

Context Setting:

The market is saturated with numerous Electronic Medical Record (EMR) vendors, all with varying degrees of functionality. As a result, some patients have access to more online services than others; there is no standard. As more patients become comfortable with the internet, the need to have more online services available is essential. However, these online services will not be useful if there are multiple iterations of the same thing (i.e. same service, different website). There is a strong need to transition away from siloed services to a “one-stop-shop” model.

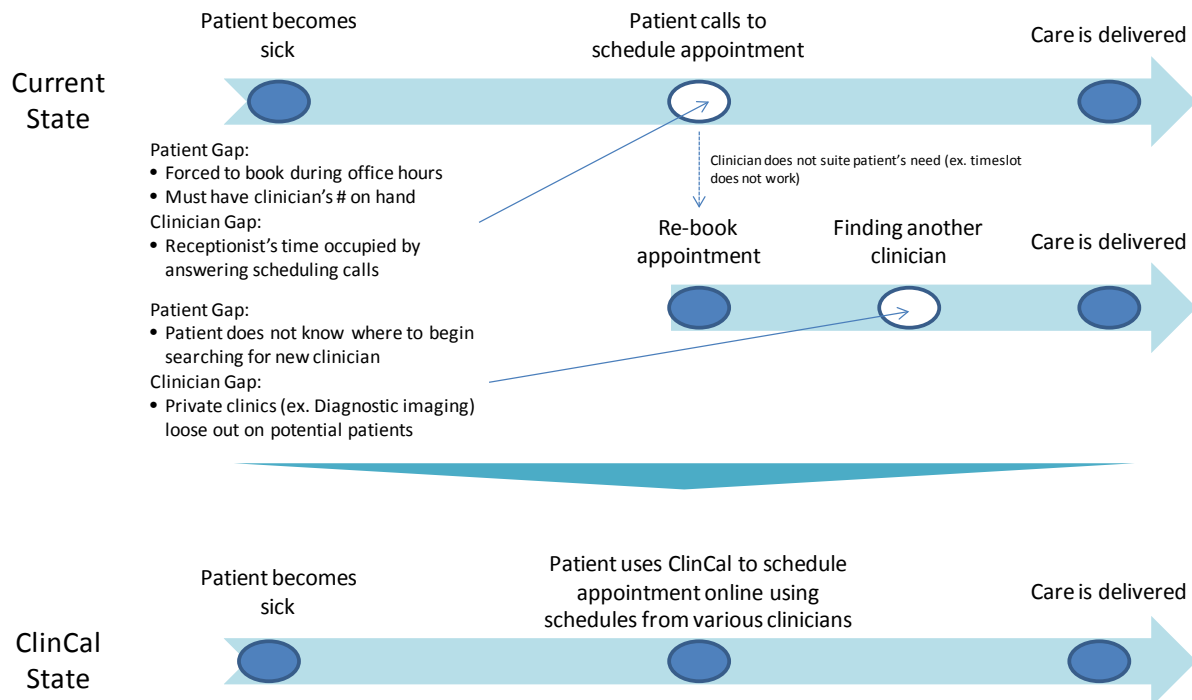
Problem Statement:

Patients do not have access to an online portal which allows them to schedule appointments with their clinician. Also, the patient has no way of locating alternate clinicians that meets their needs (ex. convenient time slot, closer to patient’s home). In some cases, these portals exist, but they are EMR specific, meaning if the EMR vendor does not offer this service, the patient is out of luck. There is no single portal which offers these services in one package, regardless of which EMR the clinician subscribes to.

Proposed Solution:

ClinCal is an online portal which enables the patient to address two three gaps:

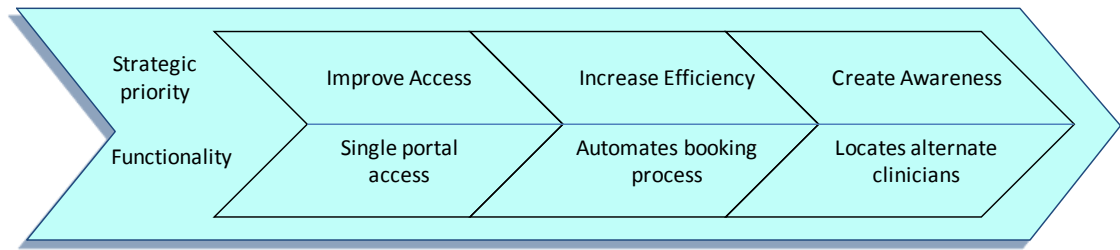
1. Provides the patient with the capability to book an appointment online with their clinician. The clinician’s EMR is fully integrated into this portal, providing up to date availability information.
2. Sends an alert to the patient to remind them of upcoming appointments.
3. Allows the patient to search for alternate clinicians that suites their needs (ex. closer to home).



Strategy:

ClinCal will provide a “one-stop-shop” experience for the patient. When a patient needs to book an appointment, or search for an alternate clinician, they will log into ClinCal. ClinCal acts as the first and last stop for patients wanting to book appointments. Regardless of clinician, the patient need only log into ClinCal.

Strategic Framework



Benefit to Patient:

- Single channel to address all booking needs
- Eliminates the need to remember multiple phone numbers/sites for various types of clinical needs (e.g. specialist, dentist)
- Aligns specific needs with alternate clinicians

Benefit to Clinician:

- Appointment reminders help with missed visits
- Significantly reduces the number of incoming scheduling calls for staff
- Provides private clinics (ex. diagnostic imaging) the ability to promote services

Approach to Integration:

ClinCal’s online portal will pull clinician’s schedule from their EMR system, enabling the most up to date information. Instead of integration at the EMR level, ClinCal will be integrated at the vendor level to reduce technical complexities. For example, in the province of Ontario, OntarioMD (an entity that provides EMR funding to physicians) has certified 12 EMR vendors. ClinCal will integrate with these 12 vendors rather than each physician that uses an EMR product.