



CASE STUDY



SPECIALTY: **OB/GYN**

Happier Physician, Happier Patients

Direct communications through Rhinogram give Virginia OB/GYN peace of mind



Linda Mathison-Ezieme, MD
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Peace of mind is critical for a physician, knowing that the needs of her patients are being met day in and day out. Dr. Linda Mathison-Ezieme, an OB/GYN at Virginia Center for Women in Chesapeake, is feeling more peaceful these days after installing the Rhinogram secure communications platform.

“Patients are happier, knowing they can reach the doctor without involving staff,” Mathison says. “And I’m happy knowing patients are not getting irritated by not getting their test results or a callback.”

After just a few months, Mathison and her staff have adopted a text-first attitude, believing that texting is faster and more direct than playing phone tag with patients. Mathison has the Rhinogram interface up on her computer while charting, and she’ll often handle texts herself as soon as they come in. Patients who text after office hours and on weekends receive an automated reply as to when texts might be returned.

“Rhinogram frees up my time,” Mathison says. “If a patient had an abnormal test result, it could take lots of time to leave a message and archive the communication in the chart. Then the patient calls back and leaves a message, and we have to call her back. It’s just endless. Rhinogram makes it easy to personally message every patient their results. It has freed up my personal nurse of 15 to 20 daily tasks, allowing her to work on more important things.”

One Number For All Communications

Mathison was using another texting service but wasn’t pleased with how it worked. That led the physician to begin researching other options before finding Rhinogram. She was particularly impressed with Rhinogram because patients didn’t have to download an app and she could communicate with patients without revealing her personal phone number.

“One of the beauties of Rhinogram, is it’s still our office number so patients already have us saved in their contacts so when they get a text from us, they know it’s real and they always respond,” Mathison says.

Consistently providing test results, whether negative or positive, was a particularly frustrating challenge that Rhinogram helps Mathison overcome. “Patients were complaining about not getting results or return phone calls. They said they called and left a message but didn’t hear back,” Mathison recalls. “The hard part was that I couldn’t say with confidence that it wouldn’t happen again. With Rhinogram, I can guarantee that I’ll see it.”

CHALLENGES:



Communicating test results to patients in a consistent way



Establishing a more efficient patient communication process



Ensuring easy access for patients



Finding a technology with both the right functionality and ease of use



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RESULTS:



Patients have direct access to physician without her revealing her personal phone number



Physician can securely and compliantly respond to texts throughout the day or after hours if she chooses



Daily time savings by staff who don't have to answer the phone, record messages and relay them to physician



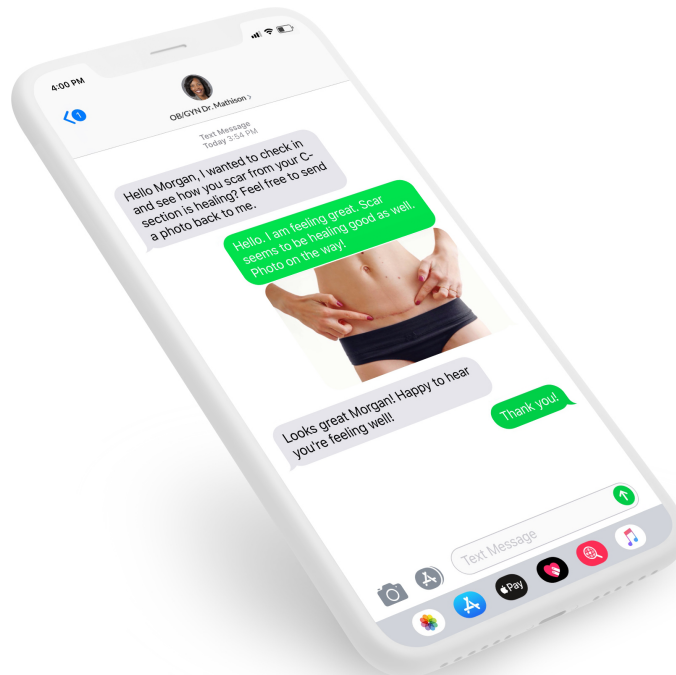
Patient comfort and satisfaction in receiving texts from the office number they know and trust, without needing to download an app or log in to a portal

Staff also saves time by communicating with patients via text. Every communication is HIPAA-compliant, encrypted and stored in the cloud. While patients text directly to the office number, employees log into Rhinogram, so no protected health information is ever stored on a personal device. Day-to-day workflows are more predictable because patients who are running late, for example, can text without getting lost in the phone tree. The communications platform also supports sending/receiving photos and queries from Facebook messenger.

Transforming the patient experience

Mathison believes in Rhinogram and its power to transform the patient experience. She recalls one post-surgery patient who contacted the physician during the weekend, worried that her stitches were coming out. “The patient sent in a photo and I was able to respond that the incision looked great and everything was healing fine,” Mathison says. “Rhinogram gives my patients immediate reassurance.”

“Patients want access to their physician and Rhinogram gives us an opportunity to provide that access in a way no one else in our area can.”



Rhinogram's HIPAA-compliant telehealth platform enables a better patient experience by making convenient remote care possible, simplifying communication, and minimizing interruptions with real-time, text-based patient engagement.

Text or call us at 423.800.7644 [Rhinogram.com](https://rhinogram.com)