

CURBSIDE™ Methodology

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

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
- Federal and State Boards of Medicine
- Third-Party Administrators
- Pharmaceutical Companies
- Medical Device Companies

Core Tenets

1. Focus on the Expert Experience

The best consultations come from currently practicing, full-time experts in their respective specialties. Look for doctors, surgeons, NPs, and PAs working full-time at a busy practice.

How can you access these individuals? Engineer the proposed interaction to eliminate virtually all non-consultative burdens on the experts.

Examples of non-consultative activities include:

- Contracts
- Invoicing and payment
- Training and technology setup

There's also a hidden burden - all the clicks, tasks, and communication activities required to perform workflow steps in the interaction. The tedious tasks can drive away high-quality experts from engaging in reviews or other work you need. Lower the overhead for your experts, and you will attract the best.

You can also create opportunities for asynchronous and multimodal communication.

Examples of multimodal communication include:

- Email
- SMS/text
- Video conference (Zoom, Teams, Google Hangouts)

- Phone

Examples of multimodal technology options:

- Laptop
- Tablet
- Smartphone

These are important because busy experts require a choice of communication methods to accommodate unpredictable circumstances and schedules.

2. Identify, codify and engage experts before they are needed.

Half of the challenge of seeking the best advice at the right time is identifying and onboarding the specialist to whatever transmission platform they will use when and if the time comes to consult.

How can you solve this challenge? The solution is to build a database, platform, or process that effectively codifies a particular expert for their specialty and subspecialty at a minimum. It should also include other more nuanced signals that indicate what the expert is qualified (or more skilled or trained) to provide.

It's crucial to leverage the latest technology to streamline expert onboarding and eliminate any extra steps to solicit advice from your experts.

3. Operationalize CURBSIDE™ methods into your ongoing system design improvement

Enhance the effectiveness of your new or existing exchange or process and reduce overhead by designing them through the CURBSIDE™ elements.

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

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