

BROADCAST-OSF HealthCare Experts: 'Establish guiding principles when developing digital care strategy'

ANCHOR LEDE: Leaders from OSF OnCall – the digital health arm of Peoria-based OSF HealthCare – were in Phoenix at a recent American Telemedicine Association conference, sharing how they were able to transition from COVID care for patients at home to create a full-scale digital health division with a workforce of 800.

VO or Radio Package

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OSF OnCall provides a variety of services anytime, anywhere using digital platforms and software to connect people 24/7. Smartphone apps, video visits and tools monitor health trends and vital signs for home-based care plus OSF OnCall has walk-in and virtual urgent care as well as virtual ICU and hospitalists.

Vice president Jennifer Junis says guiding principles such as using data to innovate and meeting patients where they are were critical to developing programs

"We wanted to create self-service tools we knew all other industries were moving towards. We wanted to put the patient's care in their own hands by creating transparency. We wanted to be proactive." (:13)

Brandi Clark of OSF OnCall advised health leaders to involve patients and providers when developing new programs because they're the ones who need to be willing to use the new approaches to care.