

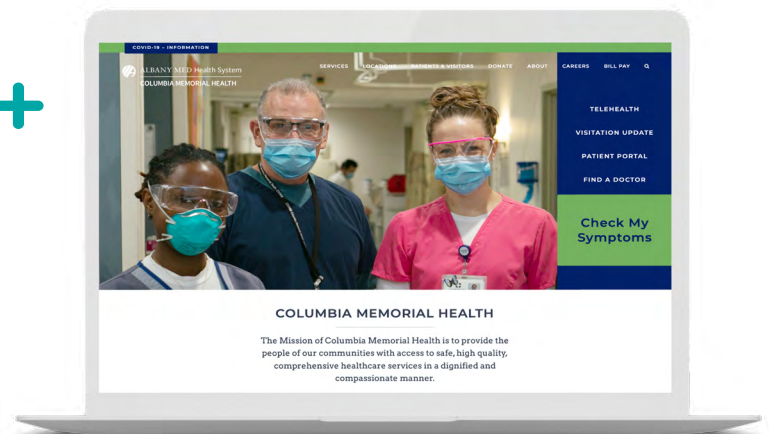


How Mediktor Directs Qualified Patients to CMH's Appropriate Point of Entry to Care

Columbia Memorial Health (CMH), Hudson, NY, is a community hospital and healthcare network. Serving more than 100,000 residents in Columbia, Greene, and Dutchess counties, CMH focuses on primary care, health education, and advanced surgery. It provides access to safe, high-quality, comprehensive healthcare services in a dignified and compassionate manner.

Challenge

CMH operates under a fee-for-service model and was looking for a digital health solution for the triage and pre-diagnosis of its clients to implement rapidly. It would allow patients to efficiently assess and triage their symptoms and quickly access the care they need.



Results



3x ROI*

Patient Acquisition

Lead-generation to link with qualified patients.



72 NPS

Patient Satisfaction

NPS is consistently 4x healthcare average



40%

User Retention

Patients use the solution recurrently.



+9K

Completed evaluations

9,312 symptom evaluations completed

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*Combining industry data for average cost of ER, PCP and telemedicine visits with the total number of patients routed to book appointments from Mediktor to CMH in 12 months, we estimate that CMH achieved a 3x ROI from their investment into Mediktor.



"Columbia Memorial Health is working every day to provide high-quality, compassionate care to our community. Mediktor's state-of-the-art technology represents the next step in our commitment to continually advance the quality and accessibility of our services. In every instance, Mediktor's virtual care navigation assistant will guide patients to a care provider whose expertise and experience best match the patient's needs. It's a big step into the future of medicine that will provide a more efficient, effective, and pleasant experience for our patients."

Dr. Ronald Pope,
CMH's Vice President of Medical Services, Care Centers.



Objectives

- + **Convert online traffic into qualified patient leads** that complete the assessment and access each of the endpoints: telemedicine, Primary Care & Pediatrics (PCR), and the Emergency Room (ER).
- + **Improve the patient journey** by reducing wait times and unnecessary steps.
- + **Get insights** from the population (demographic data, risk factors, initial symptoms, list of diagnoses, etc.).
- + Encourage the **patient's engagement** once the assessment is completed.

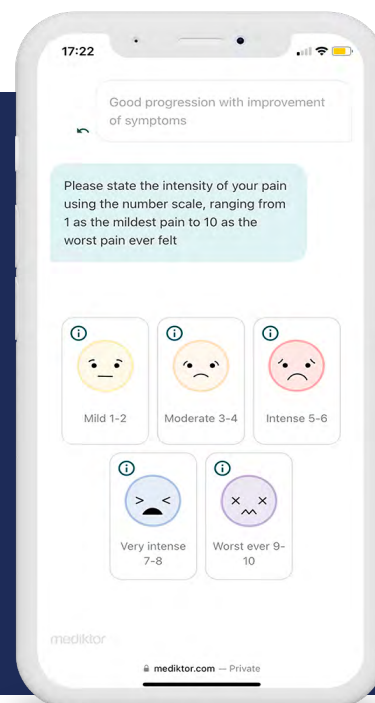
Approach

CMH embedded Mediktor's care navigation assistant in its website and app, making it available for their patients anywhere, at any time.

This integration allows the introduction of patients into the CMH care flow, who receive an instant assessment at the first onset of symptoms and directions to the most appropriate level of care according to each case: Schedule a visit, Check facilities, Schedule an appointment, and COVID testing.

What Mediktor Achieved

Mediktor proves to be a precise and efficient digital entry point for patients into the CMH care flow. Mediktor's technology, easily implemented in less than four weeks, empowers CMH's patients by offering them healthcare guidance at the onset of symptoms, increasing the overall patient experience and quality of care.



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