ZOHO Creator

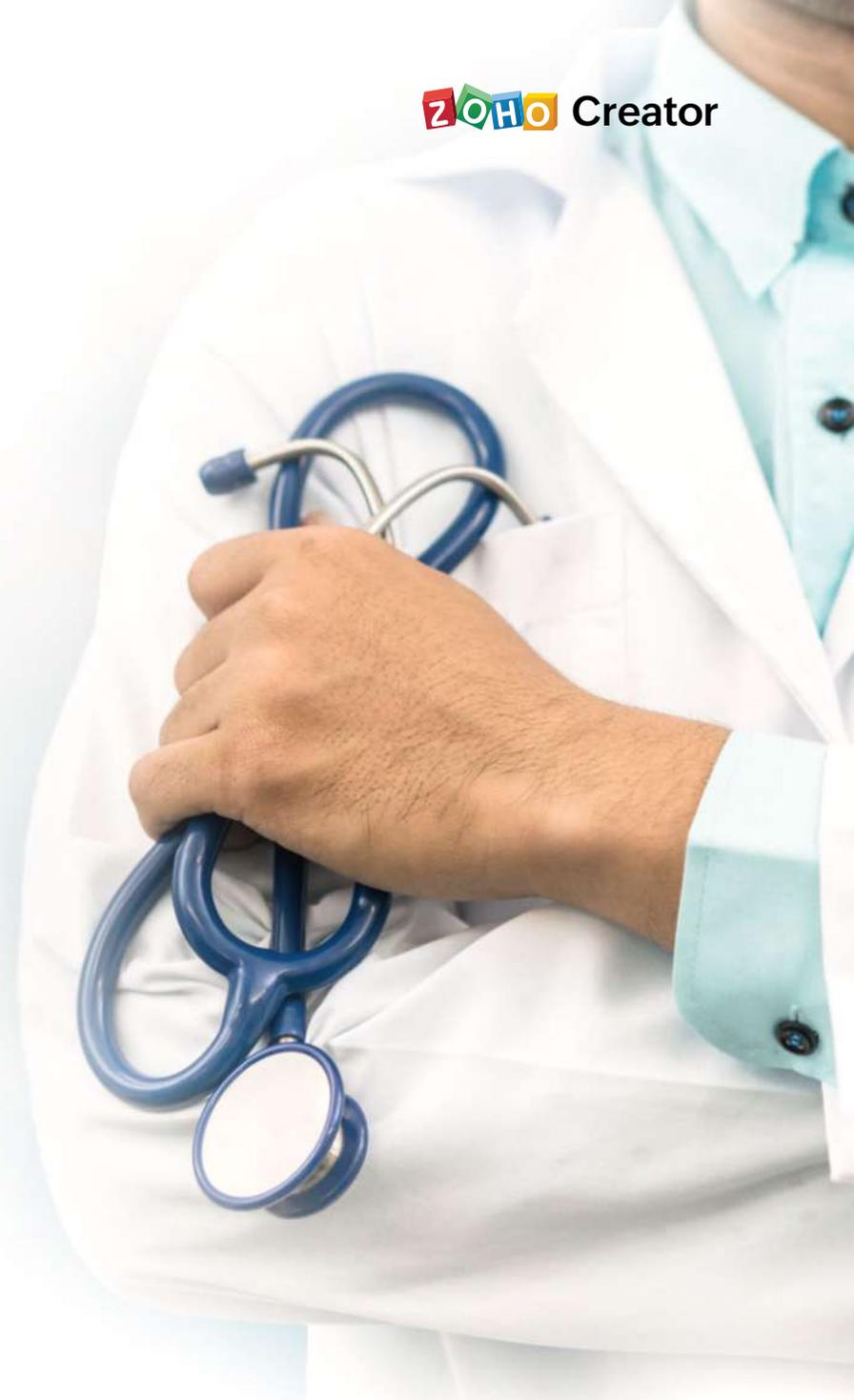# Empowering healthcare using Zoho Creator

TELE MD 360

Contents

The tale of TELE MD 360

TeleMD360, founded in 2011, is a healthcare technology integrator and aggregator based out of Louisiana that offers business-to-business and business-to-consumer services. They offer various technologies for their medical practice and hospice agency partners. Their mission: enabling database technology integration to delivery of the right information to the right person at the right time to achieve desired outcomes.

