

M Street Pediatric Therapy reaches millennial mothers with Klara



M Street Pediatric Therapy provides in-home therapy and support services to engage children in learning opportunities to master emerging skills.

M Street's top priority when looking for a communication platform was finding a solution that would help attract new patients by connecting with millennial moms.

100% **10**min

of team loves Klara and wants to continue using

saved per patient visit, and 30 minutes with new patients



"We love the technology you have built. It's been a game changer for us. Thank you!"

Dr. Alison Liddle

M Street's Challenges

Dr. Alison Liddle and her staff needed a way to keep in touch with patients, without resorting to unsecure and non-compliant text messages. However, the convenience of text was undeniable and far more efficient than phone calls alone. And with a millennial patient population, texting is exactly what patients are expecting.

- M Street needed a way to boost their efficiency and reduce call volume.
- Without an effective internal communication solution, remote staff had no way to keep teammates in the loop, and no way to follow-up with patients between visits.
- Without secure messaging, M Street was risking patient privacy and potential HIPAA violations.
- M Street needed to reach new patients, particularly millennial moms, by making it easier for them to reach out.

Solutions by Klara

- Thanks to Klara, Dr. Liddle and her staff have "improved efficiency across the board." They've eliminated time on the phone, and simplified synching between remote therapists.
- M Street now saves 10 minutes per patient visit using Klara for pre-appointment admin, and 30 minutes with brand new patients by streamlining the onboarding process.
- Rather than relying on unsecure, non-compliant texts, M Street now uses Klara to receive photos and videos from patients to coordinate ongoing care, without violating HIPAA.
- M Street has been able to attract new millennial patients through Klara's simple and patient-centered experience.
- "Klara is outstanding at improving efficiency and safety in communications." – Dr. Alison Liddle