

CASE STUDY

New Technologies Reach Patients and Health Care Providers

Video chat, text response, and mobile applications offer new methods of communicating medical information to patients and health care providers.

Challenges

Looking for new ways to connect with customers and health care providers.

Solution

Offer video chat, text response, and mobile app tech support.

Impact

Connect with patients and health care providers on platforms they prefer, like text messages, video technology, and mobile applications.

Background

Client: Medium-sized pharmaceutical manufacturers

Challenge

Patients and health care providers have long called into call centers to have their questions answered by Medical Information Specialists armed with scientific data on the drugs being prescribed to patients. With all the new technology available in our daily lives, patients and health care providers are looking for new ways to communicate with pharmaceutical manufacturers, such as text messages, video chats, and mobile apps.

Our clients look to us to offer innovative means for communicating with their patients and health care providers, using new channels to answer their queries. Questions are still answered by our experienced and friendly medical information specialists.

Solutions

Text Response

One of our clients allows health care providers to ask questions through the typical medical information response form but to opt to receive answers via text message (rather than the usual email, call, fax, or mail options). The text message provides a link to a secure website that contains the medical information response, which expires in a set number of days. For health care providers that spend a lot of time sending and receiving text messages, this might appeal to them.

Video Chat

We have a couple of clients that provide video chat to health care providers. Each client offered a different technological connection, but one thing that did not change was our experienced and friendly medical information specialists. They continue to answer medical information requests from health care providers on a one-on-one basis, peer to peer. The difference in the video chats is the ability to show the health care providers a visual aid (such as a PowerPoint to assist in communicating ideas) and the ability for the health care providers to actually see the medical information specialist. This can be helpful if a health care provider is a visual learner or if he or she prefers to see who they are talking to.

Mobile Applications

One of our clients has a mobile application popular with patients that allows them to check the authenticity of medications they have brought home. At Med Communications, we provide technical support for patients struggling to use the mobile application on their phone. The service is provided by Medical Information Assistants who also triage the requests. The Medical Information Assistants first attempt to troubleshoot the issue to get the application to work, but if patients do not have a smart phone or have an outdated one that doesn't support it, the Medical Information Assistants can help the patients authenticate their medications.

Business Impact

Keeping abreast of new technologies allows our clients to connect with patients and health care providers on platforms they prefer, like text messages, video technology, and mobile applications.

- **Med Communications offers clients the latest communications technologies and platforms.**