



IMAGINE IT

CASE STUDY / HEALTH CARE

Healthcare Solution 200% ROI Annually

THE COMPANY

A mid-sized healthcare company in the Minneapolis-St Paul, MN metro area provide unique mental health services to their clients. They employ some of the most creative professionals in the field and they are very proud of the services that they provide ... and then COVID-19 hits.

THE CHALLENGE – COVID-19

With the “new normal” in-person visits were limited and the company was forced to pivot to online telemedicine. After some searching they found an established telemedicine application that each of the clinicians could implement from their home offices. The product worked well, and the clients reacted positively to the online sessions

...but, this solution was very, very expensive and was not going to be a viable long-term solution.

THE NEED FOR A DIGITAL TRANSFORMATION

A digital planning workshop presented our client partner with the following needs:

- 1 Reduce the monthly price of a fully functioning tele-medicine solution
- 2 Brand the solution with their newly trademarked online offering “Sky Sessions”
- 3 Allow for access to the new solution through their existing website, rather than accessing the consoling sessions through another website
- 4 Access needed to be seamless for the wide range of their mental health clients
- 5 The solution needed to be HIPAA compliant

THE SOLUTION / MICROSOFT TEAMS

Our development team went to work and created a tele-medicine solution using Microsoft Teams as the backbone. With an open API, our team was able to connect the Communication functions within Teams to the existing company website, making the end user logon experience intuitive and easy to use.



OPEN API



**COMMUNICATION
FUNCTIONS**



**INTUITIVE
LONGON**

HIPAA COMPLIANT

Because the entire Microsoft 365 platform is HIPAA compliant, this solution using Microsoft Teams was also compliant ... and without having to do expensive, additional development. As the HIPAA regulations change from quarter-to-quarter, Microsoft will change also and will remain compliant. This allows the clinics to focus on providing much needed mental health services, rather than focusing on cyber security and HIPAA compliance.

THE COST - \$30,000

The cost of this solution was \$30,000, and was built entirely on a product that they clinics already owned – Microsoft Teams. This is truly an incredible INVESTMENT for this clinic and equates to 200% ROI in just 12 months ... and an additional 200% each and every year following this.

A CASE FOR DIGITAL TRANSFORMATION

This company was faced with a very difficult challenge. Their business was 100% face-to-face ... and then COVID-19 ravaged the country. Their services are vital to the community, especially as people's lives were dramatically changed because of COVID.

They needed a transformation, and technology provided a path for the company to transform. Their willingness to pivot and use technology to create a tele-medicine environment saved their business and allowed them to continue to help those in need.

Their final transformation – using Microsoft Teams – allowed them to roll out these new services with a very healthy ROI on their investment on these technologies.