They contribute to disease management transformation by combining HIPAA-compliant, cloud-based technologies with the prescriptive authority of experienced healthcare professionals to provide safer, cheaper, and more effective care.

TeleMD360 have been using Creator since 2015, and we recently had an opportunity to interview **Dr. Febry, founder of TeleMD360**, to learn how they leveraged Zoho Creator to help manage their partners' day-to-day operations.

Here's a snippet from our conversation:

When did you realize that you could add more value for your customers if you had unified software in place?
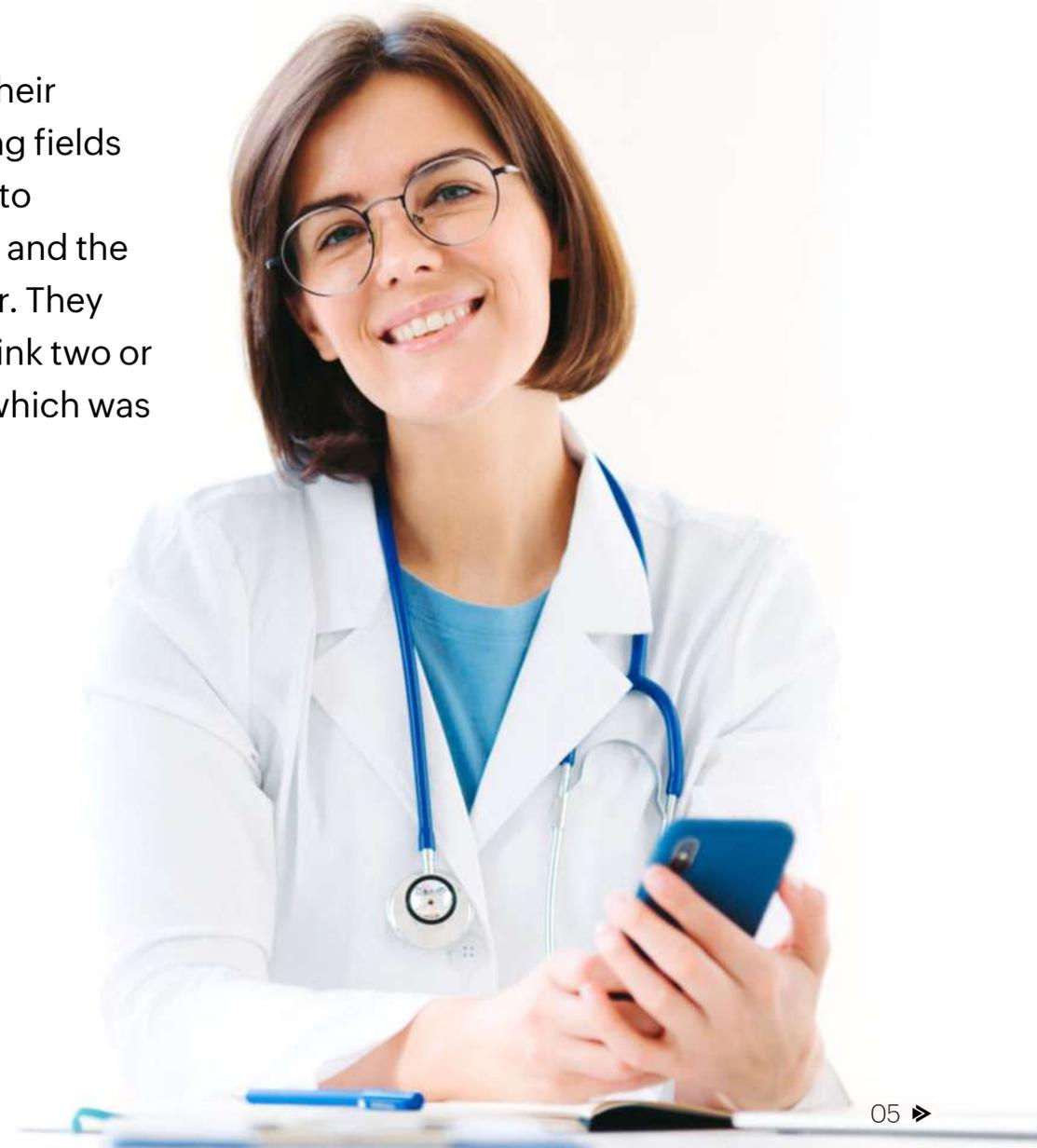
Dr. Ricardo Febry
Founder, TelMed360

