



# Communication Technology for Healthcare Without Walls

## Telehealth, Secure Messaging, File Transfer, and More



Backline's secure collaboration platform delivers a solution for today and beyond, offering unique features and benefits that provide an exceptional clinician and patient experience.

	What It Does	Benefit to You
<b>HIPAA (Still) Matters</b>	<ul style="list-style-type: none"> <li>HIPAA-compliant video conferencing, text messaging, file sharing, and other clinical communication capabilities</li> </ul>	<ul style="list-style-type: none"> <li>Relaxed HIPAA guidelines are temporary—provides plan for long term</li> <li>SOC-2 certified confirming PHI compliance</li> <li>Provider/clinician number is masked unlike non-secure options</li> </ul>
<b>Integrated With Your EHR</b>	<ul style="list-style-type: none"> <li>Backline is fully integrated in the EHR via APIs</li> <li>API launches one-on-one chat and telehealth visit from patient record within the EHR</li> </ul>	<ul style="list-style-type: none"> <li>Instant access to HIPAA-compliant text and telehealth visits from within EHR</li> <li>Telehealth integration into existing workflow for streamlined experience</li> <li>Simplified and streamlined communication and virtual care with patients</li> <li>Televisit start and end time and text conversation can be stored</li> </ul>
<b>Rapid Implementation</b>	<ul style="list-style-type: none"> <li>Implementation often begins within 24 hours</li> <li>Additional users can be added quickly</li> </ul>	<ul style="list-style-type: none"> <li>Critical for addressing COVID-19 quickly</li> <li>Fast adoption and return on investment</li> <li>Bulk uploads users for quick registration</li> <li>Implementation and training customizable to workflows</li> <li>Training materials for staff and patients</li> </ul>
<b>Clinician-Driven Telehealth</b>	<ul style="list-style-type: none"> <li>Doctors start chat sessions or initiate virtual visits to engage with their patients remotely as needed</li> <li>Clinicians can use their own mobile devices</li> <li>Caller ID masking keeps the clinicians' personal phone numbers private</li> <li>Customizable settings give clinicians control of when chats with patients expire</li> <li>Billing audit reporting of all telehealth sessions</li> </ul>	<ul style="list-style-type: none"> <li>Backline puts clinicians in control and provides tools to enable virtual care</li> <li>Keeps patients tied to their providers so they don't resort to doc-in-the-box telehealth with an unknown provider</li> <li>Proactive screening and patient engagement</li> </ul>

*(continued on back)*

**Corporate Headquarters**  
 9420 Key West Avenue, Suite 101  
 Rockville, MD 20850

**Satellite Offices**  
 Mesa, AZ  
 Germantown, MD

866.263.6511  
 sales@drfirst.com  
 www.drfirst.com



	What It Does	Benefit to You
<b>Quick and Easy for Patients</b>	<ul style="list-style-type: none"> <li>• No app for patients to download</li> <li>• No sign-up process required</li> <li>• Patients receive a text or email from their doctor and click the link</li> <li>• Now patients can securely send and receive messages, images, and documents</li> </ul>	<ul style="list-style-type: none"> <li>• Makes it easy for patients to participate in virtual visits</li> <li>• Increases patient engagement, satisfaction, and loyalty</li> <li>• Provides better manage patient care</li> </ul>
<b>Unlimited Usage and Competitive Pricing</b>	<ul style="list-style-type: none"> <li>• No per-session fee</li> <li>• Premium features including high-definition video, 24/7 support, notifications, and text messaging come standard</li> </ul>	<ul style="list-style-type: none"> <li>• Backline is more cost-effective than most telemedicine services while offering more capabilities</li> <li>• Can be used across entire patient population and care team</li> </ul>
<b>Simplified Medicare Reimbursements</b>	<ul style="list-style-type: none"> <li>• Backline automatically dates and time stamps each telehealth session</li> <li>• Produces usage report; adds CPT codes for quick billing</li> </ul>	<ul style="list-style-type: none"> <li>• Simplifies reporting on telehealth visits</li> <li>• Telehealth is Medicare-approved and Backline makes reimbursement easy</li> </ul>
<b>Beyond Video Conferencing</b>	<ul style="list-style-type: none"> <li>• Video chat, plus secure texting, file sharing, integration with e-forms platforms, and more</li> <li>• Lets clinicians: <ul style="list-style-type: none"> <li>• Manage communication around the entire encounter including pre-visit screening, documentation, and follow-up</li> <li>• Share updates with care team, family members, and other providers</li> <li>• Customize notifications related to orders or critical lab results</li> <li>• Send one-way broadcast messages to entire teams or specific individuals</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Delivers telehealth functionality for current challenges while supporting long-term growth and benefits with uses cases beyond COVID-19 crisis</li> <li>• Lets you conduct virtual visits and improve related communication and documentation</li> <li>• Meets the current need and demand for telehealth while upgrading communication technology and processes for the future</li> </ul>



“Backline is **simple, secure, scalable,** and **easy** to deploy.”

—Bivek Pathak, CIO, Trustbridge

“Backline is a fantastic platform. It’s **easy to get started** and running. The cost is not prohibitive, and in a crisis situation like this, it **allows me to take care of my patients, and keep them and my staff safe.**”

—Anish Hinduja, M.D., Kidney Health Center Of Maryland

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