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YouThisMe signs contract with Columbia Memorial Hospital, prepares for boost in telemedicine demand because of pandemic

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When YouThisMe got a spike of interest in its remote patient monitoring software during the Covid-19 pandemic, the company had to hold off on responding.

That's because in order for patients to use the platform — which allows them to easily share health information with providers from home — they need to have access to medical instruments such as a Bluetooth thermometer. Many of these devices were completely sold out during the pandemic, so YouThisMe essentially wasn't able to expand the business, said Seth



YOUTHISME

The UTM: Healthcare platform allows providers to monitor patients' health remotely.

Lachterman, founder and partner of the Hudson-based company.

Now that manufacturers are catching up, and more companies are designing new products with remote patient monitoring in mind, the company can respond to the increased requests, Lachterman said.

The company's most recent deal is with Columbia Memorial Hospital. The hospital had been using the platform only for patients just discharged from the hospital. But now, the platform will be made available to the wider patient population.

Through remote monitoring, patients can answer health questions and measurements daily through an app. That information is then transferred to their records, and if there's any deviation from normal readings, a case manager is alerted. Constant monitoring is especially important to help keep patients who have just left the hospital from being readmitted.

YouThisMe — meaning “this” is between "you" and "me" — was formed in 2012 by Lachterman, David Ackerman and Cameron Melville as a secure SMS and email system.

In 2014, the company created the subsidiary UTM: Healthcare to extend the technology for the health care industry, with some software design by Troy Web Consulting. In 2015, YouThisMe received a patent for the core technology.

YouThisMe currently has six client health care organizations — two in the Capital Region and four in Brooklyn — with more than 100 patients using the technology.

Clients include Somml Health, which works out of Albany Med's Biomedical Acceleration and Commercialization Center. The company uses the UTM: Healthcare platform as a component of a pilot with CDPHP that's focused on reducing the number of hospital readmissions of patients with heart failure.

Patients who already were using the technology — many of them high-risk — have had the benefit of being closely monitored during the pandemic.

"Remote patient monitoring is part of the solution of keeping people healthy without having them have to make personal visits to doctors or even having to wait for a telemedicine appointment," Lachterman said.

"We're seeing a big swell of interest from abroad and locally and in [New York City] of health care institutions wanting to convert present resources to remote patient monitoring."

With the company looking at working with large hospitals and practices around the country, the number of patients using the technology could reach the tens of thousands in the next six to nine months, said Mark Orton, the company's operating executive.

"One of the things that's inhibited the growth of RPM in the past has been it's required doctors and health facilities to change what they're doing," Orton said. "But in the current environment, where people recognize the advantage of telemedicine and RPM, they are making the changes. So the demand will be there."

As of 2019, providers can be reimbursed for remote patient monitoring, Orton said.

The company has eight employees and is hiring more to act as liaisons between technicians and hospital staff.

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