



Crown 3 Veterinary Services

TELEHEALTH CASE STUDY



How Mobile-Phone Videos Improve Compliance and Patient Care

“Incorporating technology solutions into my daily practice ensures that my clients receive accurate information and treatment recommendations, even if they are not able to be present each time I examine a particular patient.”

– Dr. Bridget Heilsberg, owner, Crown 3 Veterinary Services

BUSINESS CHALLENGE

Communicating diagnostic and treatment recommendations for equine patients consistently to multiple stakeholders – owners, stable managers, trainers and caretakers. These stakeholders are rarely all present during a consultation, so there is a risk of misunderstanding or loss of information when the veterinarian’s advice is passed from one person to another.

SOLUTION

To ensure that diagnostics, comments, and treatment recommendations are properly communicated to all those involved in the care of a patient, the veterinarian records and sends a short video right after the consultation, featuring the key points and important messages to convey.

RESULTS

Improved compliance and time savings.

Treatment compliance is improved as all involved receive the same information. Sending a video also eliminates the need to reiterate recommendations multiple times, freeing more of the veterinarian’s time to focus on delivering continuity of care.



BACKGROUND

Dr. Bridget Heilsberg, who founded Crown 3 Veterinary Services in 2016, identified early on that some of her clients were large operations where an individual case typically involved multiple stakeholders. With owner(s), horse trainer, barn or operations manager, and caretaker, as many as five or six people might be involved in the care of a single horse. Detailed diagnostic and treatment recommendations often need to be communicated to each of them to ensure optimal care.

As a single doctor in an ambulatory practice, Dr. Heilsberg also wanted to make the most efficient use of her time, while providing the highest level of care possible.

IMPLEMENTATION

Crown 3 has used telehealth and incorporated technological solutions since its inception in 2016.

Dr. Heilsberg chose to use recorded video to communicate efficiently with her clients in situations where they either could not be on site for a consultation or had to relay treatment recommendations to other stakeholders.

After each consultation, Dr. Heilsberg records a short video – no more than 30 seconds long – using her mobile phone. The video outlines the case at hand, diagnostics, details of the recommended treatment, a recheck or follow-up date, and other comments as needed. While the information may be shared with others at the client's discretion, the message is directed toward the client. It also clearly identifies the horse's name because Dr. Heilsberg may be seeing more than one horse at a time for the same client.

Crown 3 also uses telehealth to communicate with clients and follow up on cases with only one stakeholder. Dr. Heilsberg keeps her videos short so that they easily can be sent out by phone as soon as she has finished her recording.

Wound management is an example where Dr. Heilsberg uses telehealth to triage and establish seriousness. By assessing client-provided photos and videos, Dr. Heilsberg can complement the conversations she has with clients to be better prepared when she arrives to conduct the physical examination. Additionally, once care plans are initiated, she can efficiently stay connected with clients to assess the healing progress through photos, videos and text messages.

THE IMPACT

"My clients use the recorded video as a constant guide to implement the treatment and other recommendations. Treatment compliance is improved as all stakeholders have access to the correct information from the very beginning and can refer to the video anytime they need to," says Dr. Heilsberg.

"Using telehealth allows me to follow cases almost on a daily basis, whereas it would be once a week at best if I had to check on an animal in person," she adds. "Telehealth brings me closer to my clients, and allows me to be more proactive and offer better services."