

## Customer Success Story

# Lilac Ob-Gyn: The Right Tools at the Right Time

Starting a medical practice is never easy; starting one amid a pandemic is harder still. Lilac Ob-Gyn used eClinicalWorks® and healow® to overcome long odds.

### The Challenge

A small, start-up OB/GYN clinic began seeing patients in February 2020, just weeks before the COVID-19 pandemic. Lilac Ob-Gyn's response shows how a new practice can handle disruption and uncertainty as they are trying to grow their business.

### The Solution

Although Lilac Ob-Gyn was a startup in 2020, their providers were known and trusted in the community. When they deployed the resources available through eClinicalWorks and healow — including online booking and messaging — patients responded well.

### The Results

Lilac Ob-Gyn used healow Open Access®, in coordination with Google AdWords™, to reach out to patients and allow them to book appointments. They followed up with eClinicalMessenger® and the Patient Portal, which helped them establish their practice even amid the challenges of COVID-19.

### New practice opens just before COVID-19 strikes

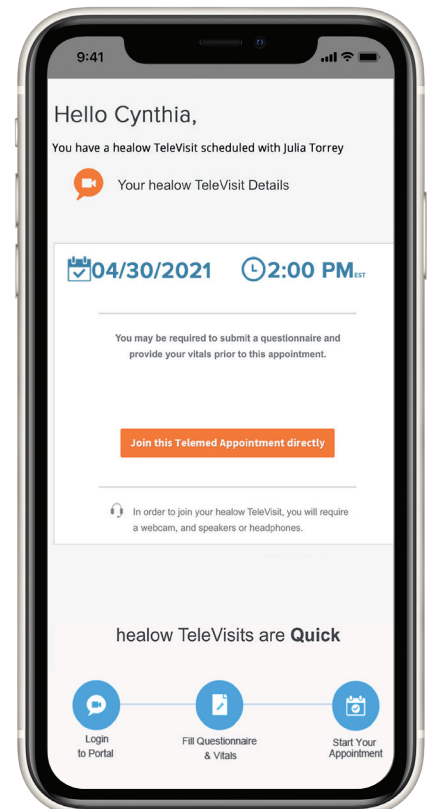
When a global pandemic comes along just weeks after you open your new medical practice, every move you make matters, and having the right healthcare IT in place is absolutely critical for survival and success.

"We are a small startup practice in the Phoenix, Arizona metropolitan area," said Sean Housley, practice administrator at Lilac Ob-Gyn. "We started seeing our first patients during the third week of February 2020, just a couple of weeks before we got the feeling that maybe 2020 wasn't going to go the way everyone had hoped."

"It was a period of a lot of anxiety," he continued. "With very few patients we had made a commitment to five professional medical staff members and other support staff, and so it was a little bit tricky to navigate that."

### A first line of defense: healow Open Access

Lilac Ob-Gyn realized they needed online and remote solutions to continue providing care. Their first move was to implement healow Open Access® for online scheduling.



After the provider accepts a patient's request for a same-day visit, the patient receives a text reminder for the visit. The provider is notified when the patient is online.

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“Going paperless allowed our patients to do most of the patient intake process before they even came into the office.”

Sean Housley, Practice Administrator,  
Lilac Ob-Gyn

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healow TeleVisits™ can be an effective means of extending quality care to your patients. With televisits, you can care for patients from anywhere and on any device.

“Even though we are a startup, our providers are popular in the communities which we serve,” Housley said. “So, there’s quite a strong patient following, and as soon as patients found us, it was very helpful for them to be able to see —without placing a phone call — what the availability is of the providers.”

For Lilac Ob-Gyn, open booking meant greater efficiency, fuller schedules, and fewer phone calls. The practice went a step further by pairing Open Access with Google AdWords to improve their online visibility in the community, resulting in dozens of additional appointments that required no interaction with front-office staff.

### **Additional tools: healow TeleVisits, eClinicalMessenger, Patient Portal**

Lilac used healow TeleVisits™ to accommodate patients during the initial stages of the pandemic, when uncertainty about the virulence and transmissibility of the novel coronavirus were at their peak.

“We found the solutions provided by eClinicalWorks helped us quite a bit with navigating through that difficult time,” Housley said.

For patients who needed to be seen in person — and such visits increased as safety procedures

were put in place — Lilac Ob-Gyn achieved greater efficiency with two more resources, eClinicalMessenger and the Patient Portal.

“Going paperless allowed our patients to do most of the patient intake process before they even came into the office,” Housley said.

“We have achieved great leverage using Messenger and Patient Portal,” he said. “Before the appointment, patients have the opportunity to message our staff or our providers and then, of course, there’s huge time savings through the Patient Portal or through the app after the visit.”

### **Moving toward a brighter future**

Housley said Lilac Ob-Gyn’s staff provide coaching and encouragement to their patients to use eClinicalMessenger and Patient Portal to review routine communications and lab results.

“I would say the vast majority, 98% plus, are very happy with those tools,” he said. “They love having the ability to remain in contact with our office and send and receive messages. It does seem in the short year that we’ve been on eClinicalWorks, that the organization is very committed to product development. I’m very confident that it will continue to get better and better.”