



CASE STUDY:

EDLoop

OVERVIEW

Working as a full-time emergency physician, Carrie D. Mendoza, MD, MA, FACEP understands the pain points caused by lack of communication between patients and Emergency Department (ED) teams. Patients often feel anxious and could benefit from frequent updates about their situation. At the same time, busy ED teams handling immediate medical emergencies can't always update patients as quickly as they would prefer. Dr. Mendoza viewed this communication gap as an opportunity to improve patients' ED experience.

To pursue development of a web-based text messaging platform for ED teams to use, Dr. Mendoza partnered with TESCHGlobal (TG). With extensive experience in web product development in the healthcare industry, TG is a strong fit. TG developed a minimum viable product (MVP) which eventually helped Dr. Mendoza win significant funding. After a pause in development, TG responded when Dr. Mendoza was ready to continue in January 2020 - just as the COVID-19 pandemic spread.

CHALLENGES

- Translate highly specialized medical insight into a business-smart technology solution
- Determine the right product direction to support ED team communication and improve patient education and the patient experience
- Adhere to highly regulated security and compliance standards in the healthcare industry

CUSTOMER PROFILE

Company: EDLoop
Corporate Office: Chicago, IL
Verticals: Healthcare IT
Business Type: Startup

INDUSTRY

A HIPAA-compliant, web-based platform that enables care teams to text information directly to patients' phones during their emergency department stay.

TESTIMONIAL

"As a frontline physician trying to find my way in the start-up world, I've appreciated that TG has always been responsive to my schedule and budget. They're skilled at bridging the gap with non-computer savvy people, and their healthcare IT experience ensures we're developing my solution efficiently and in compliance with healthcare standards."

- Carrie D. Mendoza
MD, MA, FACEP



TG SOLUTION

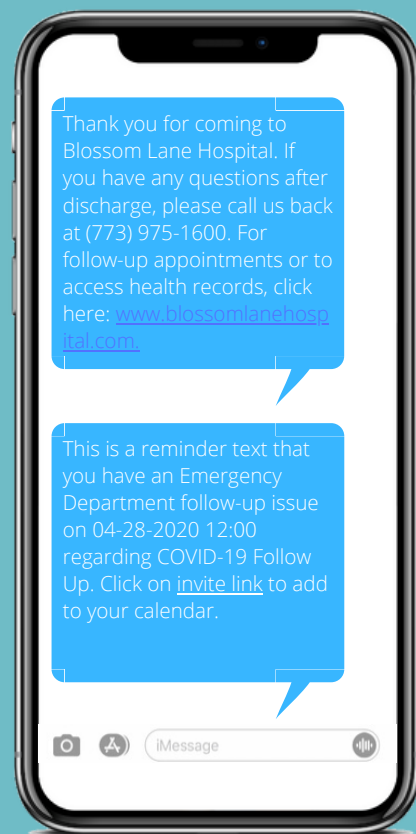
- Map an IoT cloud platform that creates a simple user experience for ED teams and a straightforward mobile experience for patients
- Create a HIPAA-compliant prototype that can be deployed swiftly and easily as a stand-alone system. Use only requires the patient's name and mobile number.
- Continue development with an iterative process that enhances EDLoop's value and function. Recent enhancements include a translation feature for non-English speaking patients, an integrated patient experience survey, and a medical user tracking and incentive program to encourage adoption and use.

RESULTS

- ED teams are keeping patients better informed with text messages directly to their mobile phones with EDLoop, providing a better patient experience
- During COVID-19, EDLoop reduces face-to-face exposure as a means for clear communication, keeping patients and frontline medical teams safer
- Dr. Mendoza and TG are exploring an integrated video feature that could improve EDLoop communication even more, especially during times of reduced contact

CONTACT US

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Reducing face-to-face exposure for frontline teams



Improving patient experiences

EDloop

Keeping emergency department teams and patients safe and informed during the COVID19 pandemic.