



# Integrating Virtual Care with EMRs: A Case Study

Nicholas Chepesiuk  
CEO, OnCall Health



# Faculty/Presenter Disclosure

- **Speaker:** Mr. Nicholas Chepesiuk
- **Relationships with commercial interests:**
  - OnCall Health - CEO



# Disclosure of Commercial Support

- **No Commercial Support**
- **Potential for conflict(s) of interest:**
  - OnCall Health owns, develops, licenses, distributes and benefits from the sale of a product that will be discussed in the program: Integrating Virtual Care Solutions with EMRs to Drive Workflow Efficiency and Improve Patient Outcomes



# Mitigating Potential Bias

- Content of this presentation has been reviewed by a panel of physician and nurse peers to ensure that it remains unbiased and has no commercial representation



# Agenda

1. Background on uses for virtual care software
2. Case study: client background and project scope
3. OSCAR EMR integration workflow
4. Results of pilot and scaling
5. Outcomes and potential for future



70%

of healthcare  
appointments do not need  
to be in person.

84%

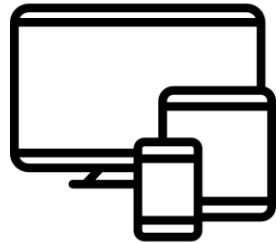
of consumers want to  
communicate with their  
provider over video or  
email

92%

of patients are highly  
satisfied with virtual care



# Challenges for Clinics Adopting Virtual Care



## Technology

Many software options are notoriously unreliable and too difficult for all patients to navigate. Must be available on any device and integrate with workflow.



## Security

Very few software options achieve Canadian healthcare compliance.



## Technical Support

Clinics usually don't have the resources to commit to troubleshooting patient devices.



# Client Background & Project Scope

## Client

- Leading licensed producer of medical cannabis.
- Works closely with chain of 30 medical clinics across Canada.
- Interacting with ~200,000 patients per year.

## Project

- Launch custom-branded virtual care apps.
- Train/support team of nurses and educators on software.
- Integrate with OSCAR EMR instance.

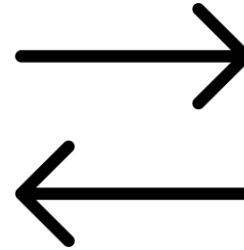




# Project Scope: Software & Service Requirements



**White label:** Fully branded, device agnostic virtual care experience.



**API Integration:** Custom bidirectional integration with clinic group's OSCAR instance.



**Compliance:** guaranteed PHIPA and PIPEDA compliance.



**Payments:** Custom medical industry-friendly implementation for payment processing and receipt generation.



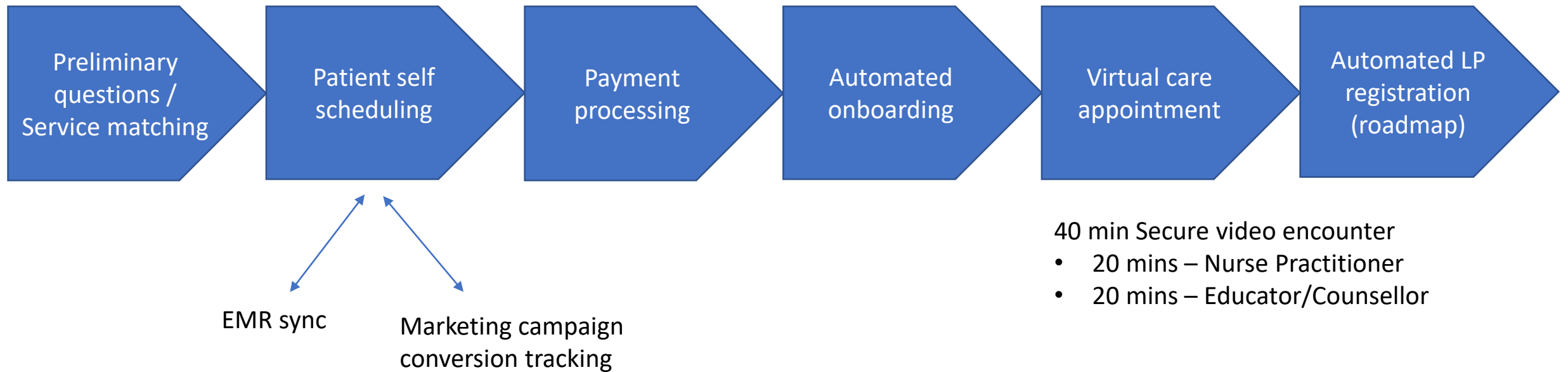
**Support:** 1 on 1 training for all nurses/counsellors, and 24/7 bilingual technical support for all patients.



