fabric

Independent primary care provider scales clinical capacity tenfold with Fabric.

OMNIA TeleHEALTH, founded by Blair Lober, CRNP, partnered with Fabric in 2022 to grow its specialty and primary care practices. By leveraging Fabric's intelligent adaptive interviews and clinical documentation automation suite, Lober grew her revenue by $355k in approximately 6 months.

This dramatic increase in revenue driven by clinical efficiency allowed her to hire additional staff, pursue her doctorate degree, and spend more time with her family while increasing the profitability of her practice.

The Challenge

Blair Lober, CRNP, wanted to serve more patients and grow her practice, OMNIA TeleHEALTH, but she was limited by her previous telemedicine platform provider. Lober found prior platforms decreased her productivity by collecting incomplete patient symptom information, requiring unnecessary documentation. This ultimately resulted in patients needing additional follow-up care. Between reviewing the visit, copying the information to her EMR, reviewing medical history, and manually assembling SOAP-style notes from the patient's intake form, Lober estimates she spent 20-30 minutes per visit doing clerical work alongside a required video visit with each patient.

OMNIA TeleHEALTH Objectives:

• Reduce the administrative and technical documentation burden from its existing inefficient telemedicine platform

• Standardize patient intake and automate manual workflows to reduce clinical work time

• Prevent unnecessary back and forth and follow-up care with patients by collecting all relevant symptoms and images prior to reviewing the visit

• Grow OMNIA TeleHEALTH's revenue and geographic footprint without needing to hire additional staff

The Solution

Fabric's Intelligent Adaptive Interviews

Fabric's virtual care platform specializes in asynchronous visits, or intelligent adaptive interviews, in addition to traditional synchronous visits (video, phone, and chat). Intelligent adaptive interviews use clinical protocols that mimic the questions a provider might ask a patient or another provider during a consultation. After each response, the subsequent questions adjust to collect more information on symptoms and aid in diagnosis. The net result:

- A standardized approach to data gathering that is more thorough than a conversation

- Standardized documentation that's easier for a clinician to read

- Time savings by reducing the need for follow-up questions

- A reduction in documentation due to automated SOAP note and care plan creation in just a few clicks.
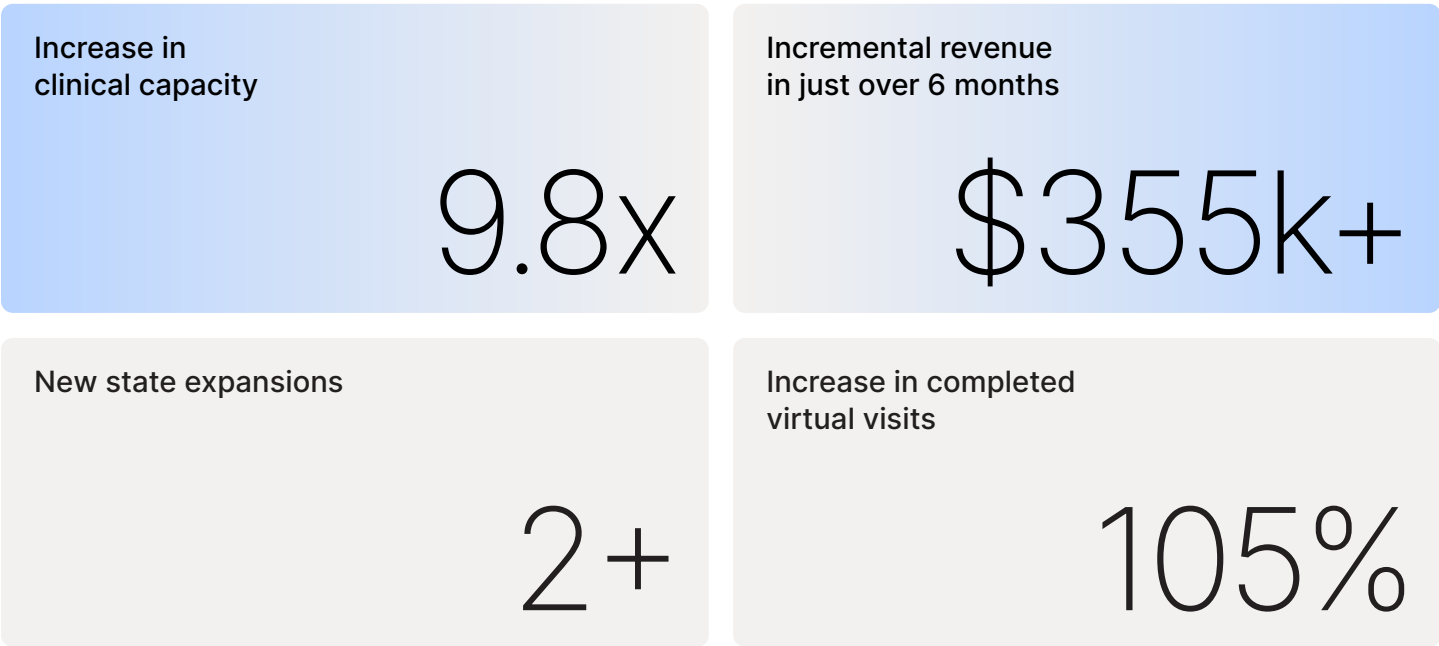
Virtual-First Care