"Well, I'm my own customer, because I have these other operations, such as medical practices, a home health agency. TeleMD360, which is the entity that uses Zoho Creator to build the databases, does it in response to the needs of home health care, hospice agencies, and medical practices. So, through access to those tools that we built, both the medical practice and the hospice agency were able to add a significant amount of value by improving efficiency of operations.

For example, the cost of subscribing to an electronic medical record service to operate a hospice agency was a lot more than the cost of operating the agency using a Zoho Creator-developed application. For me, it was a proposition that has added significant value to my operations across the board."

Secure at all costs

Modifying the structure of a field or table was taxing, as their previous platform didn't have many options for calculating fields and had no notification options at all. It lacked the ability to concatenate values from different fields into a single one and the ability to fetch data from one table and move it to another. They also had scant relationship capabilities, as they couldn't link two or more tables in a database together to get relevant data, which was essential for TeleMD360's operations.
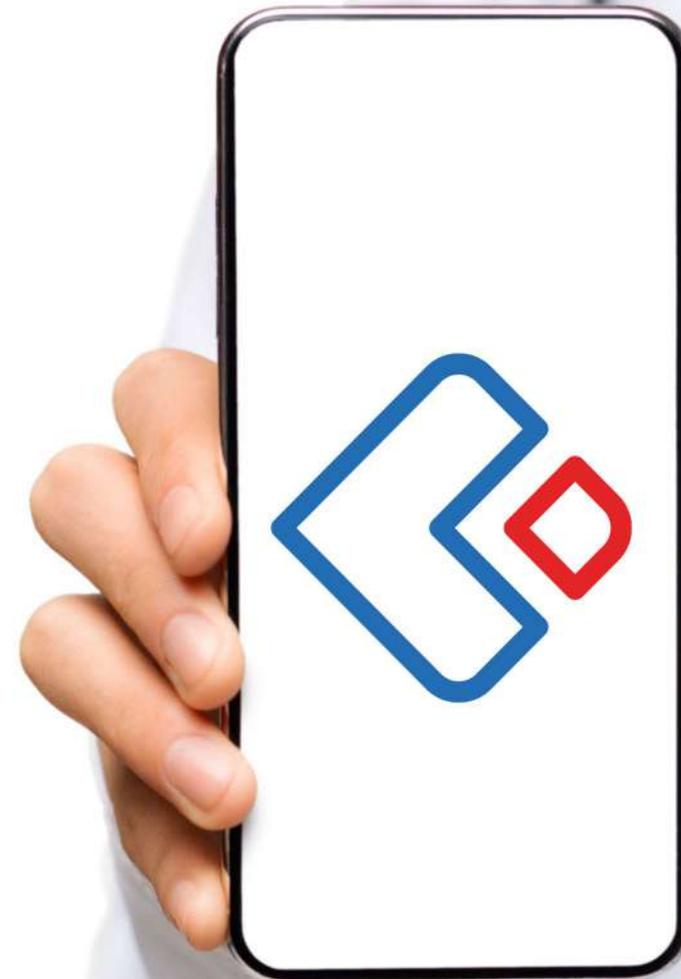
What were the challenges you faced as a business?

Dr. Ricardo Febry
Founder, TelMed360

"As someone who works in the medical space, one of the biggest challenges is compliance with the security requirements of HIPAA in the United States. But the law in the United States requires electronic information to be secured. So those were significant challenges when I first began using Zoho, because one of the requirements of the law is that if you are going to store information electronically, whether in a cloud or otherwise, you must adhere to certain security guidelines outlined in the law. The security papers produced by Zoho were reviewed and its technology platform and operations were deemed to meet minimum compliance requirements of HIPAA. We were then able to co-sign a Business Associate Agreement with Zoho as required by HIPAA"

The low-code angle

TeleMD360 had tried their hand at different online database tools over the years. Unfortunately for them, the database they were using was acquired by Webex and shut down, so they started looking for an alternative solution to rebuild their databases. And that's how they discovered Zoho Creator.