**Bilingual Interface:** full platform is available in English and French.



## Project Scope: High Level Workflow





# Project Scope: Role-based Functionality Requirements

## Nurses & Educators

- Multi party video sessions
- Overlapping video sessions
- Encounter-based instant messaging
- Screen sharing
- Digital form assignments

## Clinical Coordinators

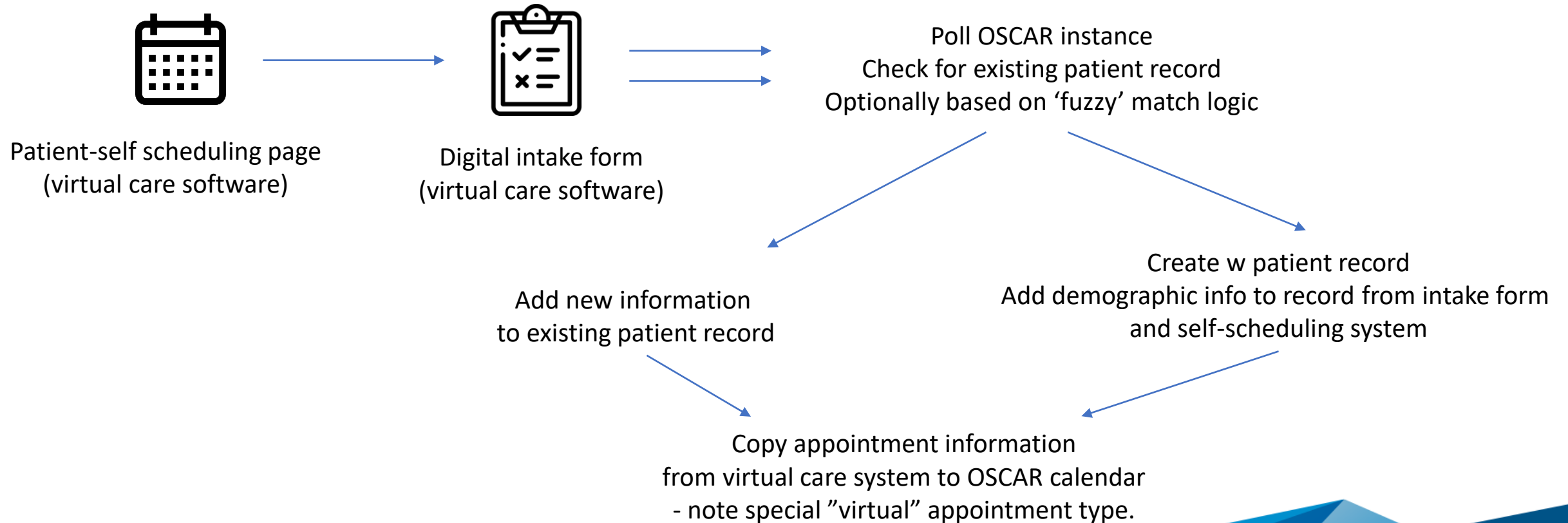
- Manage scheduling without leaving EMR
- Custom email notifications
- Special account privileges to manage all provider availability and digital form assignments

## Project Managers

- Referral source tracking
- Utilization analytics
- Marketing campaign conversion analytics
- Payment processing discount code reporting