Intelligent adaptive interviews enabled OMNIA TeleHEALTH to convert many traditional video visits to asynchronous ones. This virtual-first approach offers significant efficiencies over traditional video visits by collecting patient information and compiling it into a SOAP-style note for the provider to review. With this approach, patients experience increased convenience, faster treatment, and higher quality care. Providers reduce documentation by up to 99% with Fabric's documentation automation while maintaining 90% adherence to clinical guidelines with help from our evidence-based clinical decision support system.

Additionally, "stepping up" asynchronous visits to synchronous ones (i.e., moving seamlessly from adaptive interview to a video visit) allows OMNIA TeleHEALTH to take advantage of clinical capacity and efficiency improvements while meeting requirements for reimbursement across all states it operates in.

The Results

By leveraging Fabric's intelligent adaptive interviews and clinical documentation automation suite, Lober grew her revenue enough to hire additional staff, pursue her doctorate degree, and spend more time with her family while increasing the profitability of her practice.

Increase in clinical capacity **9.8x**	Incremental revenue in just over 6 months **$355k+**
New state expansions **2+**	Increase in completed virtual visits **105%**

The Results (Cont.)

Efficiency

Intelligent adaptive interviews enabled OMNIA TeleHEALTH to treat patients significantly faster, with an average clinical work time of 2 minutes and 2 seconds in her first six months on Fabric. Compared to the prior virtual care platform's expected work time of 20-30 minutes per patient, **Lober saves approximately 17 minutes and 58 seconds per visit, conservatively.**
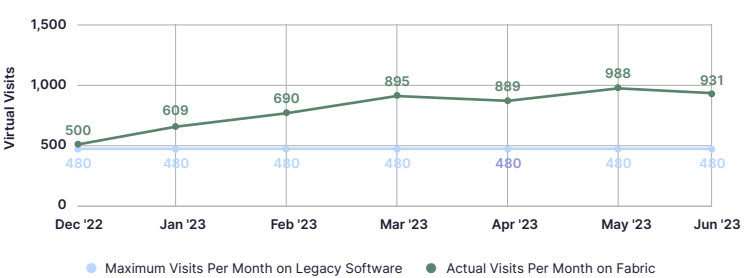
Avg. clinical work time per visit (by month)

Diagnosis time by month

- 2:04:00 (Dec '22)
- 2:21:00 (Jan '23)
- 2:10:00 (Feb '23)
- 2:09:00 (Mar '23)
- 2:04:00 (Apr '23)
- 1:58:00 (May '23)
- 1:54:00 (Jun '23)

Clinical Capacity & Time Savings

With a clinical work time savings of 17 minutes and 58 seconds per visit, OMNIA TeleHEALTH saves over 8 hours of clinical work time per day compared to its previous platform. This clinical time savings results in a nearly tenfold increase in clinical capacity without adding additional staff. Lober states that the clinic is already seeing more than twice as many patients than they were before implementing Fabric and isn't close to reaching clinical capacity.

