

CASE STUDY

Pine Rest Delivers Telehealth to Patients Using Reliable Video Calling

Pine Rest Christian Mental Health Services is one of the largest behavioral health providers in the U.S. They provide addiction treatment and recovery, extensive child and adolescent programs, postpartum and other perinatal mood disorder treatment, senior care services, Electroconvulsive Therapy and Transcranial Magnetic Stimulation Therapy. Pine Rest has 19 outpatient locations throughout Michigan and Iowa.

Providing access to patients in rural areas opened the door to telehealth services. The team, led by Telehealth Clinical Director, Dr. Bruce Retterath, had to launch the program in 30 days. This required evaluating video conference providers to meet the demands of their unique environment. This included creating a scheduling process, vetting the patient's ability to connect to a secure service to safeguard patient and clinician data. BlueJeans met these requirements.

Simplifying Telehealth Video Call Adoption

Most video calling services proved difficult to integrate and complex to use. Connecting directly to patients' homes meant safeguarding private email addresses and other sensitive information. They also sought an easier way to schedule staff meetings through Outlook calendar. BlueJeans did it all, while providing interoperability, delivering video, audio, and web conferencing in a single platform.

To kick off testing, BlueJeans accounts were provisioned for the scheduling team. While the client and staff were on the phone, BlueJeans allowed the patient to join, complete the registration process, and vet their connection. From there, BlueJeans developed a video queue for patients scheduling an initial appointment.



Industry: Healthcare

Objectives: Establish scalable, simplified video meetings to meet growing telehealth needs.

Safeguard private patient and clinician information.

Solution: BlueJeans connects multiple devices via video while easing deployment in a virtual environment.

BlueJeans helps maintain clinician anonymity and delivers secure connections.

Business Outcomes: Increased service availability when expanding from 5 to 60 clinicians.

Reduced wait times for scheduling first appointment.

Increased telehealth access via mobile devices.

It's wonderful how responsive the support staff at BlueJeans has been to our unique needs. Their extra effort blew me away.

– DR. BRUCE RETTERATH, CLINICAL DIRECTOR OF PINE REST

Decreased Scheduling Time with Video Calls

BlueJeans worked closely with a website developer to create a video call queue. With it, patients could schedule telehealth appointments directly from the Pine Rest website through BlueJeans. This eliminated the initial phone call and reduced the scheduling time to five minutes. After establishing this process, discussions centered on using the same workflow to connect external health systems.

Pine Rest clinicians not only made BlueJeans part of their workflow, they introduced it to patients during office visits. Using laptops or mobile devices, patients use BlueJeans to meet with clinicians. With BlueJeans, patients meet remotely in the event of bad weather, car trouble or when caring for a sick child. Likewise, clinicians can treat patients without being at the clinic. Retterath estimates 50-75 patients per week use telehealth and the number is growing. "BlueJeans makes it easy for patients to connect even when they can't drive to the clinic," he says.

Patients are impressed with the ease of use and convenience. "BlueJeans is the easiest telehealth software I have used," adds one patient. "Especially for those needing to travel long distances."

Integrating Video Calls within EHR

Pine Rest recently migrated to Epic, a software-based, patient database. With BlueJeans and Epic being separate,

appointments were made on both platforms. However, BlueJeans' integrated with Epic. This allowed BlueJeans video calls directly from Epic. This protects clinician email addresses, further simplifying BlueJeans video calls as well as telehealth services. "It's wonderful how responsive the support staff at BlueJeans has been to our unique needs. Their extra effort blew me away," explains Retterath.

An easy option for patients while providing convenience for clinicians, BlueJeans helped Pine Rest's telehealth program thrive. BlueJeans video calls simplify appointments, increase treatment, and expand telehealth access.

ABOUT PINE REST

Founded in 1910, Pine Rest Christian Mental Health Services is a non-profit organization in Grand Rapids, Michigan. Pine Rest is one of the largest behavioral health providers in the U.S., offering a full continuum of services including inpatient and partial hospitalization, residential, outpatient and teletherapy services, addiction treatment and recovery, extensive child and adolescent programs, senior care services, as well as specialized assessment and treatment clinics. At their core is a team of highly specialized clinicians and professionals dedicated to high-quality, outcome-driven practices. These values drive quality of care and commitment to patients.