



case study

Access Physicians Uses Zoom to Expand Access to Quality Healthcare

Access Physicians (www.access-physicians.com) is a multispecialty physicians group that is expanding access to specialists through virtual caregiving. Their practice started as a way to bring care to underserved populations in rural areas of Texas, where patients had to travel 250 miles to see a specialist or even a primary care physician. Now Access Physicians hosts 400 virtual encounters a month between doctors and patients in this population. From there, the practice has expanded over the past few years to include long-term nursing facilities, acute care hospitals, and large urban and suburban hospitals.

Access Physicians achieves incredible outcomes with their telemedicine cart, which they have outfitted with Vaddio cameras and Zoom video conferencing software. Through these carts, Access Physicians doctors can patch into any care situation virtually to elevate the quality of care.

We spoke with Access Physician's Co-Founder Dr. Chris Gallagher MD, and Kevin Houlihan, their Chief Experience Officer, about their offerings and why they chose Zoom to support their telemedicine carts.

"Smooth application of telemedicine is crucial. Zoom was the final piece to make the entire experience 'Fisher Price easy,'" explained Houlihan. Ease of use was not the only deciding factor. Access Physicians also chose Zoom because it enables HIPAA compliance and is stable, and has encrypted chat and the highest quality audio and video. "Zoom's stability has been transformative," said Houlihan.

"Our previous solutions were either complicated, unreliable, or lacked functionality. And one had constant updates that created a huge problem when trying to start meetings."

They also sought an application that would allow the patient's family to participate along with the doctor and patient: "Other applications don't



Access Physicians

Industry: Healthcare

Challenges: Access to physicians and specialists can be limited, especially in rural areas

Solution: Access Physicians uses carts outfitted with Zoom to virtually staff medical professionals into facilities where they're needed

Business Benefits: Reduction in emergency room and critical care visits, as well as in medical transport, translating to massive savings for both patients and care facilities

allow for multiple members join in a HIPAA compliant setting, but Zoom does. Now doctor, patient, and family members can be in the conversation,” said Gallagher.

Access Physicians has seen incredible growth since their first telemedicine project in October 2013. They already have programs running in four states (Texas, Michigan, Mississippi, and Virginia) with 300+ physicians, and expect to have 28 telemedicine projects running in the next six months. They have developed national partnerships, are managing some hospitals and ICUs completely remotely, and are currently expanding into education with clinics already deployed in 45 schools in Texas.

The outcomes for Access Physicians, and the partners and patients it serves, have been incredible. For example, one partner – a large hospital – saw a 50% reduction in the patients the needed to send to the emergency room. A long-term acute care hospital saw a 50% reduction in returns to their facility, and skilled nursing facilities have reduced the patients they’re sending out to critical environments by 82% a month.

“This translates into better outcomes for patients,” explains Gallagher, “They can get care closer to where they live, saving them the financial hardship and the difficulty of travel.” It also translates into major cost savings for hospitals and managed medical groups. For example, one hospital dropped the helicopter transport they needed from 12 to 8 a month, resulting in a savings of up to \$20,000 per flight.



Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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