



CASE STUDY:

SECURE TELEHEALTH

LOW COST, HIGH-QUALITY TELEHEALTH

Innovative telehealth solution provider Secure Telehealth uses Logitech HD Webcams to improve access to critical mental health services

Healthcare providers around the world are under increasing pressure to improve both the quality of and access to medical care while also containing costs. In the United States, the Center for Medicaid and Medicare Services desires to improve the health care system through the pursuit of three aims: improving the experience of care, improving the health of populations, and reducing per capita costs of health care.

Nowhere are these pressures more keenly felt than in the field of mental health services—particularly in rural communities—where real and persistent shortages in psychiatric healthcare workers are impeding access to much needed services.

Secure Telehealth was founded three years ago to help provide access to timely mental health services to individuals who are underserved because of geographic distance, mobility issues, and a shortage of mental healthcare providers in rural communities. The company has developed an innovative and cost-effective telemental health solution that harnesses the power of cloud computing, low-cost personal computers, and Logitech HD webcams.

According to the president of Secure Telehealth, Jim Mountain, telehealth in the behavioral health world can only be successful if it is low-cost, simple to use, and delivers a high-quality experience. "Community mental health clinics primarily receive reimbursement from Medicare and Medicaid. Simply put, there can be no telehealth in the behavioral health industry unless the costs can be kept reasonable."

MENTAL HEALTH SERVICES FOR EVERYONE

The delivery of mental health services typically involves a one-to-many satellite relationship between a mental health professional and multiple clinics where they provide services. For example, a mental health professional may have a contract with 15 to 20 different facilities - such as clinics, schools, and hospitals - and provide services at each location for only a few hours each week.

Traditionally, a mental healthcare professional would drive from location to location to meet patients—an expensive and inefficient way to deliver services. While this particular healthcare delivery model makes mental health services an ideal market for telehealth, traditional fixed, high-cost video conferencing solutions have been prohibitively expensive because they are needed in many locations. That's where Secure Telehealth comes in.

"We are a low-cost alternative to the traditional way of video conferencing which involves thousands of dollars of hardware for each end point," explains Mountain. "Cloud computing, faster PCs and Logitech webcams make it possible to provide an affordable, secure, high-quality telehealth experience to this segment of the healthcare market."

The Secure Telehealth solution also addresses the growing trend towards integrating mental health services into a primary care setting—such as a doctor's office or an emergency room. This enables mental healthcare professionals to serve patients when it's most effective—when the patient is asking for help—not weeks down the road when a face-to-face appointment can be made.

COMPANY

Secure Telehealth
www.securetelehealth.com

LOCATION

Pittsburgh, PA

INDUSTRY

Technology/Healthcare

OVERVIEW

Leading provider of Web-based platform for telemental health



"Mental healthcare providers want to see patients when they are motivated to get help," says Mountain. "That means seeing them right now. Otherwise, the patients have time to convince themselves that they are not sick, and likely will not show up for their appointment. The most effective option for seeing the patient sooner rather than later is affordable telehealth. Logitech HD webcams help us deliver that option with high quality at an affordable price."

JUST WHAT THE DOCTOR RECOMMENDED

Secure Telehealth recommends Logitech HD webcams to all of its customers to help ensure a clear, smooth, vibrant, and reliable video experience. Before standardizing on the Logitech HD webcams three years ago, the company tested all popular webcams on the market—looking for a webcam that provided a full, vibrant image in all conditions, delivered at 30 frames per second, and a video experience that was lively and smooth even in low-bandwidth environments. "Compared to the competition, Logitech HD webcams are like magic. They give us pristine, high-quality video, yet are affordable," says Mountain.

Because clients need to be able to set up and operate the solution without the benefit of IT staff, the webcam also needs to be easy to set up, adjust, and maintain. "It's absolutely critical for us that a nurse or an office administrator can install and maintain the entire solution—including the webcam—without any assistance from IT," says Mountain. "In three years, we have never had an issue with Logitech webcams." Logitech HD webcams are compatible with most computers, making set up and management easy.

EXPANDING ACCESS TO QUALITY HEALTHCARE SERVICES

Mental healthcare providers use their PCs and webcams to deliver highly effective assessments, therapy, and med checks with their clients via Secure Telehealth's online video conferencing service. The smooth, clear image, which automatically adjusts the frame rate, color, and sharpness to provide the best possible picture, allows healthcare providers to closely observe patients for behaviors that might indicate a problem.

Another advantage to patients and doctors is the more intimate experience afforded by a PC and webcam versus a wall-sized video screen. Explains Mountain, "In our experience, patients can be intimidated by the larger-than-life video image of a doctor on a big screen. That intimidation can result in the patient giving less-than-transparent answers to the Doctor's questions, negatively affecting outcomes. With our solution, patients get a more intimate experience that, in the end, provides a more transparent, more effective care environment."

According to Mountain, the quality and affordability of the Secure Telehealth solution—including Logitech HD webcams—is also helping to push adoption rates of telemental health solutions across the country. While telemental health solutions have been around for more than 10 years, up until now, organizations have had to secure large grants to pay for expensive video conferencing solutions. With an ever-shrinking pool of grant money to draw from, organizations are looking for solutions that they can fund and maintain without grants. "The biggest benefit of Logitech Webcams is that they have allowed us to deliver the same level of quality video experience to the PC environment that is available in more expensive video conferencing solutions," says Mountain. This has enabled Secure Telehealth to offer a service that is sustainable without grants and is resulting in an increase in adoption rates.

Concludes Mountain, "Logitech webcams are helping us expand the availability of critical mental health services to a group that otherwise might not receive high-quality healthcare services."

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CHALLENGE

- Requirement for high-quality video conferencing experience at a low-cost
- One-to-many healthcare delivery model
- Lack of on-site IT support

SOLUTION

Use Logitech webcams, fast PCs, and cloud computing to connect clients to mental healthcare providers to provide timely, efficient, and effective care

BENEFITS

- Smaller video screen delivers more intimate, transparent, telemental health experience
- Access to critical mental health services for patients who might otherwise not receive treatment
- Less travel helps physicians' productivity and effectiveness
- Ability to pick up on visual cues enables physicians to better diagnose patient behaviors from a distance
- More frequent and more timely appointments mean improved outcomes for patients

Logitech Also Recommends:



LOGITECH B910 WEBCAM