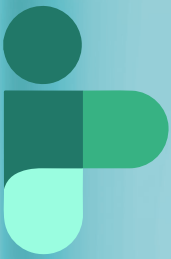


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Telecare Edition

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BUILDING
THE WORLD'S
PREMIER
VIRTUAL
SPECIALTY
CARE
PLATFORM

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Co-Founder

 AmplifyMD

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BUILDING THE WORLD'S PREMIER **VIRTUAL SPECIALTY CARE PLATFORM**

The healthcare industry, with its intricate web of providers, payers, and patients, is experiencing a seismic shift that demands more efficient and connected models of care. One of the biggest forces driving this change is a growing provider shortage, including essential specialists (cardiologists, neurologists, psychiatrists, etc.) in the tens of thousands. The scarcity of specialists continues to grow, impacting rural or underserved urban areas the most. As a result, many Americans struggle to access a specialist locally for emergency or even routine services, and the downstream impact on patients, hospitals, and payers costs the U.S. billions annually while creating enormous burdens for patients and their families.



to embrace technology that improves accessibility, clinical outcomes, and the care team's experience. The company's ground-breaking virtual care platform integrates bidirectionally with EHRs, PACs, and DICOMs, leveraging intelligent automation to reduce administrative burdens. "Our goal is to make virtual encounters as efficient as in-person specialist care. We streamline operations and save time by harnessing automation throughout the entire process, from scheduling to billing," says Meena Mallipeddi, Co-Founder and CEO of AmplifyMD.

Providing a Turnkey Solution

What sets AmplifyMD apart is its unique dual identity – both a multi-specialty physician practice able to provide care across all 50 states and an advanced, integrated virtual care platform. This combination offers unprecedented flexibility to health systems grappling with specialist coverage gaps or inefficient legacy virtual care platforms. "We are committed to building technology that empowers the entire care team, the invaluable assets of our healthcare system, to practice virtual care more efficiently by using integrations and best-in-class design to reduce administrative and technology burdens," Meena explains.

Recognizing the prolonged timeline and challenges in filling specialist positions, AmplifyMD swiftly addresses critical coverage gaps, handling recruitment, training, and management of tele-specialists at a significantly lower cost than traditional locum options. The shortage of specialists, coupled with lengthy wait times, contributes to significant costs and consequences for patients, hospitals, and payers. AmplifyMD's virtual care platform, supported by a clinical team across 15+ specialties, aims to make specialist care accessible to all, regardless of geographical constraints.

Enhancing Provider Experience

AmplifyMD is not just a service provider; it is on a mission to build the world's premier virtual specialty care platform. The platform's interface has demonstrated the ability to make remote providers up to twice as efficient as traditional telehealth methods. Focused on empowering the entire care team, the company employs integrations,

Fortunately, this is where AmplifyMD steps in. With a mission to redefine how hospitals, medical facilities, and patients access specialist services with innovative technology supported by a clinical team across 15+ specialties, AmplifyMD's revolutionary virtual care platform gives hospitals and health systems the power to deliver seamlessly integrated virtual specialty care whenever and wherever it is needed—from the emergency room to outpatient clinics and patients at home.

Harnessing Intelligent Automation

A pioneer in next-level virtual specialty care, AmplifyMD recognizes the imperative for health system leaders



We are committed to building technology that empowers the entire care team, the invaluable assets of our healthcare system, to practice virtual care more efficiently by using integrations, workflow automation, and best-in-class design to reduce administrative and technology burdens

workflow automation, and top-tier design to reduce administrative and technological burdens and enhance the provider experience.

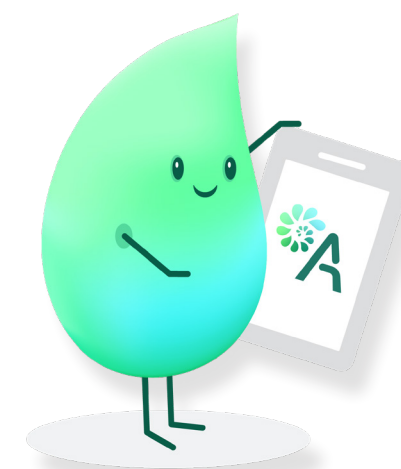
The company's unique approach is characterized by flexibility. Understanding that progress can begin on various scales, AmplifyMD tailors solutions to the specific needs of health systems. Whether through a service line pilot at a single location or an enterprise-wide solution, AmplifyMD adapts. The platform's hardware-agnostic nature eliminates hardware investments and long-term commitments, providing health systems with a cost-effective and adaptable telehealth solution. "The platform is very flexible, and because it's hardware agnostic, there is no significant hardware investment or long-term commitment to an expensive cart program," says Meena.

