

# CASE STUDY

## Maricopa Integrated Health System



Maricopa Integrated Health System, a large hospital system, asked MeMD to employ telehealth as a way to reduce emergency room overuse for the treatment of patients' minor ailments

### About MIHS

Maricopa Integrated Health System (MIHS) is a large hospital system in Arizona that acts as the health care safety net for citizens of Maricopa County - providing care for all that enter its doors.

MeMD, Inc. is revolutionizing the healthcare industry by offering access to affordable, convenient and secure web-based healthcare.

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### WHY TELEHEALTH?

Due to lack of access, MIHS employees and dependents were seeking care for non-emergent needs at emergency departments and urgent care centers. MIHS was in search of a convenient and affordable healthcare solution that would reduce over-utilization of the ED for after-hours care.

### THE SOLUTION

MIHS partnered with MeMD to improve patient access to low-acuity care by providing telehealth services 24/7 to all employees of MIHS and their dependents.

MeMD provided a complimentary service that aligned well with the overall community based delivery model offered by the health system.

- In collaboration with MIHS, MeMD designed and implemented a communications strategy predicated on utilization.
- MeMD designed a low-cost, high-impact model to deliver immediate savings to the health system.
- MeMD built a co-branded solution to include a custom web interface and pharmacy re-direct program.

### HOW THEY SAVED

Successfully implementing the services of MeMD, MIHS:

- **Redirected 29% of patients** from Urgent Care/Emergency Departments to MeMD for low acuity conditions
- Achieved a **78% Return on Investment** in the first year

\* Based on MeMD reporting. Individual results may vary.

“Our organization could not be happier with MeMD. Their enthusiasm, attention to detail and pure determination to deliver their telemedicine product to our organization in a timely manner was second to none. This was no small undertaking and MeMD met the challenge head on.”

**Benefit Manager**  
Maricopa Integrated Health System