



## Case Study

# How Remedy Psychiatry Used Outcome Tracking to Improve Patient Experience and Care

### Key Takeaways

1. Enhance patient engagement by quantifying symptom progression
2. Robust data analytics to establish best practices
3. Fast and easy set up for both the patient and provider
4. Leverage outcome-based outreach to attract new patients



In 2020, Dr. Kirsten Thompson founded **Remedy** where she is currently the Founder, CEO, and Supervising Psychiatrist. The idea of Remedy Psychiatry arose from her years of

experience in hospitals and private practice, witnessing the disparities regarding accessing mental health services, specifically psychiatric medication care. The insurance gymnastics that patients had to go through, along with expensive out-of-pocket fees, drove her to develop a telepsychiatry company based in California that provides personalized medication management for adults and children. It includes comprehensive mental health evaluations and on-going unlimited appointments from the comfort of one's home - days, nights, or weekends and for one low monthly fee.

Part of building a better mental health solution was the implementation of Patient-Reported Outcome Measures (PROMs). Remedy needed something that worked in harmony with their electronic health record

(EHR) while also providing a way to easily collect and aggregate data at scale. Because Remedy is an entirely telehealth company, Dr. Thompson wanted to keep it sustainable and discontinue any use of traditional paper-implemented PROMs. She turned to **OutcomeMD** to solve these problems!

OutcomeMD is a digital outcome tracking, management, and marketing platform that seamlessly scores and tracks changes in patient's symptoms over time by using medically validated PROMs across all medical specialties. The platform helps providers improve care in profound ways and leverages their good outcomes to ignite positive word of mouth. OutcomeMD empowers providers to effortlessly elevate and celebrate their outcomes.

### Enhance patient engagement

PROMs are a meaningful way for mental health clinicians to quantify their patient's symptoms and condition status. The pain point is getting the patient to take the survey. Even with the advent of electronic PROMs, not all patients are motivated to take an

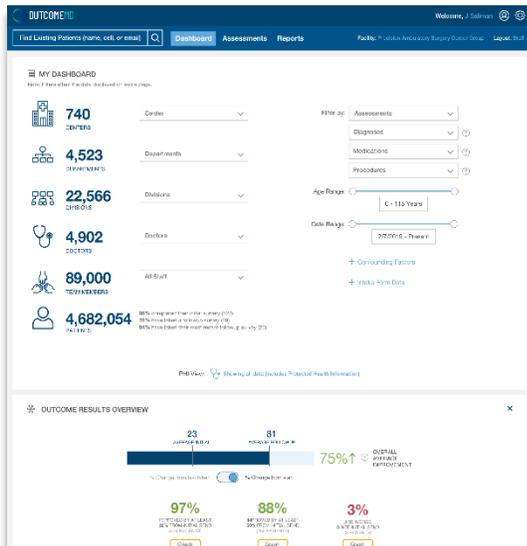


Figure 1: System-level Dashboard analysis tool within OutcomeMD.

***“Our patients find OutcomeMD easy to use and enjoy seeing their progression over time! We have even found that some reach out to us eager to know when they can take their next assessment if we modify their automatic follow-up schedule,” Dr. Thompson commented.***

assessment. By providing a fitness-tracker-like experience, OutcomeMD is the only system that engages the patient post-assessment by showing them their score and potential range of improvement. Because patients can track and trend their outcomes, OutcomeMD creates an opportunity for shared decision-making that no other PROM system provides.

## Robust data analytics to establish best practices

The benefits do not end with the patient. For Dr. Thompson, OutcomeMD has been invaluable to Remedy Psychiatry because their providers can successfully understand and demonstrate how their patients are progressing throughout their treatment. On a system level, the team at Remedy can easily aggregate and analyze a wide variety of treatments with OutcomeMD’s powerful Dashboard tool, so that they can keep track of what is working and what isn’t through a research-based lens. They’re also able to visualize a patient’s medical journey within their

specific Patient Timeline, which automatically pulls in medications, procedures, and diagnoses from the EHR and displays them alongside their PROM data. Moreover, through the Patient Timeline, the provider can view any events that the patient enters on their end, so nothing is missed.

## Easy for both the provider and the patient

Within less than a week, Remedy had OutcomeMD up and running. They selected their favorite assessments from OutcomeMD’s comprehensive PROM library, customized the automated follow-up schedule for each assessment, and began seeing immediate clinical benefits of the program. Patients echoed how easy it was for them to use OutcomeMD without having to download another app. Instead, all the patient needs to do is click on the unique link that is sent to them, and they’re ready to take their assessment!

## Outcome-based outreach

Remedy uses outcomes not only with their current patients but also with prospective patients. Recently, Remedy launched a new marketing campaign employing the OutcomeMD Symptom Scorecard, which is what the patient receives once they have completed their assessment, to advertise to prospective patients. The Symptom Scorecard showcased the value of Remedy to retargeted individuals who were familiar with Remedy (e.g., had visited their website or engaged with one of their social ads) but had not signed up for an appointment. Over the lifetime of that one ad, their cost per acquisition (CPA) was approximately 35% lower than their average CPA for a given campaign. All in all, it was evident that OutcomeMD could be leveraged even outside with prospective patients to

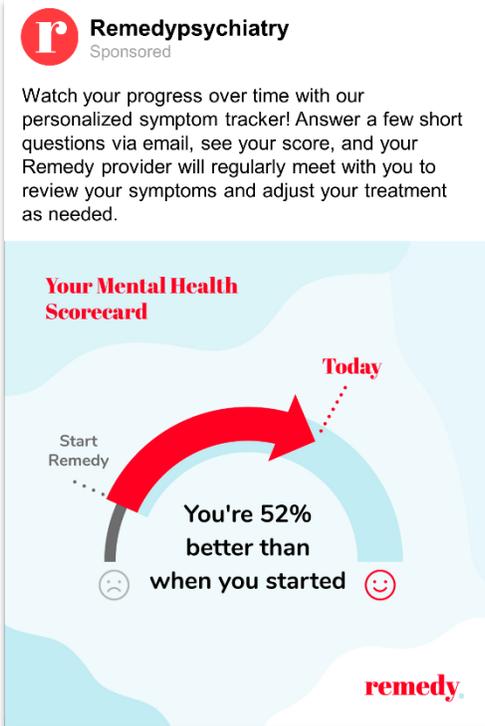


Figure 2: Example of Remedy's outcome-based outreach on social media.

differentiate their service from the competition.

OutcomeMD has benefitted Remedy Psychiatry beyond the initial goal of implementing an electronic PROM system that worked in tandem with their EHR. From enhanced patient engagement, robust data analysis, ease of use, and outcome-based marketing campaigns, it is clear to see that the outcome of working with OutcomeMD has been overwhelmingly positive.

**Sign up with OutcomeMD today!**