



TRUSTED BY OVER 500 PRACTICES

BebeVue White Paper

Background

Reforms currently underway in US healthcare place ever-increasing pressure upon clinicians to maintain the financial viability of their practices while delivering their high standards of care. OBGYN's are particularly affected since reimbursement changes are squeezing their ability to provide time and resources to pre-natal care and creating the need for higher patient throughput to collect fees for deliveries. Consequently, many OBGYNs express concern about the effects of these changes in their essential relationship with patients and are seeking ways to drive efficiencies into their practices to manage long term business viability while enhancing the patient experience.

Potential Solutions

Three areas exist in every practice which enjoys the potential for improved outcome.

1) Patient Access to Ultrasound Images

For reasons of potential liability, cost, reimbursement rules and regulatory body recommendation, this high demand service remains a controversial issue. Given the positions of the FDA and AIUM supported by ACOG (click [here](#) to read) regarding the use of ultrasound for non-clinical purposes, many OB's are reluctant to provide anything but the most basic still images from clinical ultrasound studies. Others, after careful study of clinical data, have invested in expensive 3d/4d scanners in order to provide keepsake images that moms will likely seek from third party boutiques which they know are often not properly supervised by a qualified clinician. The business model for provision of 3d/4d images from OB offices is challenging due to the relatively low throughput of patients in the critical 28-32 week gestation timeframe along with the high cost and time commitment to deliver.

The AIUM recommends that licensed medical professionals (either physicians, registered sonographers or registry-eligible sonographers) who have received specialized training in fetal imaging perform all fetal ultrasound scans. These individuals have been trained to recognize medically important conditions, such as congenital anomalies, artifacts associated with ultrasound scanning that may mimic pathology, and techniques to avoid ultrasound exposure beyond what is considered safe for the fetus. Any other use of "...limited medical ultrasound may constitute practice of medicine without a license. The AIUM reemphasizes that all imaging requires proper documentation and a final report for the patient medical record signed by a physician." The state of Connecticut has banned all such boutique ultrasound stores, with other states to follow. Due to 'Boutiques' offering ultrasound in non-medical facilities, many medical practices have lost one of the most satisfying experiences for a patient.

While patients have the right to request their full fidelity DICOM diagnostic quality ultrasound, these are typically requested for personal use and viewing with family, not for diagnostic review. The best method of reconciling the needs and concerns of all parties is to provide the expecting patient a 'non-diagnostic' video of the baby which is taken at the time of the clinical study. These do not provide 'stills' with measurements and scoring but provide only the multi-frame or video portion of the study and from which mom can extract chosen still images. Since the images are sourced from the clinical study, the fetus is not exposed to incremental ultrasound waves and therefore ALARA standards are maintained. The patient is happy, satisfied, and will have a more confident experience through the mother fetal connection (Click [Here](#) to read MFC study in New England Journal of Medicine).

BebeVue addresses these needs for both the patient and the practice, and can be instituted by the practice at no cost. Importantly, BebeVue can be used *seamlessly* with any digital 2d, 3d and 4d scanner, requiring *no change to clinical workflow*.

3d/4d practices use BebeVue because it avoids the time and cost to the practice of formatting and burning local digital media and provides a more satisfactory experience to moms. 2D practices can provide moms with a vast array of images to choose from via the web, representing a quantum leap forward from grainy thermal print.

BebeVue receives DICOM multi-frame images from the clinical study only (stills are not received), converts the study to MP4 video format and sends it as an encrypted file to the BebeVue server with database tags identifying the study for the patient. The patient is able to register on BebeVue.com, receive her ultrasound for viewing and sharing via social media at home or on her web-enabled PDA. With this service, the practice has provided a valuable service which enhances the patient experience and overall image of the practice as a high tech provider while being in full compliance with HIPAA and professional guidelines. The converted images may not be considered for diagnostic interpretation under the standards set forth by the American College of Radiology any liability concerns are further ameliorated by a clear patient waiver. The BebeVue service gives the patient many tools to share their images with family and friends in a convenient and safe manner.

2. Physician Endorsed Education

Quality patient education is critical in today's world of information overload. There are many options for a new patient to choose from including books, pamphlets, blogs, websites, manufacturers, journals, magazines, friends, family, and the omnipresent web with Google search. New patients may be introduced to unsafe ideas and products through the web such as Do-it-Yourself home birthing kits, unknown herbal supplements, diets, etc.

The message and materials that a patient relies upon for educating themselves is most trusted if sourced directly from their doctor. In recognition of this, most practices provide books and pamphlets at their own expense (average \$17 per mom) or spend time and money gathering and maintaining impressive, if sometimes confusing, lists of web references for moms to review. At an average age of 27, tech-savvy expectant moms typically use electronic media as their first choice. BebeVue is an attractive, coherent and peer-reviewed digital resource which has been handed out in over 450 practices in all 50 states and represents an aggregate of information from the most credible sources including:

- March of Dimes
- Harvard Common Press (Nursing Mothers Companion, Joy of Pregnancy)
- Discovery Channel
- Laugh & Learn
- Preeclampsia Foundation
- Lupus Foundation
- Midwives Foundation, and more.

BebeVue gives practices comfort in the quality and consistency of educational materials provided to their patients, who in turn are fulfilled and confident that they have a reliable reference, approved by their own physician to answer the most detailed questions. To add more comfort in the content, any information may be edited to suit the practice.

Additionally, there is an entire section customized for the practice to provide patient familiarity, exposure and ease of workflow. Pictures, bios, forms, maps to locations, additional services etc are added to the content for the patient to review all helping to improve mom's experience. The addition of machine-writable forms improves efficiency since the patient may complete them at home to bring to an appointment or e-mail in advance for the Electronic Patient Record, instead of filling them out in the waiting room under pressure of time. These tools along with the educational material improve workflow, patient satisfaction and ultimately result in better outcomes.

BebeVue is free to BebeVue practices, thus reducing direct cost of providing education as well as improving work-flow efficiencies.

3. Digital Marketing

To optimize efficiencies, many practices seek to attract as many qualified patients as possible. Aside from personal referrals, the most powerful marketing tool for practices is SEO (Search Engine Optimization). For a multi partner practice, SEO can cost

thousands a month for a practice to gain higher levels of exposure in a local Google search for an OBGYN office. Many practices will pay services or SEO agents to help get their practice better positioning in the organic search of top search engines.

However, much of that effort will be thwarted by practices paying for inclusion in a 'search directory'. A search directory is a preference tool within Google that gives better positioning to businesses established in a directory that provides content and information about specific businesses. Search directories are an excellent tool for gaining better positioning for a monthly or annual fee. All participating practices of BebeVue are automatically placed in the OBGYNnetwork.org search directory which is comprised of hundreds of OBGYN offices nationwide. This network is the largest search directory of its kind gaining the highest exposure in search preference. Accordingly, not only is the practice SEO strategy fully optimized, but as a free service, costs are reduced also.

Summary

OBGYN practices face many challenges in improving patient satisfaction and outcomes while increasing efficiency and workflow - all while improving cash flow. Utilizing trusted third parties with a high level of credibility and accountability may be a method to achieve these goals. An elegant system creating sought-after services which justify the deferral of nominal cost to the patient is key to achieving great results for practice and patient alike.

By utilizing BebeVue and its ancillary education and SEO services, the practice's patient throughput will increase, along with higher efficiency and satisfaction ratings. Importantly, new moms are a community of social influence and will be very keen to communicate their experience not only verbally (typically one-to-one), but through social media and telecom technologies (usually one-to-many), adding further horsepower to the practice's image.

Please contact us with any further questions or concerns.

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