

Case Study:



About Customer

Physicians Behavioral Hospital (PBH) is a 42 single-occupancy room inpatient behavioral health hospital that offers psychiatric, addiction treatment, and withdrawal management in addition to extensive outpatient services through a Partial Hospitalization Program and an Intensive Outpatient Program. As a pillar of their community, treating psychiatric concerns since 2008, they have successfully treated and transitioned over 1,500 patients back into the community. Physicians Behavioral Hospital is a place where lives are turned around and hope is restored.

Type of Organization:

Behavioral Health Hospital

Number of Beds

42

Services Offered

Inpatient Psychiatry
Addiction Treatment
Withdrawal Management
Intensive Outpatient Program
Partial Hospitalization Program

Since we've gone with Access TeleCare, we've seen our business grow and we've seen our patient complaints go down.

Brad Mabry

CEO
Physicians Behavioral Hospital

Challenge

Physicians Behavioral Hospital was looking to scale their operation to better meet the growing needs of their community. Here are the top challenges they faced:

- **Increasing their professional psychiatric coverage.** PBH had adequate space in their facility and their community certainly needed their psychiatric care services; however, what they didn't have was enough professional psychiatric coverage to scale their operation to fill that space and better meet the needs of their community.
- **Responding quickly to inpatient admissions and providing timely access to care.** They needed providers that aligned with their organizational goals of responding quickly to inpatient admissions and providing timely access to care. PBH receives patients from emergency rooms all over the state and it is paramount to their business to respond quickly to those admissions.

Challenge (Continued)

Building stronger relationships with emergency departments across the state. Establishing strong relationships as a dependable partner with the surrounding emergency departments was a key pillar in their growth strategy as it ensured that they would be a preferred destination for patients upon discharge. It is particularly important for emergency departments to be able to discharge these patients to a behavioral health hospital to avoid boarding them for long hours or even days or weeks. By being a high-quality outlet for inpatient behavioral health care, PBH helps those emergency departments open up beds for other patients who need them.

Adapting to serve evolving patient types. PBH was seeing a shift in the types of patients coming to their facility, with more of them being in crisis (suicidal, homicidal, and gravely disabled), rather than just the 28-day drug rehab program. This meant that they needed providers who were prepared to treat the array of significant behavioral health issues that were present within the patient population.

Solution

Physicians Behavioral Hospital partnered with Access TeleCare to create a fully telemedicine model of care. Now, all professional psychiatric care offered at PBH is done virtually. They have a stand-alone Psychiatric MD medical director that rounds on the patients once a week, as well as 4 PMHNPs that provide 24/7/365 on-call coverage and daily rounding on all patients. For the virtual visits they set up a clinic in one of the rooms in the hospital. A nurse sits in the room with the patient to facilitate the visit. The nurse has the electronic medical record pulled up on their computer and the doctor has the record pulled up on theirs as they treat the patient. The patients attend their visits one-by-one, they come into the clinic room, sit in a comfortable chair and have a face-to-face visit with the behavioral health clinician who is on a big screen TV.

In the Intensive Outpatient Program (IOP), PBH has leveraged the virtual model as well. The program is 2 days a week, with patients seeing Access TeleCare clinicians for admissions and then routinely on the 2 days of the program leveraging a virtual clinic set up like the one in the inpatient area.



All the things that we listed on a board that said, 'where could this go right, where could this go wrong...'
None of the wrong happened.

Brad Mabry
CEO
Physicians Behavioral Hospital

If you literally stick with Access TeleCare and trust them and understand that they've done this before, they will hold your hand and walk you through it step-by-step. We did it and it's been a huge success.





Brad Mabry

CEO

Physicians Behavioral Hospital

Results

Access TeleCare provided clinicians that were aligned with PBH's organizational goals to grow their census, respond quickly to admissions, and be courteous and respectful in all patient interactions. According to PBH's CEO, Brad Mabry, there has never been a negative word spoken by the patients about the virtual visits. The providers operate with exemplary courtesy and respect, and the technology has not been a barrier. The patients are very comfortable with it and get everything they need through the virtual visit. Some notable results that PBH has seen since implementing the virtual behavioral health model of care are:

-  **Grew census from 20 to 42:** Now working on second bed- license expansion to add even more inpatient beds to the facility.
-  **Expanded service lines:** They were able to add an IOP that now sees 50 patients per day of the program.
-  **Created a place where people want to work:** PBH staff have good communication with Access TeleCare clinicians and feel supported by them.
-  **Improved the quality of care:** Access TeleCare providers always serve the patients with courtesy and respect so that patients are getting the care they need, having a better patient experience, and willing to return to PBH if they need help again in the future.