

AVIA opens COVID-19 platform to all healthcare organizations; Adds American Telemedicine Association, others to Partner Network

Health Industry Leaders Leverage the AVIA Network to Accelerate COVID-19 Response with Digital

Chicago – May 18, 2020 – To support health systems navigating the COVID-19 crisis, [AVIA](#), the nation's leading digital transformation partner for healthcare organizations, continues to build its network of industry partners on the AVIA Connect platform. Through AVIA's COVID-19 Resource Hub, open to all hospitals in the U.S., AVIA is partnering with the [American Telemedicine Association](#) (ATA), [Conifer Health Solutions](#), and [Gensler](#) to provide digital health communities and resources.

In response to the pandemic, AVIA launched the COVID-19 Resource Hub within AVIA Connect, AVIA's digital transformation acceleration platform, to support health systems with digital health strategies and solutions.

“Emerging stronger in the new normal requires virtual business strategies, significant cost cutting, and revenue enhancement,” said Bruce Brandes, General Manager, Digital & Partner Network of AVIA. “Our Members’ go-forward strategies are catalyzed by the AVIA Connect COVID-19 Resource Hub and the expertise of our Partner Network.”

As health systems rapidly deployed chatbots, virtual visits, and remote monitoring solutions to reduce the spread of the virus, consumers have responded with enthusiasm and increased demand. Virtual healthcare interactions are now on pace to top [1 billion](#) by year's end.

By partnering with the ATA, a non-profit association focused on accelerating the adoption of telehealth, AVIA brings hospitals across the country a thought leadership partner as they strategize about telehealth as an enduring component of their new normal business strategy. This transition includes understanding evolving regulatory policies and reimbursement considerations, best practices for clinician workflows, solution landscapes, and financial modeling.

“We must build upon the important gains telehealth has made during the pandemic and ensure that healthcare providers can continue to provide quality care to more people, where and when they need it. Now is the time to integrate virtual care into long-term business operations and care models,” said Ann Mond Johnson, CEO of the ATA. “With this partnership, the ATA and AVIA are bringing the necessary industry leadership and insights for providers to successfully transition to a new world where healthcare delivery will significantly depend on telehealth, remote monitoring, and home care.”

In recognition of the sudden financial burden and new strategic demands facing healthcare organizations, AVIA has also expanded its [Partner Network](#) to include Conifer Health Solutions, an industry leader in financial optimization and revenue enhancement. Additionally, the Partner

Network also includes Gensler, a global design firm focusing on human-centered design solutions that propel the patient experience forward immediately while thinking into the near and far futures.

"The pandemic created an imperative for global knowledge sharing," said Brandes. "By learning from each other and leveraging the best thought leaders in the industry, hospitals can act faster in the face of this quick-moving virus."

Hospitals and health systems interested in accessing the COVID-19 Resource Hub can log into AVIA Connect at connect.avia.health/signin.

About the ATA

As the only organization completely focused on advancing telehealth, the ATA is committed to ensuring that everyone has access to safe, affordable, and appropriate care when and where they need it, enabling the system to do more good for more people. The ATA represents a broad and inclusive member network of hospital networks, technology solution providers and payers, as well as partner organizations and alliances, working to advance industry adoption of telehealth, promote responsible policy, advocate for government and market normalization, and provide education and resources to help integrate virtual care into emerging value-based delivery models. Visit [AmericanTelemed.org](https://www.americantelemed.org) or follow us on [Twitter](#) and [LinkedIn](#).

About Conifer Health Solutions

Conifer Health Solutions a leading provider of revenue management solutions, brings more than 35 years of healthcare industry expertise to clients in more than 135 local regions nationwide to help strengthen their financial performance, serve the needs of their communities and succeed at the business of healthcare. Conifer Health helps organizations transition from volume to value-based care, enhance the consumer and patient experience and improve quality, cost and access to healthcare. Annually, the company manages more than 17 million unique patient interactions, more than \$25 billion in net patient revenue and more than \$22 billion in medically managed spend. For more information, visit [ConiferHealth.com](https://www.coniferhealth.com).

About Gensler

Gensler is a global architecture, design, and planning firm with 50 locations and more than 6,000 professionals networked across Asia, Europe, Australia, the Middle East, and the Americas. Founded in 1965, the firm serves more than 3,500 active clients in virtually every industry. Gensler designers strive to make the places people live, work, and play more inspiring, more resilient, and more impactful. As the healthcare ecosystem continues to evolve, Gensler brings innovative strategies to deliver care across a broad spectrum of clients. Through advanced technologies, best practices, and the application of our research, we create new models for care and delivery. From virtual health platforms and retail clinics to community health centers to academic medicine, we shape healthy experiences and outcomes — on campuses and in communities.

About AVIA

AVIA is the nation's leading digital transformation partner for healthcare organizations. AVIA provides unique market intelligence, proven collaborative tools, and results-based consulting to help solve healthcare's biggest strategic challenges. Learn more about AVIA and AVIA Connect, the industry's premier knowledge sharing and collaboration platform for up-to-the-minute digital insights and best practices, at aviahealthinnovation.com. Follow us on [LinkedIn](#) and [Twitter](#).

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