



How Clarkston Medical Group Monetized After-Hours Care and Increased Clinic Revenue by \$600,000 Annually

The providers at Clarkston Medical Group (CMG), a division of Michigan Medical Professionals and part of Trinity Health, take care of over 10,000 families from infants to seniors throughout Oakland County, Michigan. The clinic employs 25 providers and has a 50-year history of patient care in the region.

Challenge: Upcoming Compliance Laws

Michigan legislators are pushing for a new law that requires a follow-up appointment for all patients prescribed a controlled substance to be completed within one week. CMG wanted to be compliant with the new law and still make it convenient for their patients to schedule and complete these follow-up visits. They were also looking for a way to increase revenue and improve the bottom line.

Solution: eVisit Virtual Care Platform

CMG decided virtual care provided the best solution and undertook an extensive software evaluation process. The CMG Virtual Care Team put in hundreds of hours of research creating a short-list of six vendors. Over the next 18 months they researched these vendors, analyzing the features and benefits, which platforms had the best interoperability, and integration with their EMR and workflows, and most importantly — **“the easiest to use across the board from patients to providers.”** eVisit fit these requirements.



Providing virtual care with eVisit has been a big success at CMG. Patients enjoy anywhere, anytime access, and we've increased revenue by \$600,000 annually.

Dr. Renny Abraham, MD,
Managing Partner at CMG

KEY VIRTUAL CARE USE CASES

- Follow-Up Visits
- Immediate Care
- After-Hours Care



With eVisit, we've been able to provide faster, more convenient care to our patients. And, our providers are seeing a 20% increase in their salaries by monetizing after-hours care.

Dr. Renny Abraham, MD, Managing Partner at CMG

Enrolled Patients

10,000

Visits/Month

1,000

RESULTS

- Monetized after-hour care and increased clinic revenue through virtual care
- Provided patients with anywhere, anytime access to CMG doctors
- Increased revenue by growing and expanding follow-up visits with virtual care

Driving Patient Adoption and Usage

eVisit's Customer Success team assisted CMG with the implementation of the platform which took one-month — an incredibly fast time to value. CMG also took an innovative approach to driving patient and provider adoption of the platform.

CMG providers value the relationships they develop with their patients. So, before a patient can be seen via the virtual care platform, there must first be an in-person visit. This allows CMG providers to use this visit to promote the program and improve adoption by giving each patient an office business code card with information about the platform — including how to get in touch with the clinic via the eVisit Virtual Care Platform, a simple way to download the app from the iOS and Google Play stores, along with specific clinic information.

CMG also established an effective way to get their providers on board and to introduce their patients to this new and exciting platform for healthcare delivery. CMG mid-level practitioners are incentivized to use the telemedicine platform by receiving an additional \$25 per eVisit. This encouraged provider adoption and led to a 20% increase in provider salaries by monetizing after-hours work.

Increasing Revenue with eVisit and CMG

With eVisit, revenue at CMG increased over \$600,000 annually by growing and expanding follow-up visits with virtual care. In addition, provider salaries increased 20% by monetizing previously non reimbursable after-hours time spent. CMG now has over 10,000 patients enrolled on the eVisit Virtual Care platform and CMG providers conduct an average of 1,000 virtual care visits a month.

Dr. Renny Abraham, MD, Managing Partner at CMG says, "With the eVisit Virtual Care platform, we've been able to provide faster, more convenient care to our patients. And, our providers are seeing a 20% increase in their salaries by monetizing after-hours care."



eVisit simplifies healthcare delivery to everyone, everywhere with its market leading virtual care platform that includes digital scheduling, intake, video visits, discharge, and analytics across medical specialties and service lines. eVisit's innovative cloud-based software enables healthcare organizations to deliver faster, more convenient care to their patients resulting in better outcomes, revenue, and efficiencies for their organization. Based in Mesa, Arizona, eVisit helps more than 200 healthcare organizations, including the largest systems in the US, innovate and succeed in today's changing healthcare market. For more information, visit evisit.com.