What convinced you to go with a low-code solution?

Dr. Ricardo Febry
Founder, TelMed360

"When WebOffice closed, I was kind of left in the dark, because I had built my medical practice operations on that platform. I started doing online research, looking for alternatives that would allow me to build a relational database on the cloud with very little coding. Otherwise, I'd have to hire a software developer at a very high cost of time and money.

Then I found Zoho Creator. The fact that it was low-code, easy to learn, and easy to develop on was quite intriguing. And more importantly, because I could do my own coding it gave me a lot of flexibility that I didn't have before."

Were there any specifications for which you were seeking solutions like Zoho Creator?

Dr. Ricardo Febry
Founder, TelMed360

"Yes, we needed something that would give us ready access to the data and was easy to query for specific pieces of information on demand. We also needed something that we could use to update data very quickly. So when you work off a database like Zoho Creator, the beauty of it is that, because of its flexibility, you can go in and create the search with all the filters that they provide and quickly access the data that you're looking for. When you're working with an off-the-shelf electronic medical record system, you're dealing with reports that are prebuilt by someone else, so there are reports that they think are what you need, but when you need something slightly different, they can't deliver."

The power of low-code in healthcare

TeleMD360's medical group partner is a primary care practice that brings doctors and nurse practitioners to patients' homes. This could be in a nursing home, an assisted living facility, or their own home. And for people being admitted to the hospital from time to time, they needed a tool to keep track of care coordination details such as when:

· A patient was last visited
· They should be visited again
· A patient was transferred from home to the hospital

This was the kind of data TeleMD360 couldn't easily track or access using a traditional electronic record system.

