ePatientFinder®

PROVIDER CASE STUDY

Baylor College of Medicine

OVERVIEW

Baylor College of Medicine (BCM) routinely runs clinical trials focusing on cardiology. The college’s research clinic has three full-time research coordinators, one lipid research fellow, and one laboratory technician. The clinic has approximately 10 to 15 protocols ongoing at any given time. Dr. Christie Ballantyne, Chief of the Section of Cardiology, Department of Medicine, enjoys working in the research setting. He especially appreciates the chance to focus on patient education, and he likes the opportunity for interaction with his patients. As for his dislikes, Dr. Ballantyne does not enjoy what he terms “the unnecessary paperwork” accompanying the job. In response, he constantly looks for ways to reduce the unnecessary paperwork and streamline his workflow.

EPAIENTFINDER EFFECT

For BCM, ePatientFinder has streamlined the patient recruitment process extant from BCM’s EPIC patients’ pool. Dr. Ballantyne finds, “The numbers of patients referred from ePatientFinder into our clinical trials have been positive, exceeding other sources such as direct mailing, TV, radio, newspapers, and magazine advertising. ePatientFinder also creates a noticeable reduction in paperwork, another benefit that is pleasing.”

THE PHYSICIAN EXPERIENCE

By using the ePatientFinder platform for patient recruitment, several advantages have resulted:

1. Improves patient-provider relations
2. Creates better buy-in from patients
3. Navigating the platform is easier
4. Expands, under one umbrella, the BCM name recognition from the EPIC patients’ pool
5. Results in shorter turnaround time for medical/lab records

THE PATIENT EXPERIENCE

Many patients have embraced BCM’s clinic/staff setting after they have learned about the services and the work they do.

The combination of the physician-patient relationship and EHR referrals are two key factors leading to successful patient recruitment in clinical trials. “This is a good selling concept from our perspective, since we are all under one umbrella. The overall feedback was positive. Our patients have already developed a trust factor with their healthcare provider, which leads to a rapid rapport at the start of recruitment. The decision to take part in the clinical trial at the Clinical Coordinator Department (CCDP) provides a continuity of care between CCDP and their providers,” says Dr. Ballantyne.

DAILY ROUTINE

Dr. Ballantyne explains, “The clinic’s three doctors, who are lipidologists/cardiologists, see patients in both private and research clinic settings. We are affiliated with an academic institution. Our private patient population generally has complicated medical conditions, and patients are referred to our clinic for lipid management. I average 10 patients per day, one morning per week.”

ePatientFinder is a revolutionary way for physicians to connect their patients to life-changing treatment opportunities – and increase revenue. Our innovative platform notifies you when new treatments relevant to your patients become available in your area. Powerful analytics technology and an innovative three-tier filtering process enable you to quickly and easily identify which patients could benefit from the treatments you choose to offer.