

# CUSTOMER SUCCESS STORY



## RAINBOW PEDIATRIC CENTER

### USING TELEVISITS FOR ADHD PATIENTS

#### The Challenge

The staff at Rainbow Pediatric Center in Jacksonville, Florida had noticed that some patients were having trouble getting to their appointments, particularly children with Attention Deficit Hyperactivity Disorder (ADHD), many of whom had appointments every three months. Given increasingly busy family schedules, the practice needed a way to better serve families while maintaining standards of care.

#### The Solution

Rainbow Pediatric Center decided to offer ADHD patients and their parents a three-month trial campaign using the eClinicalWorks telemedicine solution, TeleVisits. Where medically appropriate, patients and their parents could conduct a remote visit, thus reducing the need to take time off from school and/or work to physically travel to the office every three months.

#### The Results

After just one month with TeleVisits, Rainbow Pediatric Center saw a 60% improvement in compliance among ADHD patients. Dr. Prasanthi Reddy estimates that about 80% of her patients are now actively engaged through the Patient Portal. She has added electronic prescribing to offer additional convenience and intends to extend the use of TeleVisits to other areas of the practice.

# Rainbow Pediatric Center



Dr. Prasanthi Reddy

## Growing as Their Patients Grow

When she founded Rainbow Pediatric Center (RPC) in 2004, Dr. Prasanthi Reddy's goal was to engage the

community by offering comprehensive, quality medical care to children, and doing so with a holistic approach. Nearly 15 years later, with two locations and eight providers, Dr. Reddy is confident she has achieved her original purpose.

"We're now seeing families refer other families to us, and it's wonderful to see kids that I took care of 15 years ago who were teenagers now bringing their kids to us," Dr. Reddy said. "That's the best compliment that we can get."

But technology and lifestyles change over time. Today's patients are busier and more tech-savvy than ever. With the wide availability of smartphones and the internet, Rainbow Pediatric Center has put more and more of the power of eClinicalWorks to use.

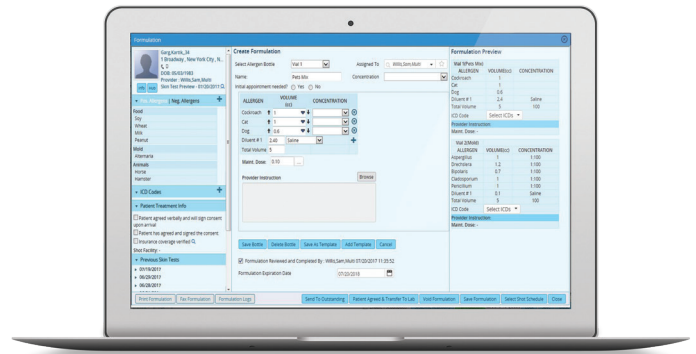
## How eClinicalWorks Is Helping

"eClinicalWorks is user friendly," Dr. Reddy said. "It's easy for new providers who come on to learn how to use the system, and there are lots of bells and whistles. I can choose to use them or keep it simple. Through the years as we've changed and incorporated different services into our practice, I was very happy to find that my EMR already has all of that built into it."

For example, Dr. Reddy's colleague Dr. Jorge Rivera does allergy testing, and RPC staff were

excited to discover that the eClinicalWorks EHR has an allergy and immunology module.

"We are currently working on connectivity with labs right now, to get interfacing," Dr. Reddy added. "And I was excited about being able to



As Rainbow Pediatric Center has continued to expand its services, providers have been pleased to find eClinicalWorks offers them all the functionality they need, such as the allergy and immunology module.

prescribe controlled substances electronically — that's big for families with ADHD. It evolves as our needs grow. I haven't had an issue where I had something that needs to get done and eClinicalWorks couldn't make that happen for me."

## Telemedicine for ADHD Compliance

It is no surprise, then, that Rainbow Pediatric Center would turn to healow TeleVisits to better meet patients' needs.

Dr. Reddy and her staff had noticed that compliance with appointments and medication routines had begun to lag among ADHD patients, many of whom were required to visit the office every three months. She and Jocelyn Restrepo, a pediatric nurse practitioner, called the families of all ADHD patients and encouraged them to participate in a three-month trial of TeleVisits.

“We said ‘Let’s give it a try, let’s see how you feel about it,’” Dr. Reddy said.

Patients agreed. And once they had tried TeleVisits, they loved it.

Dr. Reddy said that one parent who normally drives about an hour-and-a-half to bring her child to the office loves the convenience of TeleVisits, and encouraged RPC to continue using them. She said it was saving her three hours every three months and was obviously the wave of the future.

“That just gave us the motivation to continue on,” Dr. Reddy said. “It was amazing to see the compliance improved by about 60% just in the first month alone. Parents would be in the middle of a soccer game, and say ‘I just pulled my child out so you can talk to him for a little bit.’ We could see the kids were very excited about it, too, saying ‘Hey, my doctor is on the computer screen!’”