"I built tables and workflows on Creator with a lot of trial and error, as I was new to Deluge and because of my limited expertise with coding. Prior to that, I had been using a database tool that had no coding.
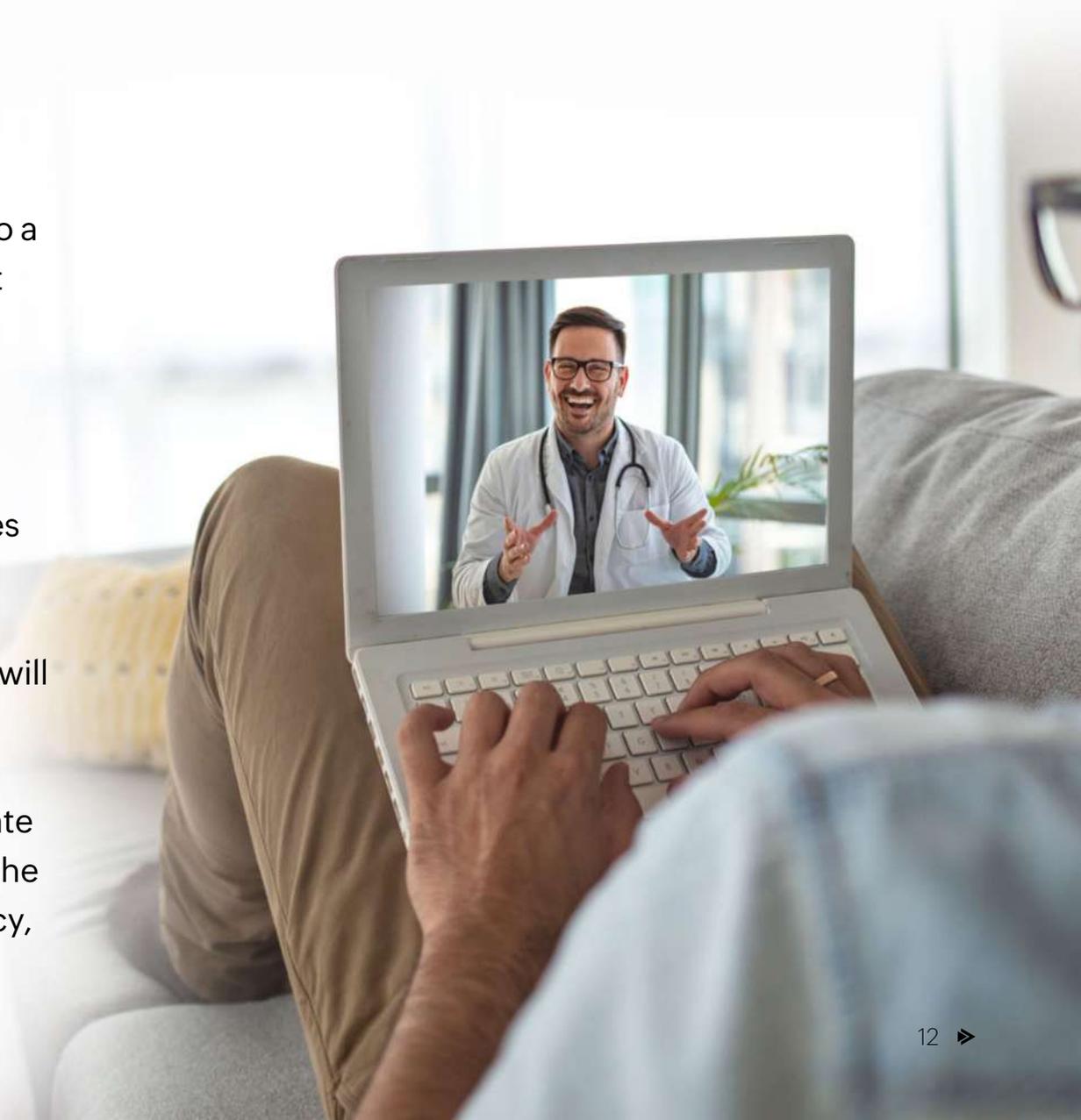
However, what I found with Deluge was that it had the exact amount of flexibility that I needed to be able to modify the database and workflows to meet my needs. And the fact that it's low-code helped me to learn it in a short period of time, so I was able to complete all the tables that needed to be related and code for all workflows, the notifications and everything else that we needed."

They launched the app in 2015 and have since expanded the database into other applications, such as operating a hospitalist service, where their doctors will follow patients in the hospital on behalf of other doctors who can't attend. As a result, they needed to improve the tool so that it could collect information easily about each hospital episode and capture the doctors' visit charges.

TeleMD360's journey with low-code

TeleMD360 has built multiple apps using Zoho Creator. One of the apps was for a **remote patient monitoring** business. They ran it for three years before it was closed down. In that app, they were tracking the equipment that was being delivered to a patient's home—blood pressure machines, weight scales, pulse oximeters—called "kits". Hence, they had an inventory of the hardware.

TeleMD360 primarily needed a tool to track the composition of a kit, since each one of those pieces of hardware has a serial number and a code that identifies the kit. It also needed to be able to communicate through Bluetooth with a radio that will then transmit the information to the cloud. So TeleMD360 built this remote patient monitoring application to be able to put together the kits, create a unique number for each kit, and then track who the kit was being leased to—which home health agency, patient, and more.

Could you give me an overview of the apps you built on Creator?

Dr. Ricardo Febry
Founder, TelMed360

"Using Zoho Creator, my doctors were able to capture visit information in terms of the date, the level of the visit, and the diagnostic codes that were required for billing for those visits, and then transfer that information to our billing agency through the cloud. So that was the primary application.

The other use was that I have another healthcare facility, a hospice agency. It's kind of like home health for people who have end-stage diseases whose life expectancy is judged to be six months or less. This agency had 15 to 20 employees, including nurses, nursing aides, and administrative and office staff. So we needed a tool to track employees and their timesheets.

We also needed to track patient data very similarly to a medical practice, but with a slightly different twist, being a home health service. So Zoho Creator again came to the rescue. I was able to operate the hospice agency for all these years on Zoho Creator, without a glitch."