Actual visits on Fabric compared to visit capacity of legacy system

Virtual Visits

- 500 / 480 (Dec '22)
- 609 / 480 (Jan '23)
- 690 / 480 (Feb '23)
- 895 / 480 (Mar '23)
- 889 / 480 (Apr '23)
- 988 / 480 (May '23)
- 931 / 480 (Jun '23)

● Maximum Visits Per Month on Legacy Software   ● Actual Visits Per Month on Fabric

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Doubling throughput without breaking a sweat

At 2 minutes and 2 seconds of average clinical work time, **OMNIA TeleHEALTH could do upwards of 4,700 visits per month with only a single provider on Fabric.** That means OMNIA TeleHEALTH has even more growth potential. During its busiest month on Fabric with just one provider staffed, the clinic used just 21% of its maximum clinical capacity all while doubling its visit throughput compared to the previous platform.

|	Max Number of Visits/8 Hour Shift/Provider	Max # of Sync Visits/Year/Provider*
Synchronous Visits	29	6,940
Asynchronous Visits	235	56,424
Improvement	**+211 visits/day/provider**	**9.8x more capacity**

*Assuming 240 working days per year

Revenue

OMNIA TeleHEALTH's increase in efficiency and capacity lead to a sharp increase in captured revenue on the Fabric platform. Charging $69 per visit, the organization generated over $355k in revenue in just over six months on the platform. Fabric visits also result in additional services billed outside of the platform, and total net revenue far exceeds attributed revenue.

Total revenue from December 19th go-live through June 2023

$355,418

Revenue by month
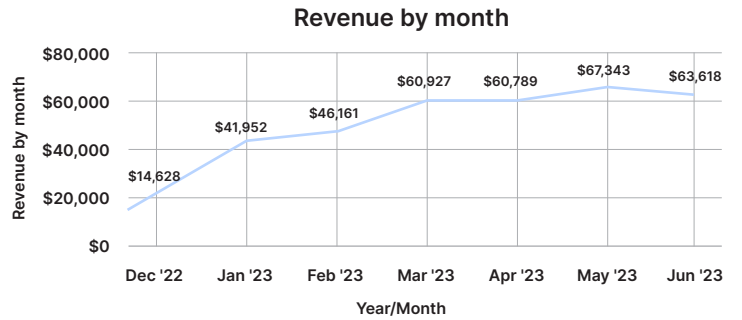
Staffing & Growth

Lober came to Fabric with the specific goal of expanding her practice without hiring additional employees. After implementing Fabric, it became clear the two were not mutually exclusive. The clinical work time reduction and increased throughput represents a full-time nurse practitioner's salary and benefits in cost savings, and OMNIA TeleHEALTH marketing and referral partnerships acquired additional new patients for the clinic.

To handle the massive increase in visit volume and capture additional revenue, Lober hired a part-time office manager and an additional full-time nurse practitioner.

Avg. Work Time Saved Per Visit (minutes)	Avg. Work Time Saved Per Day (minutes)	Avg. Work Time Saved Per Day (hours)
17.96	481.80	8.03

	Avg. Cost of FTE (NP in US including salary, benefits, etc)	Avg. FTE Shifts Saved (based on 8-hour day)	Avg. FTE Cost Savings
Annual	$123,780	372.3	**$124,244**
Per Day	$339	1.02	**$340**

Geographic footprint

OMNIA TeleHEALTH initially served six states using the Fabric platform but relied on significantly increased capacity and additional staffing to expand to two more states. Today, OMNIA TeleHEALTH operates in 8 states.

Serviced at go-live:

Alabama
Arizona
Colorado
Florida
Massachusetts

Expanded service into:

Iowa
Maryland
New Mexico

Patient Satisfaction
The clinic found that 98% of OMNIA TeleHEALTH patients who used the prior telemedicine platform prefer Fabric.

Fabric Enables Personal and Professional Growth
Lober cites Fabric as the reason she can spend more time with her children. On top of that, she's using the saved time to pursue her doctorate degree at Auburn University.

Of OMNIA TeleHEALTH patients prefer Fabric

98%

> "I was having major mom guilt. [Fabric] definitely increased time with family. I don't feel that I have to be behind a computer 24/7. I can put it down. I can go spend time and I know that I'm not going to get so backed up that I feel like I'm drowning."

– BLAIR LOBER, CRNP - OWNER, OMNIA TELEHEALTH

Results Summary

Increase in clinical capacity	Incremental revenue in just over 6 months	New state expansions	Increase in completed virtual visits
9.8x	$355k+	2+	105%