

Best Health App

Trailblazers in Medical Software

Case Study | Bay Village Medical Centre

June 2020

The Challenge

Bay Village Medical Centre was looking for an all-in-one practice-patient solution to complement their Practice management system. The Practice was using multiple providers for the functionality they required; one of which was providing appointment reminders to patients, and another providing a kiosk for patient self-check-in.

"It isn't cost effective for us to have different companies providing separate services. If you have IT issues, it's easier to problem solve with one company rather than several."

After joining Bay Village Medical Centre a year ago, Practice Manager, Heather Gewin, sought out an alternative solution to combine the two services, save the Practice money, and provide a platform that would make life easier for patients and receptionists. Originally seeing the Best Health App unveiled at Bp Summit in 2017, Heather had subsequently introduced Bp Comms to four other Practices successfully, and felt it was the right solution for Bay Village Medical Centre also. As the Practice was already using Bp Premier, finding a native solution that integrated seamlessly with their existing software package was ideal.

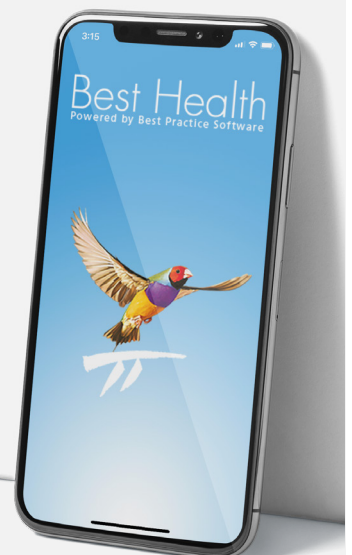
While other solutions may have offered similar features, other solutions couldn't match the financial benefit of one holistic software package, nor could they offer a comparable ease of use.

The Practice

Nestled in the heart of NSW's Central Coast, Bay Village Medical Centre has been operating for over 45 years. They operate with eight General Practitioners, four Registered Nurses, five Receptionists and a Practice Manager on staff. They serve over 6,500 patients in the region, and regularly experience an influx of patients during the holidays, due to their proximity to beaches and being a popular holiday destination.

Heather has a strong belief that communication between their team and patients is crucial for the ongoing success of their Practice.

"My role as Practice Manager is to present every opportunity to my practice principals. Education and introducing new concepts can be difficult, but I work through it by educating and assisting my teams to enable confidence, so that we can deliver new ideas and concepts, like the Best Health App."



Before the Best Health App

Prior to onboarding the Best Health App, Heather's team was not utilising any kind of communication solution aside from having a check-in kiosk and a standalone appointment reminder system.

The kiosk only served its purpose intermittently, often being bypassed altogether by patients, or causing frustration among those who couldn't understand the process. The appointment reminder system, while serving its purpose, was narrow in function, and the Practice required a more well-rounded solution that provided appointment reminders with other features to guide better patient outcomes.

While Heather admits that introducing significant change into such a well-established Practice can be difficult, as it often creates an increased workload during the onboarding, she maintains the cost savings and unification of functionality into one solution is worth it.

Although Heather was confident in the Best Health App's ability to deliver on Bay Village Medical Centre's requirement, she performed due diligence in assessing alternative solutions. She noted that while other options had their strengths, none offered a full package for Practice and patient like the Best Health App.

Heather's belief is that it is not cost effective to subscribe to multiple vendors offering similar services – and that consolidating all required services into as few providers as possible provides functional and financial benefit, which is why the Best Health App's integration with Bp Premier was so attractive.

"I find Bp Premier to be a great product and I have now introduced it to five Practices I have worked in or completed consultant work for.

It is user friendly and easy to understand. GP registrars also find it to be great clinical software to use in general practice.

It is easy to train staff in Best Practice software as well. There are many features that, as a business, I also like in Bp's software."

Since Using the Best Health App

Bay Village Medical Centre implemented the Best Health App in May 2019. A crucial component to ensuring the rollout's success was educating staff adequately in advance about the product. Heather and her team prepared for the rollout by utilising our Knowledge Base library and free webinar series, and says it was an easy introduction for her patients.

"I was excited about introducing it to our team and patients, and my team was keen to learn about the app. I am immensely proud of them, as they have done a wonderful job enrolling our patients into the Best Health App."

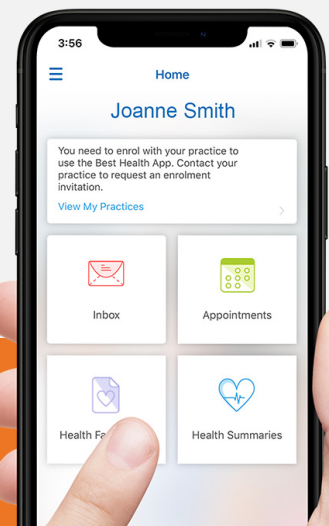
Bay Village Medical Centre currently has 245 patients enrolled with Best Health App but are aiming for more, and patients have been eager to know more when noticing marketing materials.

"Brochures went very quickly. I noticed a lot of patients really wanted to know how it was going to benefit them rather than how to enrol. They would then come back to the desk and ask our receptionists how they enrol."

Since rolling out the Best Health App, Bay Village Medical Centre has been receiving positive feedback from patients on the app. Heather notes that even patients who have opted out of My Health Record and therefore wouldn't receive health summaries, have realised other app benefits such as inbuilt health factsheets, view of upcoming appointments and comprehensive Practice information.

"We love the Best Health App. Patient recalls, and health summaries are fantastic for patient to have. Hospitals could benefit from the app and this functionality also."

Best Health App



"I knew it would be fantastic to introduce. I think both the My Health Record and Best Health App complement each other as the information is secure and personal. Patients that have more than one Practice can also be accommodated in the Best Health App."