

Case study

OB/GYN clinic

Achieves timeliness of care with onsite and remote sonographers



Facility Type: Low Risk OB



Geography: Urban

Problem

An obstetric clinic in a large city was experiencing high patient volumes. Many patients needed weekly follow-up exams, while others required intensive prenatal exams. Sonographers double-booked their schedules, putting themselves at risk for musculoskeletal injury, but still couldn't keep up. Wait times for appointments grew too long, causing patients to be late to care and minimizing intervention options.



Solution



The clinic adopted a hybrid solution from BB Imaging and TeleScan, opting to contract a PRN onsite sonographer while also offering TeleScan exams two days a week. Each service day, TeleScan’s remote sonographers see ten patients for follow-ups, biophysical profiles, and growth scans. This minimizes overflow from repeated weekly exams and frees onsite sonographers to focus on in-depth exams like transvaginals, multiple gestations, and anatomies. The PRN sonographer covers any leave, vacation, sick time, etc. that takes the clinic’s onsite sonographers off the schedule.

Results

This hybrid service features the best of both care models.



TeleScan exams offer high efficiency while minimizing negative impacts on onsite sonographers through workload management.



A highly credentialed PRN onsite sonographer provides a trusted resource to fill care gaps while being more cost-effective than a part-timer and more consistently available than a travel sonographer.



In addition, the hybrid model has cleared the clinic’s appointment backlog, and they are now able to offer same-week appointments, providing the timeliness of care they were striving to achieve.

“Our physicians are so happy with the hybrid care model. TeleScan helps them see more patients in a timely manner, which is a huge stress reliever. They love working with BB Imaging’s PRN sonographer. They deliver true expertise and high-quality patient care every time.”

- Care Center Manager

