

# How one health system conquered capacity, care access issues with Bright.md

43% of asynchronous telehealth users avoided Presbyterian Healthcare Services' ED and urgent care



## THE PROBLEM

### HOW AN OVERRUN ED AND 20 PERCENT STAFFING SHORTAGE IMPACTED CARE QUALITY AND ACCESS

Prior to Covid-19, Presbyterian Healthcare Services faced a 20 percent shortage of primary care providers and an ED constantly overrun with low-acuity patients. Those in rural New Mexico often struggled to access care, while limited resources placed administrative strain on the system's providers. After determining its acute care system was ripe for redesign, Presbyterian Healthcare Services launched an internal committee, which sought to address these issues by adjusting the health system's digital care strategy. The committee's top priorities were to maintain high quality care, while improving efficiency, decreasing costs for patients, and finding ways to navigate patients to the right venue of care.

**"Our hospital-based EDs were seeing a large number of low-acuity patients who could easily be treated in an urgent care setting, while our urgent care system was seeing a large number of extremely low-acuity patients who ultimately didn't require an in-person visit with a clinician to be diagnosed and get effective treatment."**

– Dr. Denise Gonzales  
Medical Director at Presbyterian Healthcare Services

## About Presbyterian Healthcare Services

9

Hospitals

900+

Providers

1 in 3

New Mexicans served by Presbyterian Healthcare Services with care or coverage



## THE SOLUTION :

Why Bright.md's proprietary clinical content, system integrations made it the top choice

After assessing a number of potential vendors, Presbyterian Healthcare Services decided on Bright.md to help automate clinical workflows and set the health system up for long-term growth. Bright.md's clinical content covers hundreds of low-acuity conditions, enabling Presbyterian Healthcare Services to steer more non-urgent patients away from their ED. To improve patient access, Bright.md's asynchronous telehealth stood apart, requiring just a 3G connection with full translation into Spanish. Another key factor was the solution's integration into the EHR, Epic.

## Bright.md's impact on Presbyterian Healthcare Services

**97%**

of patients like the experience

**6.5 mins**

average wait-time for patients to receive care

**43%**

of patients would've gone to ED or urgent care

**1.5 mins**

average provider time to deliver care

"I was extremely impressed with the experience. I've been holding off scheduling an in-office appointment because I don't like going to urgent care or my doctor unless absolutely necessary. I've had a cough and severe allergies for a month. The online visit was more comprehensive in narrowing down/identifying my symptoms and more convenient. I will make the online visit my go-to for common colds and minor health problems.

— Presbyterian Healthcare Services patient



It was SO convenient! I did the online visit during lunch and had my prescription after I got out of work! It saved me so much time, and the doctor offices here are always booked...I absolutely LOVE these online visit opportunities."

— Presbyterian Healthcare Services patient

"The impact of Bright.md on our acute care system in New Mexico was significant as the ED and urgent care clinics both continue to see an increasing number of patients. The addition of another 20,000 patients who use Bright.md would have created delays in care, increased stress on providers and staff, and increased costs of care."

— Dr. Denise Gonzales  
Medical Director at Presbyterian Healthcare Services

## BRIGHT·MD

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