Change management is a common concern in the adoption of telehealth, but AmplifyMD has witnessed care teams and patients swiftly adapting to its technology. The platform's seamless integration with Electronic Health Records (EHRs), configurable workflows, and single sign-on mitigate traditional telehealth challenges. According to Meena, "Until recently, virtual care has been a glorified video call. But we're delivering a seamless experience with broad adoption and impact. Our technology integrates bi-directionally with the EHR and the health


system's existing clinical workflows. Just as important, it's incredibly functional and efficient for a remote provider to see patients across several systems without a multitude of different logins and applications to wade through."

Delivering Value for Health Systems

AmplifyMD views its relationship with health systems as a true partnership. From the initial conversations, the company aims to address coverage challenges, enabling health systems to deliver high-quality services locally. The emphasis on open communication and integration into the healthcare team's dynamics allows AmplifyMD to identify and solve problems swiftly while aiding health systems in planning for the future. This adaptability is reflected in the "same-store growth" observed in existing hospital partnerships, showcasing the advantages of a unified, hardware-agnostic platform for various specialties across the hospital.



One health system partner, a multi-state entity with diverse EHRs, faced challenges recruiting specialists, particularly in rural and underserved communities. AmplifyMD provided a solution with virtual specialty care programs and seamless integration with all EHRs. This not only addressed specialist coverage challenges efficiently but also offered real-time data for continuous process improvements.

AmplifyMD's current goals include expanding its core offering to meet the evolving needs of hospitals and health systems. As an enterprise partner, the company is elevating virtual care to new heights. Beyond healthcare facilities, AmplifyMD is extending access to specialty care to the travel industry and correctional facilities, staying true to its core mission – better access and better outcomes. AmplifyMD's journey is a testament to its commitment to reshaping healthcare delivery. It stands as a beacon of transformative change, heralding a future where virtual specialty care is not just a necessity but a seamless and integral part of the healthcare landscape. 




The telecare industry faces a myriad of challenges, ranging from technological barriers and regulatory complexities to patient engagement and reimbursement concerns. Limited access to reliable internet connectivity, particularly in rural and underserved areas, poses challenges to the widespread adoption of telecare services. Moreover, ensuring data privacy and security in telecare platforms remains a paramount concern, as healthcare organizations strive to safeguard sensitive patient information. As the world grapples with unprecedented challenges, including the ongoing COVID-19 pandemic and the increasing demand for accessible and efficient healthcare solutions, telecare has emerged as a beacon of hope and innovation.

Despite these challenges, businesses in the telecare industry are making significant strides in creating a positive impact on patient care and outcomes. Through innovative technologies, patient-centric approaches, and collaborative partnerships, telecare providers are breaking down barriers to healthcare access, improving care coordination, and empowering patients to take control of their health.

This special edition features some of the top Telecare Solution Providers 2024 who are creating a difference in the industry. As we delve deeper into the telecare edition, we will explore the innovative initiatives, best practices, and success stories that exemplify the transformative power of telecare in healthcare delivery. From telepsychiatry and teleophthalmology to remote patient monitoring and tele-rehabilitation, this telecare edition showcases the diverse applications and impact of telecare across various medical specialties and patient populations.





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A leader in the field of integrated virtual specialty care, AmplifyMD is redesigning how hospitals, clinics, and medical facilities access board-certified specialty coverage across 15+ clinical lines. The company's solution includes an enterprise-level virtual care platform and the clinical team to deliver streamlined virtual specialty care whenever and wherever it is needed. AmplifyMD recognizes the imperative for health system leaders to embrace better technology and offers proven solutions to meet their objectives.