The annual listing of 10 companies that are at the forefront of providing Patient Monitoring solutions and impacting the industry.
Innova Solutions
Delivering Optimized Healthcare IT

Over the last decade, the healthcare sector has been witnessing a tech-driven evolution in various facets that are significant to the way clinicians deliver care. Despite this rise in sophistication, most healthcare institutions still operate using age-old, legacy, and deeply-rooted processes due to the fear of increasing tech-driven complexities and the resulting impact on their overall patient care environment. Concurrently, the rising demand for value-based care across the world is driving the healthcare sector to fasten their digital transformation efforts and facilitate round-the-clock care and consultation via virtual and remote care delivery avenues. In light of this, the current healthcare sector is brimming with intuitive remote patient monitoring solutions that allow clinicians to remotely communicate with their patients and ensure the continuity of care. Add to this, the COVID-19 pandemic has accelerated the digitalization of healthcare operations and driving the transition from encounter-based treatment to more value-based care.

However, for remote patient monitoring to become a mainstay in the healthcare sector, organizations have to enhance the integration of care systems with other tech-driven deployments like EMR, ERP, and more, in a way that aids doctors and hospitals to efficiently, affordably, and safely deliver care. Addressing this demand for integrated remote patient monitoring with its end-to-end virtual care platform, CareExpand is Georgia-based Innova Solutions.

Through this interview with MD Tech Review, Madhuri Karkala, senior vice president of healthcare, and Javier Vinals, CEO at Careexpand, tell us about how CareExpand helps clinicians, payers, and patients in reaping the benefits of next-gen remote patient monitoring in the most efficient manner possible.

Can you give us an overview of your company?
Madhuri: Since our inception in 2014, we have been focused on leveraging technology to solve the prevalent challenges in multiple verticals, including healthcare and finance. Based on this goal, we developed solutions and services that support our clients in their digital transformation journey, and in light of this, we have developed a portfolio that ranges from consultation services for well-informed decision-making to tech-driven solutions that drive the transition from legacy systems to next-gen, digital platforms.

Over the years, we have made significant investments in geographical expansion and R&D, enabling us to build a strong footprint across the globe and develop revolutionary capabilities for our solutions. And among our transformative offerings, one that has stood out the most in terms of customer success is CareExpand.

What do you feel are the factors that set CareExpand apart from its competitors?
Madhuri: Remote communication between patients and clinicians is steadily increasing owing to its benefits in improving patient engagement and maximizing cost-savings. Even so, personal, in-person connections still hold a higher value for patients, which most existing remote patient monitoring struggle to deliver. Therefore, choosing the best-suited remote patient monitoring platform is the first step in developing a care delivery system that can revolutionize medical practices and consultation in the current ‘pandemic-struck’ ecosystem.

Conventionally, remote patient monitoring systems leverage a reactive paradigm to care delivery as it informs clinicians on a patient’s status in the event of an incident. In contrast, CareExpand takes the delivery of care beyond the traditional reactive paradigm to a more proactive approach. With its AI-powered virtual assistant, our platform reaches out to patients, gets critical information like deviations in progress, real-time status, medication adherence, and patient compliance, among others.

Javier: Unlike most healthcare systems, CareExpand was not developed to fill a gap in the market but to expand the horizons of telemicine. The platform operates on two core components, namely, the pre-encounter and encounter capabilities. CareExpand’s pre-counter features allow healthcare providers to communicate and engage with their patients and build
campaigns that drive the enhancement of usability and continuity of care. Alternatively, the platform also offers clinical pathways, care coordination, and program management tools to assist clinicians in effectively and efficiently handling the care and post-care aspects of their patient recovery.

What sets CareExpand apart from its contemporaries is its ability to exchange messages among different care providers. For example, sharing information about a patient with other clinicians that are also monitoring them to gain a different perspective on delivering the type of therapy that best suits the individual’s preference. From a patient standpoint, CareExpand is one of the best communication platforms for patient-doctor engagements as it allows clinicians to switch from audio to a tele-confrontation in a seamless way, saving time and significantly improving patient satisfaction. Above all, CareExpand is not a vertical solution but a horizontal one that is built to unlock newer ways to deliver value-based care.

Can you elaborate on CareExpand’s Implementation Strategy?
Madhuri: When we start a project, the first step we take is performing a selection process of candidates that enable us to choose the patients that will experience the most monetary and other benefits by switching to CareExpand. This filtering process helps us empower doctors and other medical professionals to call patients and explain to them the advantages of going digital with their care simply and comprehensively. And once questions such as ‘What are the benefits? And why should I enroll for a remote monitoring program?’ are answered, the patient signs up.

We also have a dedicated program management team that helps coordinate and communicate the entire onboarding process to make it easy for doctors and patients alike.

Javier: Post-signup, we assist clinicians in configuring the remote patient monitoring devices and ensuring that the equipment is delivered to the patient on time. Lastly, we support caregivers in making the most of CareExpand by offering a guided protocol that ensures that they receive notifications on patient status and indications, as well as recommendations on when to engage with patients. The platform also suggests referral to different care providers that better suit the patient’s treatment to allow doctors to gather and optimize critical information that can strengthen the overall care plan and patient management.

All these capabilities are deeply woven with AI and machine learning tools to offer an extremely straightforward and intuitive user experience. CareExpand has a complete dashboard where clinicians can select candidates, guide medical records to the enrollment process, and manage the setup process for the remote monitoring equipment.

What are Innova Solutions’ future prospects?
Madhuri: We believe that the continuum of care is paramount and as telemedicine offers an efficient way for care providers to do this, CareExpand and its ability to provide proactive care and predictive analysis is poised to support this transition. Moving forward, we are expanding CareExpand’s analytics capabilities to extract additional insights for patients as well as care providers and payers. Additionally, there is also a plan in motion to integrate CareExpand with chatbots to simplify information access for users and automate cumbersome scheduling processes. The platform is also adding Innova Solution’s payment gateway to its capabilities, thereby streamlining the financial aspects of telemedicine and turning CareExpand into a true one-stop-shop. MD