

# CASE STUDY

## DOXIMITY DIALER ENTERPRISE



## Telemedicine helps mitigate the impact of a massive winter storm on patients in Arkansas healthcare system.

### Overview

The University of Arkansas for Medical Sciences (UAMS), founded in 1879 and part of the University of Arkansas System, consists of six colleges, seven institutes, several research centers and the UAMS Medical Center which houses 535 hospital beds. UAMS sees 600,000 outpatient visits a year which includes visits at eight regional campuses. In a state with a significant rural population, UAMS is a pioneer in expanding access to healthcare through telemedicine. Its telemedicine initiatives have played a pivotal role in delivering essential medical services and decreasing health inequality throughout the state. And now, telemedicine plays a critical role in its disaster management planning. The utilization of the Doximity Dialer platform, along with other telehealth tools, ensured the continuation of healthcare during a disruptive weather event that struck the state of Arkansas in 2023.

### Key Results & Metrics

**187%**

Increase in Telemedicine Activity

**71.1%**

Increase in Secure Text Messaging

**0**

Missed Appointments

### Challenge

The state of Arkansas is characterized by a remote patient population, with significant portions residing in rural areas. This remote distribution poses challenges for patients seeking healthcare services in the best of times. Challenging circumstances—like a winter storm, like a pandemic—present an even greater obstacle. Severe winter weather that struck the region in January 2023 led to hazardous driving making it difficult for patients to access UAMS. The situation brought into relief how telemedicine has become a default option during challenging circumstances when there is a decrease in access to traditional healthcare services. To address this, in anticipation of the severe storm, UAMS activated its Inclement Weather Policy from January 30 to February 2, 2023.

### Solution

To address the challenge of healthcare access during the disruptive weather event, UAMS leveraged Doximity Dialer as the primary telemedicine tool. Well before any disruptive weather event took place, an email was sent to all providers within the UAMS network informing them of their continued access to Doximity Dialer and reminding them of its capabilities and compliance with HIPAA regulations. The email highlighted scenarios in which Doximity Dialer could be particularly useful for voice or video calls with patients during disruptions causing EPIC downtime and/or MyChart video downtime. It also provided step-by-step instructions for registration and access, along with links to additional resources and technical support. Doximity Dialer is integrated within UAMS's EPIC EHR system for easy access.

## Results

During major disruptions like severe weather preventing patients from traveling to an in-person appointment, UAMS was able to seamlessly transition patients to virtual visits on Doximity Dialer and avoid having to reschedule visits into an already packed clinic schedule or lose them completely. The increased reliance on Doximity Dialer during the severe weather event yielded significant results:

1. **Increase in activity:** The week of the weather event saw a substantial increase in telemedicine activity. A total of 13,206 calls were made, compared to 4,594 in the week prior, demonstrating a 187% increase.
2. **Increase in active users:** The number of active users also saw a notable increase during the weather event, with 1,072 unique users compared to 774 active users the previous week.
3. **Increase in all communication modes:** Voice calls increased by 65.6%, video calls by 59.6%, and secure text messaging by 71.1% during the weather event.
4. **Increase in and by user types:** Multiple user types showed increased activity, with the Active Care Team group seeing the highest increase (44%), followed by mid-levels (42.7%) and MD/DOs (16.6%).
5. **Specialty breakdown:** The five specialties with the highest number of calls made during the weather event were family medicine (which saw the highest number of calls) internal medicine, neurosurgery, psychiatry, and obstetrics & gynecology, with obstetrics & gynecology showing the highest increase in activity during the week of the weather event.

## Conclusion

This case study serves as a testament to the reliability of telemedicine as a tool for safeguarding healthcare operations during unexpected disruptions, including inclement weather and other adverse conditions. UAMS effectively utilized Doximity Dialer to address the challenge of remote healthcare access in a rural state. The substantial increase in activity and expanded user base during the severe weather event highlight the platform's effectiveness.

## About Doximity

Founded in 2010, Doximity is the leading digital platform for medical professionals and ranked the #1 telehealth video conferencing platform in the 2022 & 2023 Best in KLAS report. The company's network members include over 80% of U.S. physicians across all specialties and practice areas. Doximity provides its verified clinical membership with digital tools built for medicine, enabling them to collaborate with colleagues, stay up to date with the latest medical news and research, manage their careers and conduct virtual patient visits. Doximity's mission is to help doctors be more productive so they can provide better healthcare for their patients.