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## Maintaining the Standard of Care

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“One of the reasons that we chose our ADHD patients,” Restrepo said, “is because most of the visit is conversational. A lot of what we do is assessing how the patient is doing in school, are they having any side effects with the medication, how do the parents feel, how does the child feel, what is the feedback they are getting from teachers.”

At the same time, RPC recognized that there could be no relaxation in the standard of care they provide.

You might screen a patient using TeleVisits and say, ‘You know, I can take a look at

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Dr. Reddy herself sees the integration of technology as another opportunity to extend the philosophy that informs the entire practice.

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your child and talk you through it, but if there’s a more extensive physical that needs to be done, then we’ll invite you in for a physical,” Dr. Reddy said.

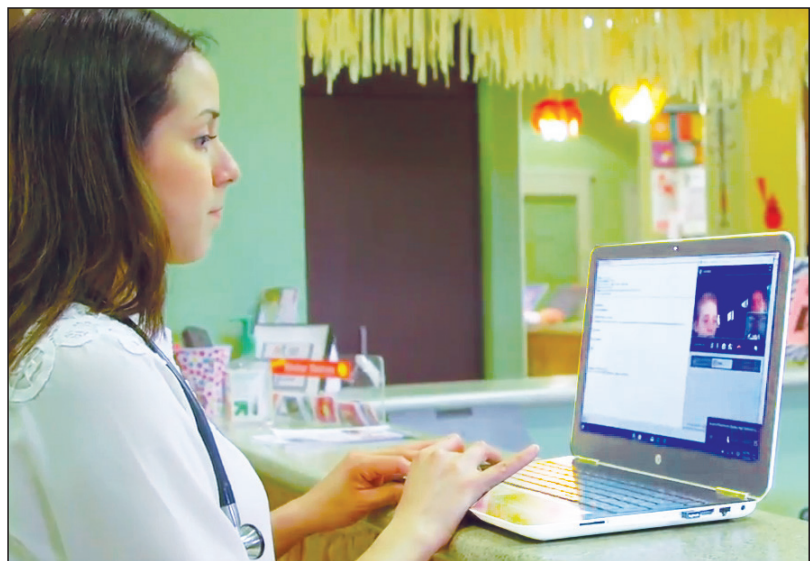
“They still need to come into the office a few times a year,” Restrepo said. “We need to check blood pressure and weight. There are standards of care that we need to follow. But your typical follow-up visits do not need to be addressed in the office necessarily, because you don’t need to do a physical exam each time. Having the option for patients to download an app on their phone, pick up their kid from school, and do the visit in a car — maybe before they even leave the pickup line — well, that is just really great!”

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## Convenience and Accessibility

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The importance of a successful implementation of TeleVisits — or any other technology — should not obscure its significance as an extension of the quality of care that Rainbow Pediatric Center



After a three-month trial with healow TeleVisits, providers and patients at Rainbow Pediatric Center agreed the telemedicine solution makes good sense for ADHD patients — and may be applied to others in the future.

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“Behavior is not going to change with one or two reminders, It’s got to be something consistent. Once they see the value in it, they’re hooked. So, that’s the trick. It’s all about the reinforcement.”

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— Dr. Prasanthi Reddy

already provides. New tools do not replace, but instead, add value to the time-honored practice of quality medicine.

Lisa Badz, the mother of Logan and Lola, both of whom have ADHD, recognizes that TeleVisits will be an extremely convenient tool for her family. But the real reason she has taken her children to Rainbow Pediatric Center for many years is Dr. Reddy herself.

“I trust her with my children, and she’s really a wonderful provider,” Badz said. “She’s been very knowledgeable about explaining the whole process with children who have ADHD. We started out by first communicating with all the teachers in their schools, to see exactly where the children were on the scale of ADHD. So she assisted us in communicating with the teachers, and then we met with her and came up with a plan.”

Dr. Reddy herself sees the integration of technology as another opportunity to extend the philosophy that informs the entire practice.

“Especially in pediatrics, it’s really important for parents to know that your doctor is available to you 24/7,” she said. “That fact alone gives them peace of mind, especially if you’re a new parent with a new baby. Every little thing might be concerning to you. We give them guidance at the first newborn visit that these are the things to watch out for, these are the things that you should be worried about, and these are the things that you will see that are normal. Even then they get worried, but that’s OK. We tell them to call us after hours, there’s always a doctor on call.”

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## Taking the Next Step

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Even with that strong, traditional foundation in place for her practice, Dr. Reddy recognizes that successfully integrating new technologies requires fresh thinking about how to engage patients and help them succeed with new tools.

“Behavior is not going to change with one or two reminders,” she said. “It’s got to be something consistent. Once they see the value in it, they’re hooked. So, that’s the trick. It’s all about the reinforcement.”

