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CURBSIDE™ Methodology – Built-In Frameworks

Curbside Consultation - an informal discussion between two healthcare professionals.

CURBSIDE™ is a method of engineering an efficient process to find and connect with qualified medical professionals for consultation purposes.

The power of a curbside consultation is its efficiency - this is why it is leveraged more than any other method by practicing physicians. However, curbsides do not scale digitally, nor do they withstand the rigor of compliance or legal standards.

The CURBSIDE™ methodology establishes standards for engineering the similar, functional efficiency of a curbside consult but at scale; it is also friendly to practicing medical professionals while meeting security, compliance, and defensibility criteria.

Why Does This Matter?

Receiving the most informative guidance at the right time helps drive better decision-making. With better information in less time, you can substantially impact patient care, physician performance, human resources, harm event response, new product or technology testing, claim lifecycles, and much more.

So, why hasn't anyone aggregated an exchange of the best minds in medicine? Under the old ways of doing things, the time and cost requirements are prohibitive.

Other barriers include:

- Poor technology standards
- Lack of codification and access to specialists
- Inefficient user interface design
- Unorganized or inaccessible medical records
- Manual processes prone to failure
- Lack of training or onboarding processes

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Who Could Use the CURBSIDE™ Methodology?

Any organization that relies on and leverages medical expert consultations can benefit from the CURBSIDE™ methodology. Here is an example:

- Independent Hospitals, Hospital Systems, and Critical Access Hospitals
- Law Firms
- Insurance Carriers
- National Accrediting agencies and State Boards of Medicine
- Third-Party Administrators
- Pharmaceutical Companies
- Medical Device Companies

What Are the Elements of CURBSIDE™?

[C]uration, Classification, and Rating

[U]ser Experience Design, and Automation

[R]ecruitment and Onboarding

[B]uilt-in Frameworks

[S]ecurity and Compliance

[I]ntelligent Matching

[D]ata Routing and Optimization

[E]nrichment and Analysis

Built-In Frameworks

Objective:

Build requirements, rules, and logic into the workflow, rather than requiring the expert to know or reference these rules.

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Description:

Using the example of Turbotax™, a consumer should be able to develop a tax return without being a CPA. The IRS and accounting rules are embedded in the process.

Similarly, use cases that require following specific rules or laws, such as those by government compliance bodies or internal best practices, need a workflow that can embed them and minimize training. Simplifying the workflow will reduce the learning curve and make it easier for top doctors to share their insights.

Examples of frameworks you can embed into a workflow:

- Peer Reviews: Just Culture
- Claims Reviews: CANDOR

Value:

Increase your potential network of experts by 20x while increasing the quality of experts as well. Retain top experts by reducing their overhead and eliminating the need to reference rulesets during the delivery of their analysis, insights, or advice.

Methods Used:

- Smart forms
- Decision trees
- Field data validation
- Tooltips and microcopy
- Quick-reference Training Refreshers

Common Mistakes:

- Relying on training
    - Within weeks or months after training, an expert often forgets all of the facets and requirements for a particular review type. Short, pre-recorded training provided automatically at the onset of a review can effectively refresh training.

The Medplace Approach:

Medplace utilizes a combination of smart forms, decision trees, field validation and tooltips, microcopy guidance, and quick-reference training refreshers to help experts deliver guidance and insights without necessarily having a background in providing a particular review type.

Sign up now to learn more about Medplace's Curbside™ Methodology and receive the next installment in the series.