

Case Study

GuruMD Uses LiveSwitch to Provide Video Conferencing to Their Patients

Client

GuruMD™





“The video quality is some of the best I’ve experienced!”

- Mike O, Patient



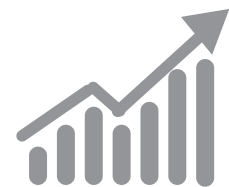
CUSTOMER

GuruMD™ is a virtual medicine platform that instantly and seamlessly connects patients with Board Certified Medical Doctors by using the latest cutting-edge audio and video technology.



THE GOAL

To build a HIPAA compliant telehealth platform with best-in-class video quality that would facilitate decreased waiting times, improved patient outcomes and greater patient satisfaction



THE RESULT

Using LiveSwitch technology as a foundation, GuruMD built a virtual care application that provides crystal clear audio and video conferencing that allows patients to access care when and where they need it.

About GuruMD™

GuruMD™ is a virtual medicine platform that instantly and seamlessly connects patients with Board Certified Medical Doctors using the best in web-based real time communication technology.

An Idea is Born

Clinton Osborn, MD, and Kassey Osborn, FNP-C, are passionate about helping their patients. As a husband and wife team who have travelled throughout Texas and New Mexico working in emergency rooms, they have seen first hand the inefficiencies of the current medical system.

“Patients were waiting too long to get the care they need,” remarked Dr. Osborn. “I saw so many people who were losing valuable work and family time and were paying extremely high copays just to see a doctor for 5 mins. I knew that this was not the only way.”

For the Osborn’s, patient access to care was a concerning issue. Texas ranks 46th in the country in terms of family physicians per capita and there are 35 Texas counties that do not have a single family physician.

GuruMD™ was born out of the idea that it is possible to use the latest cutting-edge audio and video technology to provide a personal, convenient and high quality healthcare experience to patients, no matter where they are physically located.

A Case for Telehealth

The road to implementation was not without its challenges. Up until May 2017, Texas law forbade doctors from conducting virtual visits without having first seen the patient in-person.

When new legislation came into effect, the Osborn’s knew that now was the time to be the catalyst for change in their state and country. By using the internet as a meeting ground they could connect with their patients from anywhere easing travel burdens and avoiding unnecessary disease transmission.



Photo: Clinton Osborn, MD and Kassey Osborn, FNP-C, Founders of GuruMD

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~Dr. Clinton Osborn,
Co-Founder of GuruMD

“Virtual Medicine gives patients control over their own health. So many patients will not seek care out of embarrassment. Telehealth brings down those barrier and gets the patient involved. If I need to assess a potential fracture, the patient, through the guidance of a board certified medical doctor, gets to do the examination. It provides them with education and ownership over their own health.”

Best-In-Class Video

For GuruMD™ to provide a telehealth video experience that would work on all devices, they needed to find a highly flexible, HIPAA compliant synchronous video conferencing system. After evaluating numerous options, including both commercial off-the-shelf (COTS) and custom built options, the Osborn's decided that designing their own application made the most sense.

“I knew that video quality would make-or-break our application. I consulted with some friends in the audio/video industry and they were the ones who turned me on to LiveSwitch,” commented Dr. Osborn. “I had a meeting with one of the owners of LiveSwitch and was very impressed by his level of knowledge and understanding of my business needs. LiveSwitch struck me as a very forward thinking and progressive company. In that way, I felt our goals were aligned.”

The Osborn's contracted a team of software developers to build the GuruMD™ platform and integrate it with the video conferencing SDK from LiveSwitch.

“The experience was very smooth from start to finish. Our developers were very impressed with the LiveSwitch team and found them exceptionally easy to work with. All the API's were up-to-date making the integration seamless,” said Dr. Osborn.

Customer Response

The Osborn's launched the beta version of GuruMD™ in June of 2017 with a 90-day pilot program that received rave reviews from their

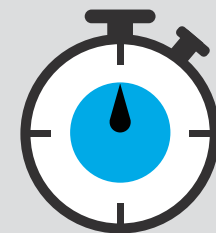
Waiting Times

GuruMD™



12
MINS

National Average (USA)*



62
MINS

*CDC/NCHS, National Hospital Ambulatory Survey

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patients. All those who participated were amazed at the professionalism, ease of use, and personalized nature of the telehealth experience.

“One of our greatest challenges and opportunities for us as a telehealth provider is the preconceived notions patients have about telehealth visits,” said Dr. Osborn. “We receive many of our patients through referrals and Facebook reviews. They often ask ‘How can you treat me when you can not see me or touch me?’ But with high quality video conferencing that isn’t a problem. The best part of my job is seeing patients who were once skeptics turn into believers.”

Telemedicine is still a new industry, especially in Texas, and its potential has not been fully reached. It is estimated that 85% of all urgent care cases could be treated as well or better in a virtual care environment. Differing state laws, complex insurance policies, and changing legislation makes the road challenging but for healthcare pioneers like the GuruMD™ this is just the beginning.



LiveSwitch

LiveSwitch provides cross-platform, Web Real-Time Communication (WebRTC) SDKs, server stacks and services that allow organizations to incorporate live video, voice, messaging and more into their applications. With 10+ years of experience and a passion for WebRTC innovation, we pride ourselves on providing our clients with the very best in real-time communications technology.



“I was so happy and well taken care of! This is so easy and affordable! I highly recommend it!”

~Allison M., Patient.

“I am blown away by this new service. Being able to interact with a doctor and get the medication that I need for my child without leaving the house is life-changing. Thank you so much!”

~Anna H.