

coastal animal hospital

TELEHEALTH CASE STUDY



Coastal Animal Hospital uses telemedicine to expand access to care

Telemedicine is a pathway to make it easier for clients to adhere to their medical care instructions while allowing the clients to better manage their time. Our use of telemedicine allows us to meet high consumer expectations while enabling the healthcare team to provide patients and clients the highest level of care.”

– Dr. Brian Evans, Founder, Coastal Animal Hospital

BUSINESS CHALLENGE

Low compliance with follow-up exams. Busy schedules hindered clients' ability to comply with quick but necessary recheck appointments.

SOLUTION

Coastal Animal Hospital utilized a third-party service that conducts streaming video consultations to assist with post-surgical rechecks and hospice care.

RESULTS

Increased adherence and satisfied clients.

Coastal Animal Hospital's use of telemedicine allows the staff to elevate the quality of care while at the same time reinforcing their commitment to deliver a great client experience.

BACKGROUND

The healthcare team at Coastal Animal Hospital in Encinitas, Calif., led by hospital founder Dr. Brian Evans, recognized their clients' desire to do what is best for their pets, but also heard concerns that busy schedules made it difficult to attend the follow-up exam after a spay or that clients had difficulty bringing in elderly pets for a recheck appointment. The hospital wanted to expand patient care and make it easier for clients to access care for their pets.



IMPLEMENTATION

Coastal Animal Hospital chose two specific areas in which to offer telemedicine services: post-surgical rechecks and hospice care. The hospital team looked to third-party telemedicine vendors and selected Petzam to help them connect to clients through a streaming video consult.

On surgery day, the healthcare team explains the necessary follow-up care to the client and lets the client know that they can utilize a complementary telemedicine consult for their post-surgical recheck. Dr. Evans and the team emphasize that this service to clients is an extension, not a replacement, for the services they provide at the hospital.

Hospice care is one of the specific service areas where Dr. Evans was able to immediately apply telemedicine consultations. Clients who are concerned or anxious about their aging and ailing pet often find it difficult to get the pet in their vehicle for transport to the hospital. In addition to providing house calls, Dr. Evans uses telemedicine to conduct remote consults.

In both cases, Dr. Evans establishes a baseline assessment of the patient during an in-person examination. From that point forward he can assess the pet's general condition by using a video consult, and through expanded dialogue with the client determines any necessary adjustments to their at-home care or, if needed, recommends a hospital visit where he can further evaluate the patient.

THE IMPACT

The team at Coastal Animal Hospital determined that offering these telemedicine consults enabled them to gather client input on a more frequent basis and get a more accurate read of how patients are doing in their home environment, elevating quality of care while reinforcing their commitment to deliver a great client experience. Clients appreciate the flexibility of a telemedicine consultation that provides them peace of mind that their pets are getting the care they need when they need it. Clients are more responsive to the telemedicine consult because they don't have to take time off work or arrange for childcare to make the in-person visit to the hospital.

Dr. Evans emphasizes that telemedicine isn't about replacing visits to the hospital. It's about complementing those services and establishing a means to monitor patients and communicate with clients using modern telecommunication tools. Dr. Evans takes the time to reinforce to clients that they are always welcome to visit the hospital at any time and finds that his clients appreciate the flexibility of a telemedicine consultation when appropriate.

For more information

Coastal Animal Hospital www.sdcoastalanimal.com

Petzam www.petzam.com