



Case Study

About Unified Women's Healthcare

- Founded in 2009
- Provides practice management to one of the largest women's healthcare medical networks
- More than 1,700 providers across 12 states and DC
- 2 million patients seen annually

Qure4u Solutions Used

- Real-time patient schedule
- Financial reports
- Interactive patient and physician messaging
- Patient safety incident reporting
- Newsfeed messages

Achieving Clinical Autonomy and Organization-wide Transparency

Unified Women's Healthcare is a large organization that focuses on both business needs and clinical autonomy for affiliated practices. With explosive growth and several acquisitions in the last three years, Chief Information Officer Jon Hofer wanted a better way to engage affiliated providers.

Hofer needed an integrated tool that would enable affiliated providers and their patients to leverage a digital communications platform from the EMR for an end-to-end experience. He wanted to give affiliated providers the ability to interact with care teams via a mobile device from virtually anywhere. According to Hofer, "Doctors don't have time to check their emails. We previously delivered lots of content like financials and reports to our affiliated physicians, but they struggled to find the information in an efficient manner."

Turning Ideas into Deliverable Data



Unified chose Qure4u as its preferred vendor based on the proven 20-year track record of both the platform and Monica Bolbjerg, MD, CEO of Qure4u. "Dr. Bolbjerg has an excellent competency to turn ideas into deliverable data," says Hofer. "Rather than just talk about it, she and the Qure4u team actually produce working solutions from conversations."

Hofer and his team bring ideas to Dr. Bolbjerg and she then evaluates them quickly to determine what is possible. Without in-house developers or app expertise, Unified also relies on Qure4u to supplement their IT support team with regard to the app. "I take pride in sharing our clinical and technology experience to guide and inspire Unified Women's Healthcare," says Dr. Bolbjerg. "Together we help determine how they best use digital tools to reach their goals."

Results Achieved



Instant Access to Financials

Each provider knows where their care center stands, specifically with dashboards and metrics.



Transparency with Physicians

App inside EHR and phone lets physicians easily see issues and how to solve them.



Increased Patient Engagement

From office visit to beyond practice walls, patient communication supports care plan through completion.

Physician Transparency

Healthcare transformation requires more than technology. It should also include a culture of innovation and leadership commitment to clinical quality. Dr. Aaron Sudbury, MD, FACOG, Unified Women Healthcare's Medical Director for the state of Florida, has been a Qure4u champion since implementation.

"Qure4u's ability to build new features on the fly is impressive from an innovation and development standpoint," says Dr. Sudbury. "The modules for patient communication and interaction are clean, and we knew from the onset that the technology would work well for patients. Qure4u has a keen ability to think creatively and design in a way that engages both patients and physicians."

Qure4u allows providers and staff to communicate in a secure manner, and providers can easily stay abreast of their weekly and monthly financial information. "Our main reason for seeking out Qure4u's app was to improve communication with our providers and achieve full transparency across affiliated locations," adds Hofer.

Empowered Patients



For patients, Qure4u provides an all-in-one patient app that optimizes the patient experience with features like digital check-in, easy payment collections, care plans and communication tools including secure messaging and telehealth.

"Our work with Qure4u allows our affiliated providers to broaden their scope of interaction with patients through an integrated solution that enhances rather than disrupts the workflows of our physicians," says Dr. Sudbury.

As a result, Unified affiliated medical practices can offer appropriate care solutions based on goals specific to each patient and their insurer. "Making sure patients follow through with care plans by offering clinical decision support is critical to our overall value-based care goals," adds Dr. Sudbury.

Next Steps for Unified

Unified is seeking to extend the communication and provider engagement platform of the app to other tools for affiliated practices, including clinical decision support and revenue cycle management.



3 Quick Qure4u Wins

One easy place for providers to go
Integrations with EMR system, easily white-labeled
Ability to build custom features in a modular format



Qure4u's Digital Platform Features

Provider Mobile: Messaging, schedule, telehealth, financial information and more...
Patient App: Digital check-in and intake, collections, consent forms, remote patient monitoring, telehealth, online scheduling and more...
In-office Apps: Kiosks, tablets, chrome plug-ins