



CASE STUDY



SPECIALTY / PEDIATRIC

Strengthening Continuity of Care

Rhinogram's telehealth platform extends pediatrician's reach



Sheri L. Howze, MD
Bee Well El Paso Pediatrics
El Paso, TX

Board-certified pediatrician and Army veteran Dr. Sheri Howze identifies with the role of the humble honey bee—hard-working, socially engaged and endowed with a mission to protect and serve our most vulnerable population: children. For these reasons, she chose it as the mascot of her pediatric practice, Bee Well El Paso.

“Our vision aligns with the bee. We strive to foster growth and development, promote productivity through education and partner with the community in an effort to help the children of El Paso to be well,” she said.

Howze acknowledges that it takes a village to provide children with an environment that is conducive to their wellbeing. But equally important, she said, are the innovative and integrated health technologies that support continuity of care. Howze chose to implement Rhinogram, a HIPAA-compliant telehealth platform, for its ability to reach and engage patients while also integrating into her practice management and electronic health record systems.

Making care accessible 24/7

When a child gets sick or has an accident, time is of the essence. Parents want to get them seen by the doctor without having to wait weeks for an appointment or missing an afternoon of work or school because of long wait times. Yet this is often the case. In a study of 21 million outpatient visits, researchers found that more than one-fifth of doctor's visits had waits longer than 20 minutes and Medicaid patients were more likely to wait even longer. In El Paso, patients face the longest wait times in the country—just under 27 minutes. Across the nation in major and mid-sized metropolitan areas, scheduling a new patient appointment takes an average of 24 days to be seen.

As a newcomer in a highly competitive and well-established market, Howze took steps to differentiate her practice through integrated technologies that make care more convenient and accessible. The practice offers mobile pre-check-ins that allow patients to confirm or modify appointments and upload insurance information at their convenience.

Rhinogram provides Howze with the ability to reach patients in the manner they're most comfortable with—by text message. With the majority of her patients comprised of Millennials and Gen Zers, these digital natives are using the internet and social media to look up health and wellness information, specific conditions or symptoms and reviews of medical providers—including Howze. With Rhinogram, patients can communicate with the practice in real-time via simple texts and multimedia texts or one-tap access directly from her Facebook ad. Howze says that as many as 9 out of every 10 patients connect with her practice via Facebook.



- Solo practitioner
- Three medical staff members
- Office open weekdays, with virtual visits offered on Saturdays

GOALS:



Deliver highest level of pediatric care to the community



Offer ways for parents to communicate on-the-go

“I love being able to give my patients something different than what they’ve been given here in El Paso,” Howze said. “Rhinogram’s telehealth platform helps me deliver continuity of care.”



Expanding into telehealth

Leveraging Rhinogram, Howze is hoping to increase access to her services even more by treating patients remotely on Saturdays. Rhinogram is integrated into Bee Well’s practice management system and electronic health record, athenahealth. Patients can securely communicate via two-way texting, including the exchange of documents and images. The complete history of social media and text messages, which cannot be edited, are archived in the patient’s chart, allowing Howze and her staff to quickly and conveniently reference past communications.

For Howze and Bee Well El Paso Pediatrics, integrating Rhinogram means treatment can be provided to patients wherever they may be and ensures smooth care transitions when needed, such as when a child is hospitalized. Most importantly, Howze remains connected to her patients throughout their journey from hospital back to home—all of which leads to better care and better patient experience.

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RESULTS:



24/7 access to Dr. Howze and her team



Competitive differentiation through virtual consults



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)