



DocbookMD & Medical Clinic of Houston

Medical Clinic of Houston (MCH) comprises 48 physicians including internal medicine specialists and subspecialists, contracted radiologists, and hospitalists. With such a diverse specialty mix along with in-house radiology and laboratory departments, MCH conducts a fair amount of communication both during and after hours.

The Problem

MCH's communication requirements are complex, and the clinic needed a better solution to ensure messages not only reach the appropriate physician quickly, but allow for follow-up to ensure all messages are received and read. MCH doctors wanted to replace their outdated pagers with much more capable cell phones, but were prevented from doing so by HIPAA regulations and data concerns.

It was time to find something new. Any solution MCH implemented needed to meet its two-fold goal of having: (1) encryption capabilities so as to not place doctors at risk of HIPAA violation, and (2) full integration with the current answering service to interface and send appropriate information.

The Solution

DocbookMD is a scalable software application whose features allow for the convenience of mobile communication and the confidence of a HIPAA-secure platform.

MCH deployed DocbookMD across the entire organization, making it available to all physicians and administrative staff. MCH also took advantage of DocbookMD's ability to integrate communication across the practice's answering service and in-house ancillary services departments.

All communications now go through the DocbookMD app, giving physicians an unprecedented level of information and timeliness.

Each time a physician receives a "page", a patient's information is instantly available, including their name, date of birth, return phone number, and the nature of the care. A full directory of MCH physicians also is instantly available, saving time and frustration when physicians and staff need to get in touch with colleagues to ask questions, or to facilitate referrals and transfers. DocbookMD eased the difficulty of keeping MCH doctors connected. The ability for enhanced communication between the group's hospitalists, referring physicians, and their support staff allows the care team to

share critical information—even when the on-call doctor changes from day to day—creating a high level of continuity.

"We saw a big difference because it provides immediate communication," said MCH Corporate Healthcare and Business Development Consultant E. Jane Hughson-Myers. "The hospitalists can relay pertinent patient details to a patient's primary care physician ("PCP") and can view when the PCP reads his message, rather than assume it has been relayed. Should the PCP desire, he can respond to the message string without re-typing the patient's info. It isn't just 'page him' or 'call her.' Read receipts are a big plus of using DocbookMD."

This instant communication also benefits MCH patients. A recent interaction involved a patient calling her PCP who, based on the conversation, determined that the patient needed to go to the Emergency Room. After giving the patient instructions, the doctor sent a DocbookMD message to the hospitalist informing him the patient was on the way. Later, the referring doctor received a message from the hospitalist that simply said "your patient never showed up." This instant feedback gave the PCP an immediate opportunity to call the patient back, investigate what had happened, and reaffirm the importance of seeking rapid treatment—potentially preventing serious complications.

DocbookMD noticeably reduced occurrences of "telephone tag," and improved physicians' and staff's ability to verify when messages are being sent and received, as opposed to just believing they are.

"We have a range of physician communications between specialties," Hughson-Myers said. "Looking at some of the recent message receipt activity (not the message itself), I see a message receipt from an internist to a cardiologist. I see activity from physicians to nursing administration. I see activity from the contracted radiologists to the internists, and then when the internist responded back. I also see hospitalist-to-hospitalist communications. DocbookMD really is a group-wide communication solution."

"For us, it was very simple. Pagers are less reliable and more outdated, and DocbookMD solved this issue."

Russell Radoff, MD
MCH Internal Medicine Physician

Another benefit to MCH is the streamlining of on-call and after hours activities. "One helpful thing that DocbookMD has done for us is with the laboratory," said Hughson-Myers. "When unusual outcomes or critical results must be communicated to a physician after hours, the lab staff is 'Docbooking' the results to the physicians even after they've gone for the day. DocbookMD gives us a mechanism to reach the doctor right away with a critical lab results, and provides instant confirmation that the message has been received and read via the DocbookMD read receipt."

Risk Management Improvement

Many physicians do not want to carry multiple devices but simply forwarding 'pages' to their cell phones is not an option because Protected Health Information may be included in the 'page'. "They couldn't do it because the "forwarded" message is no longer secure," said Hughson-Myers. "But now, with DocbookMD, all messages are encrypted, thus physicians don't have to stop to question whether or not their message may contain PHI. It's a big impact in the reduction of liability and risk potential."

DocbookMD meets all of the criteria necessary for mobile HIPAA security:

Administrative safeguards. HIPAA requires a termination procedure where Protected Health Information (PHI) can be rapidly removed from a device, or access to that PHI can be quickly terminated. With DocbookMD, no messages are stored on the device and physicians can remotely shut down access to the app if loss or theft of a device is reported.

Physical safeguards. HIPAA requires that access to the device containing PHI must be limited. DocbookMD uses a PIN-lock for the app and strongly encourages physicians to keep their devices safe and password-protected.

Technical safeguards. HIPAA requires that PHI must be encrypted to the highest standards available, and that secure encryption must be tested on an ongoing basis. DocbookMD uses 256-bit encryption for all PHI on the device and server, as well as during transmission.

Redundancy. HIPAA requires that any device that contains PHI must have a back-up and recovery procedure. DocbookMD has data back-up procedures and a disaster recovery plan in the event of loss of the device or PHI. DocbookMD's servers also have these systems and emergency recovery procedures in place so no PHI is ever stored on the user's device.

DocbookMD.

We have been building powerful and secure productivity tools for regulated industries since 1998. We work tirelessly every day to deliver customer value by harnessing the power of the cloud to deliver solutions that help customers improve communications, streamline workflow, and improve the vital exchange of information. We have a talented, multi-disciplinary team dedicated to eliminating manual processes so our customers can work better, with confidence. Tens of thousands of customers, large and small, have relied on us for almost two decades to help them handle sensitive, business-critical information.

>>> For more information, please visit docbookmd.com

About DocbookMD

DocbookMD, built by physicians for physicians, is a rapidly growing HIPAA-secure messaging application for smartphone and tablet devices with over 22,000 physician users across 39 states. By putting doctors in control of the technology and transcending practice settings and other medical technology solutions, DocbookMD enables the kind of immediate, secure communication that can change the face of healthcare. Learn more at docbookmd.com.

About MCH

Medical Clinic of Houston, L.L.P. was founded in 1968 by the merger of two practices, comprised of nine physicians. As the original practices grew, physicians and specialized services were added to its facilities resulting in today's medical complex. MCH specializes in Internal Medicine and also offers the following various sub-specialties: Cardiology, Endocrinology, Gastroenterology, Rheumatology and Medical Oncology as well as Diabetes and Nutrition Education. The MCH goal is to provide excellent medical care in a caring and service-oriented environment while utilizing the latest medical technology.

Connect Everyone

Physician-to-physician, physician-to-staff, and staff-to-staff — the entire clinic can securely communicate like never before. Attach X-rays, EKGs, and other critical patient images just like sending a text.

Instant Labs & Reports

Can be integrated with radiology, lab, and pathology service providers. Connect to answering service providers.

Be HIPAA-Secure

Encrypted secure messaging: SSL, AES-256 bit encryption (text with image attachment). Encrypted secure cloud storage of ePHI (signed BAA). Advanced user authentication (NIST level 2 equivalent).

Boost Productivity

Eliminate wasted time checking on lab report status or physician availability. Instant messaging with read receipts.