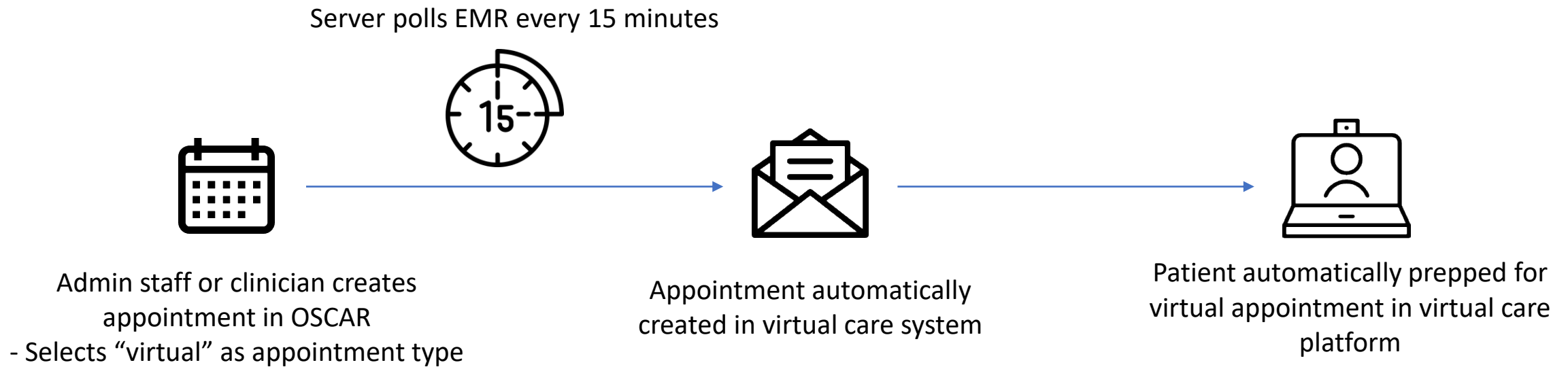


# Integration Map: "Push to OSCAR"





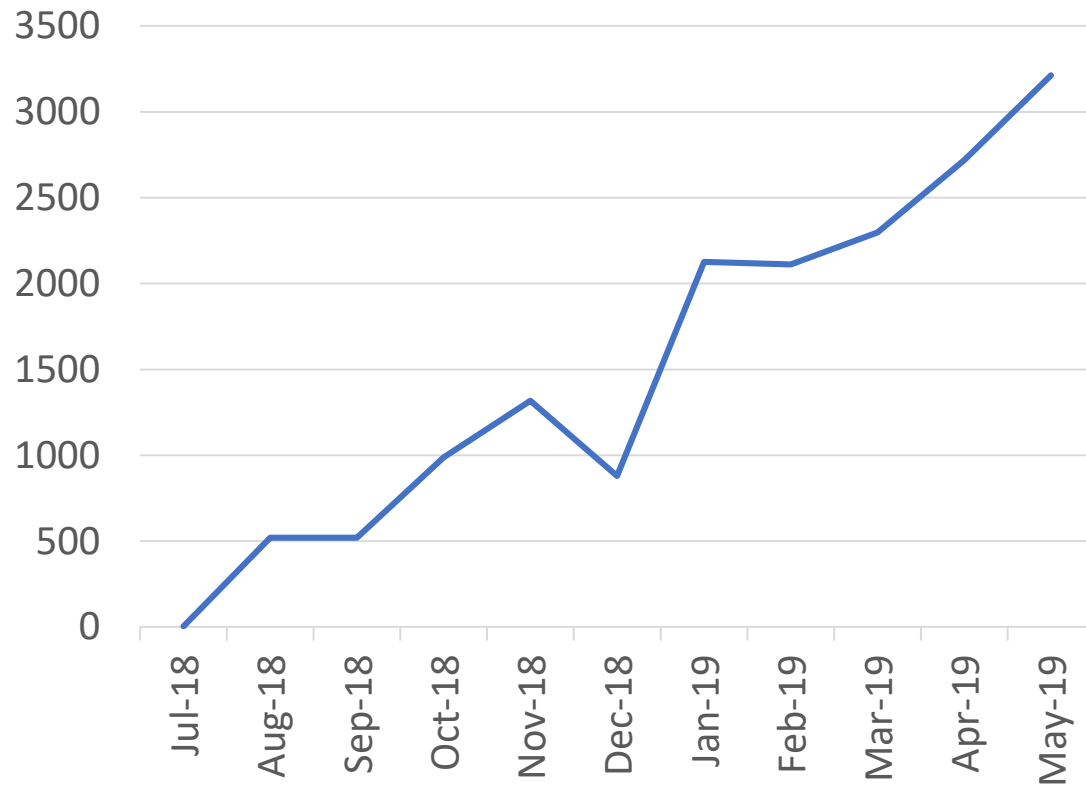
# Integration Map: “Pull from OSCAR”





## Results: Client Pilot & Scale

Virtual Appointments Booked



- Since launch in August 2018, **18,200** virtual care appointments booked - running into 2020.
- In less than a year, virtual care already accounts for **~21%** of all appointments for the clinic group.
- On pace in 2019 to exceed **5,000** booked video appointments per month in Ontario for the clinic group.
- Program expected to exceed **10,000** booked video appointments per month in 2020 with national expansion.



# Outcomes

- Reduce overhead & decrease ongoing cost to serve patient
  - Patients typically return every 3 months – results in recurring cost to renew
  - Eliminate the need for physical clinic locations
  - Centralize clinical staff
- Increase new patient acquisition
  - Patient usage of virtual care (**25% MoM growth**) is growing faster than appointment requests at the clinic group's physical clinics.
- Greater reach of clinic services & improved patient satisfaction



## Key Takeaways

1. OSCAR is the only popular Canadian EMR that openly supports third party software integrations.
2. Canadian healthcare and consumer privacy legislation present unique requirements for clinics adopting virtual care software.
3. Accessible technical support and workflow configurability are key to a successful virtual care program.





**Thank you!**

**Nicholas Chepesiuk**  
**nicholas@oncallhealth.ca**