When technology meets healthcare

Every time a new patient comes to the nursing home, a nurse practitioner from the TeleMD360 team visits the patient. First, they use an app on their phone to update the patient details and the date of the visit. A database then calculates the length of stay based on scheduled daily updates programmed into the Creator app to run every morning. It also determines the next visit date within a 30-day period. As the database is integrated with Microsoft Teams, whenever a patient is transferred to or discharged from a hospital, an email is automatically sent to their Teams platform, alerting the back office that a patient is being transferred to or from the hospital.

The nurse practitioners are then notified that they must make a follow-up visit to the nursing home within 72 hours of the patient's discharge from the hospital. So these details become very useful,

because previously the medical practice was missing that window of opportunity to see the patient within 72 hours of discharge from the hospital. According to the data, patients who see a doctor within 72 hours of being admitted to the hospital have a lower rate of rehospitalization within 30 days.

Creator mobile apps: A game changer

Mobile apps play an important part for TeleMD360, as they don't work out of an office; their nurse practitioners are always in the field, driving to nursing homes, to people's homes, to assisted living facilities, and to hospitals to see patients.

"I think that if we didn't have the mobile application, all the successes that we accomplished over the years with the database would not have happened. The key ingredient was to put the data in the hands of the end user while they were in the field doing their tasks. So having the mobile application was a game changer for us."

Dr. Ricardo Febry
Founder, TelMed360

The benefits

What are the top features you like about our product and that have added value to your business?

Number one is the mobile application, which is a crucial feature. The second is the ability to design something that you think will cover everything that you need—and then, six months or a year later, something changes and you have to modify your information system. If you're using an off-the-shelf tool that someone else built for you, and then something changes, that piece of software becomes outdated. And now you're stuck with an expensive tool that doesn't really do what you need it to. So every time I identify the need for some new piece of information that changes how we have to adapt and operate, I can go back to the database and change it or modify it on the fly—or create something new, such as a new field, a new view, or a new report.

You don't get that when you're subscribing to prefabricated tools from other vendors. This adds more value to our company."

Dr. Ricardo Febry
Founder, TelMed360

Measurable outcomes

In the United States, nursing homes have been traditionally recognized as facilities where a patient's return rate to the hospital is higher than the average rate of readmission, a metric called **"30-day readmission".**
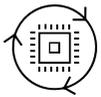
"Nursing homes have traditionally had a high incidence of that because they house people who are not in the best of health, so they, by definition, tend to have high readmission rates. So we tried, but we had never been able to demonstrate to organizations and stakeholders that our work was improving outcomes and lowering readmission rates.

But then we were able to, because we were able to track all those episodes of care and then be able to calculate our readmission rates. With Creator, we were able to prove to the hospitals and nursing homes that we partner with that our real readmission rate in our practice was half of the average readmission rate in the state of Louisiana, and for other practices—that was a tremendous outcome for us." `

Dr. Ricardo Febry
Founder, TelMed360

Biggest impact

Digitization

"We were able to reduce paperwork by digitizing the transmission of data to some of our partners, like our billing agency. This was a game changer for us. Before that, we were capturing visits on pencil and paper, and sometimes it would get lost. When you lose a piece of paper, and you're tracking your visits and your charges, you lose money. Digitization helped in eliminating all of that risk for us."

Cost-effective

"I saved myself a ton of money over the years, and I can vouch for that. Otherwise, I would have had to spend on tools that were prepackaged and prebuilt."

The bigger picture

Dr. Ricardo Febry
Founder, TelMed360

"Zoho Creator has added so much value to my business. I've been able to use the applications that I develop as testimony for how my businesses separate themselves from our competition. My medical practice, about a year ago, was taken over by a large healthcare system because I was able to wow them with the applications we were using in the practice—applications that were built on Zoho Creator."

About us

With over **16 years** of experience and **13,000+ customers** worldwide, catering to various industries and businesses of all sizes, Zoho Creator provides **world-class solutions** for all your app development problems. The best part is that you don't even need to know how to code—all you have to do is sign up and get to work!

Top brands that use our platform:

ZOHO Creator

www.zoho.com/creator

We'd love to talk! Reach out to us:
hello@zohocreator.com

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