

Annual Congress &amp; Medicare Expo on

# Primary Healthcare

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## Virtual primary care-new models for guideline adherence, efficiency and access

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Virtual primary care is the fastest growing market segment in health care. It is projected to reach 42% this year. This is compared to 7% growth of the Urgent Care and 14% growth for retail clinics. The market says it all consumers, physicians and healthcare organizations all over the world see the value in more efficient ways to deliver high quality care. There are two major models in delivering health over electronic medium: Syncherenous (video and phone) and asyncherenous (model that does not require real time interaction). Syncherenous models have been shown to be effective in mental health and clinician to clinical communications. However, it delivers limited efficiency, since the time taken to assess someone's health via a video visit is almost identical to the time needed to do the same in the office (23 minutes vs 25 minutes average). Asyncherenous healthcare delivery, on the other hand, creates efficiency as well as increases access and convenience. It relies on latest evidence based guidelines to collect information from the patient using sophisticated computer algorithms and then serves it to the physician, so that they can access non-critical cases using clinical marginal capacity. Friendly is the market leader in asyncherenous communication. The unique approach is showing an average doctor visit reduced by a factor of 10. Physician documentation is reduced by 50%. Patient loyalty and satisfaction is much higher as compared to in-person visit.

### Biography

Natasha Alexeeva is a serial entrepreneur and health care enthusiast. She spent past 5 years in top notch innovation teams, and those endeavours got her to start Friendly. Natasha's background is in technology and entrepreneurship. She graduated with computer science degree and math minor from Moscow State University in Russia and attended Graduate School of Business at Stanford University where she co-founded and sold another company in electronic education. Before getting into technology, she was a professional ice skater.

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