When parents arrive for regular checkups for their four-month-old children, for example, they are given a package of information about the healow apps and Patient Portal, and staff make sure the parents have successfully used both. Vaccine information, as well as information sheets from Bright Futures, with a wealth of health and nutrition material for new parents, are made available through the Patient Portal.

That persistent, hands-on approach takes time and effort on the part of all eight providers at Rainbow Pediatric Center, who have also made good use of social media to spread the word about all they have to offer. Those efforts are paying off, with what Dr. Reddy estimates to be at least 80% of the practice’s patients now making use of Patient Portal.

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## A True Healthcare IT Partner

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“We’ve been focusing on our ADHD patients with the virtual visits,” Restrepo said. “That’s been a big project. But in the future, I definitely think that we’ll consider using telemedicine for other visits. We’ve got the asthma clinic. We’ve got a concussion clinic that we’re opening up. And the breastfeeding program. So, eClinicalWorks has been a great asset for us in all of these endeavors that we’re beginning.”

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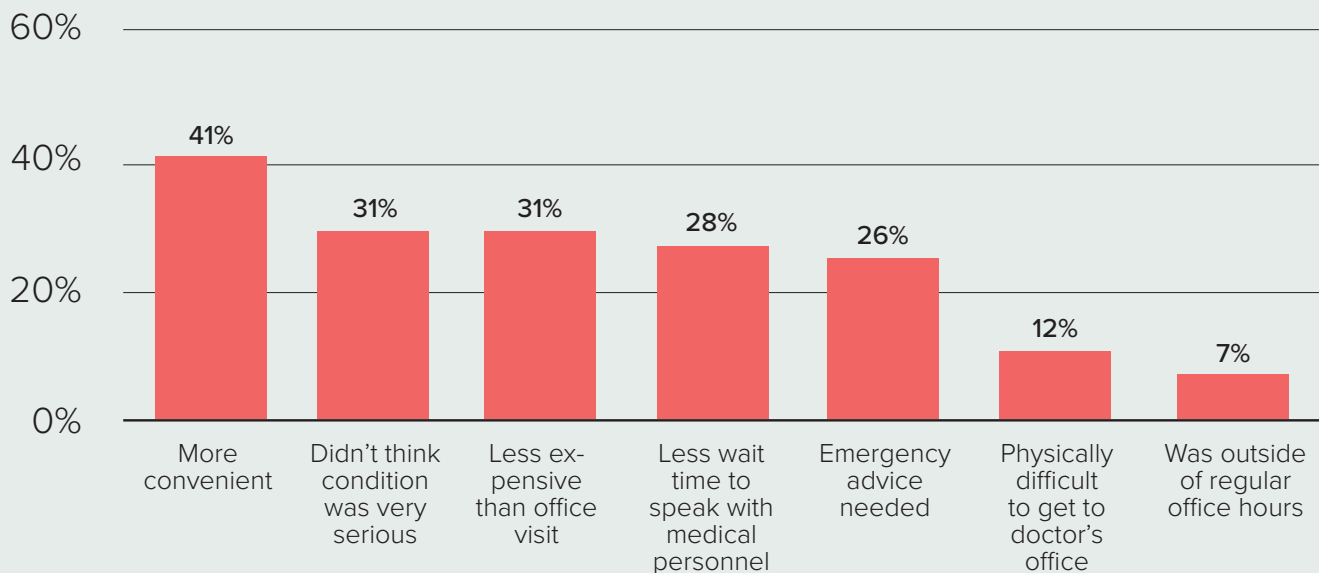
“I think eClinicalWorks has been a great EHR,” Restrepo added. “I’ve used a few different EMR vendors in previous jobs, hospital settings, and outpatient settings, and really eClinicalWorks has been great.”

Dr. Reddy agrees that technology — and eClinicalWorks — will play an ever larger role at Rainbow Pediatric Center in the years ahead, with TeleVisits being extended to

but through the years we have just been more active in engaging patients through social media, through the Patient Portal, making sure they’re more involved. eClinicalWorks is a great partner. I’ve had nothing but support from them, and it’s nice because, if I have concerns or questions or ideas, I feel like I can approach them, and I will be heard. And I don’t think that can be said of a lot of EMRs out there.” ■

patients with behavioral health issues, including anxiety and depression. “You can’t practice the same way that you practiced 20 years ago,” she said. “We were always paperless, we have always been electronic,

### Reasons For Selecting Care Management Through Telemedicine Modalities Instead of a Physical Office Visit: U.S. Adult Patients



Source: 2017 HIDA Telemedicine Survey

Patients say the top reason for using telemedicine is convenience. Even patients who currently do not use telemedicine identify it as a leading benefit. Nearly 30% said telemedicine offered shorter waiting times for speaking to medical personnel.

HIDA’s research indicates that patients planned to increase their use of telemedicine in 2017 and beyond, with a majority saying they plan to replace more than half of traditional office visits with telemedicine over the next three years. Additionally, offering telemedicine can increase total physician visits, according to an analysis from the RAND Corporation.