

CASE STUDY

Maximizing Patient Conversion Through Optimized Medical Record Collection

2nd.MD by Accolade | Connective Health

Introduction

Connective Health partnered with 2nd.MD by Accolade to transform their expert medical consultation workflow by solving the critical challenge of streamlined medical record collection across their network of specialist providers. Through the Connective Health Engine's intelligent access to national set of data networks and other data sources, the service has increased patient conversion by up to 15% while ensuring specialists receive complete, relevant specialty specific medical records for every consultation.

The Record Collection Challenge

2nd.MD connects patients with medical specialists for expert opinions across diverse conditions ranging from orthopedics to gastroenterology and dermatology. However, the consultation process faced a critical bottleneck: obtaining comprehensive medical records from multiple healthcare facilities to support quality expert opinions. Traditional record collection processes created significant barriers:

Patient Cancellation: Missing or delayed records caused potential patients to abandon the consultation process

Fragmented Medical Histories: Specialists received incomplete documentation, limiting their ability to provide comprehensive expert opinions

Manual Outreach Inefficiencies: Resource-intensive efforts to contact multiple healthcare facilities often yielded partial results

Quality Concerns: Specialists were burdened with reviewing hundreds of pages of incomplete records, compromising the accuracy and timeliness of their consultations



The Automation Solution

Connective Health implemented an intelligent medical record retrieval automation platform that:

- **Automated Facility Integration:** Seamless connection to healthcare facilities through peer-to-peer EHR networks and other national data sources
- **Streamlined Workflow Integration:** Direct integration with 2nd.MD's existing case management systems
- **Customized Summaries by Therapeutic Area:** 2nd.MD and Connective Health developed a library of 30 specific care summaries giving providers a therapeutic specific view of each patient
- **Optimized Coverage:** Support for tracking all record types across dozens of medical specialties with tailored documentation requirements



THE IMPACT

Complete Records Drive Complete Success

OPERATIONAL EFFICIENCY

20%

reduction in manual work

CUSTOMIZED COVERAGE

30

therapeutic specific summaries

PATIENT CONVERSION

UP TO 15%

increase in patient conversion

The New Standard for Medical Consultations

The Connective Health and 2nd.MD partnership demonstrates how comprehensive medical record collection directly drives patient conversion and business growth in expert consultation services.

By transforming fragmented, incomplete record collection into comprehensive, automated medical history assembly, this solution proves that complete patient documentation creates wins across the board: higher patient conversion rates, more informed specialist consultations, and sustainable business growth.

The question isn't whether comprehensive medical record collection will become the standard for expert consultations—it's how quickly organizations will embrace solutions that turn incomplete patient histories into complete conversion opportunities.

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