatment rate of 95 percent through asynchronous telehealth.**
- Due to older populations and more high-need patients, another health system partner saw **that 74 percent of visits in January through Bright.md were provider treated**, while 26 percent were escalated by providers to another care venue.

As clinicians become more familiar and comfortable with Bright.md's asynchronous interviews, escalations to other care settings can also decrease. For example:

- A new health system partner saw **79 percent of provider reviewed interviews treated asynchronously in January**—a stark increase of a 45 percent asynchronous treatment rate from the two months prior.



The data doesn't lie

Asynchronous telehealth gained buzz and traction during Covid-19, but its staying power in today's healthcare climate is proven by the results of our partner health systems. By offering an experience that's seamless and virtual, health systems can directly compete with today's new consumer healthcare offerings, while alleviating clinicians of overwhelm through clinical decision support. The Bright.md solution allows for downstream revenue by integrating into a system's EHR and current workflows, providing an avenue for effective navigation and frictionless escalations.

6 key takeaways from seeing asynchronous care in the wild:

- 1 With burnout at an all-time high, the right kind of technology is critical and can positively impact staff's day-to-day while solving for scale.
- 2 Virtual care availability and digital health options have led to increased engagement for some patients—yet, there often hasn't been an increase in providers, nurses, or support teams to handle the influx of patients seeking care through these types of modalities.
- 3 Direct-to-consumer choices when it comes to finding and receiving convenient care is significantly impacting health systems looking to build and maintain revenue in an uncertain climate.
- 4 When done correctly, telehealth—and more specifically, asynchronous telehealth—can make every clinical interaction more productive and enjoyable for both patients and providers.
- 5 With Bright.md, clinicians have the ability to treat patients asynchronously for low-acuity conditions, or they can escalate the patient to either a video or in-person setting to accurately diagnose and treat them.
- 6 By offering an experience that's seamless and virtual with Bright.md, health systems can directly compete with today's new consumer healthcare offerings, while alleviating clinicians of overwhelm.

BRIGHT.MD

Bright.md is the leading asynchronous telehealth solution increasing access and convenience for patients, while improving efficiency and consistency for providers. With evidence-based clinical interviews for common conditions and automated documentation, Bright.md improves how leading health systems deliver care to lower patient wait-times, reduce administrative burden for providers, guide patients to the right venue of care for their needs, and drive patient loyalty with industry-leading satisfaction ratings.

Founded in 2014 to solve key challenges for providers and patients, Bright.md has been recognized as a Gartner Cool Vendor in Healthcare, a Vendor to Watch by Chilmark Research, and one of AVIA Connect's Top Virtual Visits Companies for 2023. Bright.md was named the Best Overall Telehealth Solution in the MedTechBreakthrough Awards for the third consecutive year in 2023, and has been recognized as one of the Top 100 Healthcare Technology Companies by *Healthcare Technology Report*, one of America's Best Startup Employers by Forbes, and one of the Most Admired Companies in Health by *Portland Business Journal*.

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