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ZoomCare—changing the model for delivering health care

The ZoomCare model is set to reverse the centralized care model

By Linda Barney, Barney and Associates

The traditional model of health care provides patient care in large centralized hospitals or doctor's offices. In this model, hospitals are building progressively larger, more centralized facilities which can force patients to travel further even when localized care would have provided them with a much more efficient opportunity for care. Though it might represent a cost savings to the institution, this non-customer centric approach imposes a tremendous burden on not only the patient but also their caregivers.

"The Affordable Care Act (aka health care reform) creates incentives for hospitals and doctors to do some positive things like be paid for health results rather than tasks and to create a more seamless care experience. But these same incentives are also driving hospitals and doctors to consolidate into mega-health systems which will compete based on their market power rather than their care and service innovations," states David Sanders, M.D., co-founder and CEO of ZoomCare.

The quickest path to immediate saving for many bureaucratic institutions is to cut care rather than innovate to provide care in a more accessible manner. Many current health care bureaucracies do not leverage fundamental technology innovations in the areas of mobile and wireless access to health care or distributed services. All of this limits a patient's access to health care. ZoomCare is changing the model for delivering health care with its innovative approach to neighborhood-based health care.

"ZoomCare was founded to serve our customer's unmet needs. We provide care in more accessible and lower cost settings—neighborhood clinics and smartphone visits. We built our own software system designed to automate all the wasteful friction and overhead and drive our transaction costs to zero dollars. Our care is guided by the latest science which we embed in our clinical systems, and we train our people continually in these methods. This means more accurate, more efficient and less wasteful care. These are just a few of the many things that we do relentlessly to make care more cost effective."

David Sanders, M.D., co-founder and CEO of ZoomCare

ZoomCare provides a vision for a new health care model

ZoomCare, founded in 2006 by [Dr. David Sanders](#) and Dr. Albert DiPiero, provides health care on demand in state-of-the-art neighborhood clinics in Oregon, Washington and Idaho. When describing ZoomCare innovations, Sanders states, "All our innovations revolve around the patient. If the patient is our North Star, business will follow."

ZoomCare's Health Care on Demand services are offered in state-of-the-art neighborhood clinics that are open seven days a week, 362 days a year. Services include guaranteed on-time visits with online scheduling and paperless check-in for everyday health care needs along with on-site laboratories and dispensing pharmacies to save patients time and help reduce costs.



Dr. Sanders (shown on the left) states, "Until now, health care has been full of unpleasant surprises. You wait longer than you expect, pay more than you expect, and get less follow through than you deserve. ZoomCare's mission is to make you the star of the show by putting you in control of everything: Pick your appointment time; know your price; partner with your doctor; own your chart; walk out with your prescriptions; receive personalized follow-up; and see results. That's what we call Health Care on Demand."

David Sanders, M.D., co-founder and CEO of ZoomCare

ZoomCare clinics are modern and filled with bright colors— they are designed to be a friendly environment. Jeff Katz, M.D., ZoomCare's Medical Director, is shown in the Beaverton ZoomCare Tanasborne Clinic.

Services are offered to both insured and uninsured patients, and the price of services is published online. Physician Assistants are allowed to dispense medications at every ZoomCare clinic to further streamline the process. ZoomCare health care is not limited to basic medical services. The company has continued to add specialists to clinics to meet the needs of patients. Specialized medical services include Naturopathy, Mental Health, Pediatrics, Ear Nose and Throat, Gastroenterology, Orthopedics and Physical Therapy.



ZoomCare created one flat price for primary care office visits rather than having multiple prices—the price is the same for primary care such as lacerations, colds or annual visits. Advanced diagnosis, treatment and management is also available for such conditions as diabetes, hypertension, bone or joint problems and depression. After a clinic visit, patients leave with a ZoomReceipt, so the bill is never a surprise.

Leading the way in technological innovations

ZoomCare is at the forefront of innovation in the mobile, wireless and networking tools offered to patients. A web-based scheduler is available online so patients can see the entire schedule of appointments and choose the one they want. This feature is convenient and popular with patients but it also helps reduce costs because fewer employees are needed to answer phones.

Clinics offer support tools including ZoomVideo and patients can connect with ZoomCare via the Help Team or their MyZoomCare accounts. Patients can use the Skype™ e-care service called ZoomCare TakeOut™ to get convenient and affordable treatment from the comfort of their homes or offices. This service is offered at a lowered cost per visit. A ZoomCare board-certified provider diagnoses and treats the problem and prescribes medication, if necessary. If the provider recommends a ZoomCare neighborhood clinic visit for closer analysis, ZoomCare applies the cost of the TakeOut visit to the cost of a regular office visit for self-pay patients. Insured patients pay their co-pay or deductible for a clinic visit. ZoomCare is currently working with insurance companies to cover the cost of a TakeOut visit like any office visit.

"Regardless of the bioscience sector, industry executives should be paying close attention to the rapid growth of ZoomCare. It is a perfect example of what is possible if you are willing to rethink 'conventional wisdom' through the eyes of your customers. ZoomCare is showing the health care market there is a desperate need to re-think our delivery models."

Dennis McNannay, Executive Director of the Oregon Bioscience Association

ZoomCare recognized as a patient-centered primary care home provider

ZoomCare has been recognized by the Oregon Health Authority as a Patient-Centered Primary Care Home. According to the [Oregon Health Authority website](#), "Patient Centered Primary Care Homes are health care clinics that have been recognized by the Oregon Health Authority for their commitment to providing high quality, patient-centered care. At its heart, this model of care fosters strong relationships with patients and their families to better treat the whole person. Primary care homes reduce costs and improve care by catching problems early, focusing on prevention, wellness and management of chronic conditions."

"The designation of ZoomCare's neighborhood clinics recognizes a commitment to quality, coordinated care, and the fostering of strong relationships with patients and their families. We're delighted to be part of Oregon's vision for better health and affordable care for all Oregonians, our clinical teams have worked hard to be accessible, accountable and offer comprehensive, continuous and coordinated care."

David Sanders, M.D., co-founder and CEO of ZoomCare

ZoomCare—the new model for health care

Dr. Sanders has turned his vision for how health care should be delivered in our busy, fast-paced world into a reality. ZoomCare clinics are located in neighborhoods, provide extensive services, online scheduling and e-consultation as well as simplified billing for services. ZoomCare is working hard to counter the trend of large consolidated health care systems that tend to cut cost rather than innovate. In this age of consolidation, small may be the path toward big change.

"I sincerely believe that we are building the most innovative health care company in the world. We are going to great lengths to innovate. For one, we are willing to invest in promising ideas without certain outcomes—in ways that traditional risk-averse health care companies are not. We have developed specific innovation methods that we are teaching our people. But perhaps most importantly, we are deliberately working to build a team and culture that innovates at its core."

David Sanders, M.D., co-founder and CEO of ZoomCare

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