



Pediatric Care Continuity in The Face of COVID-19

Phycinity's technology and process investments drive care excellence



Phycinity, a pediatric provider delivering services in the greater Raleigh, North Carolina area, provides comprehensive care for infants, children, and adolescents through a focused approach predicated on patient empowerment. Built on a value-driven model, Phycinity has gained significant market share and a reputation for clinical excellence in the Cameron, NC area. The practice has been recognized for its investment in customer service and technology. When COVID-19 hit, the clinic was prepared to pivot to telehealth services quickly and to make the workflow adjustments needed to ensure continuity of care.

"We were looking at telehealth as a way to augment the services that we offer to our patients long before the current COVID-19 crisis," said Omar L. Caban, M.D., M.B.A., President at Phycinity PLLC. "What the pandemic did was reduce the regulatory and payor-related barriers to payment standing in the way of revenue and a truly profitable model for remote care."

Phycinity works directly with payors and patients to see that telehealth is being applied most effectively and efficiently. Patients are selected for telehealth visits by the practice based on a series of qualifiers, including establishment as an existing client, insurance coverage for the telehealth visit, technical literacy, and type of illness or condition.

"We want every telehealth visit to be as valuable and meaningful as possible," said Caban. "We recognize that not every patient is a great candidate for telehealth. Some may not have the technical capabilities or aptitude to use telehealth; others may have a condition that must be seen and evaluated in person. We work hard to educate our patient population and to make sure that we are funneling the right patients through the right workflow that will result in the best possible outcome."

With social distancing still the norm, Phycinity is seeing between 25 and 30 percent of their patient encounters through telehealth. The practice is leveraging social media and their website to promote the telehealth

option across their patient population. And step-by-step training is made available to patients to ensure the success of each telehealth session.

"Azalea Health has done a great job of enabling my practice through their telehealth technology," said Caban. "Having a fully HIPAA compliant, integrated telehealth solution that is easy to use and deploy has empowered my staff and patient community with the right tools to ensure the care excellence that is the hallmark of our practice."

Because of Phycinity's success, Dr. Caban and his team are opening an additional location in Raleigh. This new facility will make available Phycinity's compelling, dynamic, and engaging care to more families in the central North Carolina area.

About Azalea Health

Azalea Health is changing the way health IT platforms connect community-based healthcare providers and patients across the lifecycle of care. Offering a 100% cloud-based and integrated solution, Azalea delivers electronic health records, revenue cycle management, and telehealth services designed for rural and community practices and hospitals. Quick to deploy and intuitive to use, Azalea solutions ensure better care coordination and communication – enabling better outcomes and a meaningful competitive advantage. The Azalea platform also provides tools and resources to help customers meet their Meaningful Use requirements, as well as strategies to navigate accountable care and alternative payment models.

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