

# Private practice goes paperless with Connect

Customer interview with Walker Dermatology

In the past few years, CrossChx has worked to build the first global identity layer for healthcare, creating 60+ million unique patient IDs. This network now stretches from California to New York, across 350 health systems and 1,000 locations.

Now, we're bringing the benefits of this network to private practices with our Connect platform, allowing staff to view a patient's medical history, send text message appointment reminders, verify insurance information and more.



Walker Dermatology,  
based in Columbus, Ohio.

To see how Connect is impacting the private practice space, we recently spoke with **Sherain Martin at Walker Dermatology** to get her thoughts and feedback. Read below to see how Connect is allowing them to go paperless and get powerful results.

## Why did you decide to start using the Connect platform?

We have an automated phone call system and ending messages through to our patients was just a long, very slow process. The message was quite long and we found that very few people actually listened to it.

By sending appointment reminders through Connect, I know everyone likes it. A lot of our patients come in ready to scan the code and everything. It's definitely easier for me to send reminders, and it's more clear and helpful for the patients.

## What kind of benefits are you seeing?

The appointment reminders are definitely a great benefit. Also with our paperwork, we have some patients that get confused with certain parts. Although, when people sign up with the CrossChx Connect app, they fill out everything on their own time and everything is clear and simple for them.

**“When people sign up with the CrossChx Connect app, they fill out everything on their own time and everything is clear and simple for them.”**

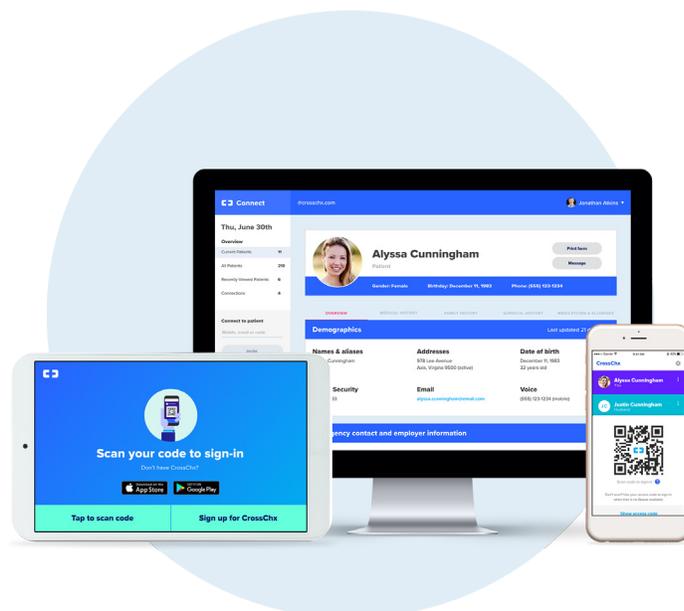
Normally, one of our patients has to fill out four sheets of paperwork when they come in for an appointment, but with CrossChx there's only two consent forms that need to be signed. So all we need for them is just a signature on the HIPAA form and insurance form.

## Have you seen a decrease in patient no shows?

Actually, yes. Of course, a lot of people use cell phones so they are more quick to respond when they get the text reminder rather than a call. There have been a number of patients we've had to reschedule over and over; they would miss an appointment, we'd reschedule, and so on.

Then after we started sending the text appointment reminders, we've had patients come in and mention that helped them to remember their appointment or plan their day around it. Ultimately, it's just better for them, it's easier, and uses something they're already familiar with, their smartphone.

The CrossChx Connect platform



### How do you and your staff like the software?

It is definitely easy to use, when it was being set up I wasn't sure how it would go, but it was real simple. It was easy to get our staff on board and familiar in using it.

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**“It was easy to get our staff on board and familiar in using it.”**

### How do your patients like using Connect?

Our patients definitely find it easy to use on their end. They come in, scan their phone, and that's all there is to it. They're almost surprised by how easy it is.

### What would you like to see added to Connect in the future?

Right now the medical history and forms on the app cover the majority of questions, but since we're a dermatology office we have some specific questions we need to ask regarding skin care. So I would like to see those added in the future.

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*As a follow up to Sherain's last comment, the ability to create and add custom questions is planned for a future release of the CrossChx Connect app. This feature will allow a practice to ask specific care-related questions to the patients they have connected with that may not be associated with a general form.*

*In the meantime, you can learn more about Connect by visiting us online or you can create a free account to start connecting to your patients today.*



CrossChx is building an identity layer for healthcare that gives patients and providers a better way to connect to health information. The company's flagship platform, Connect, offers secure, intuitive and data-rich features including biometric verification and mobile information management to patients, practices, hospitals and care managers.