



NEWS RELEASE
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Medical Society of Delaware Announces new Telemedicine Partner

Newark, Delaware – The Medical Society of Delaware (MSD), through its subsidiary “Health Hub,” is pleased to announce it has partnered with MEND VIP, Inc. (MEND) to offer their innovative telemedicine and patient engagement platform to all MSD members. This leading edge technology will help physicians and their care teams to improve remote access to their patients in a secure and HIPAA compliant platform.

Telemedicine is rapidly becoming both a vital and expected tool for patient care in Delaware, allowing physicians and their practices to expand medical services to their patients outside of the traditional “brick and mortar” office visit. With state of the art technology and a user friendly, easy to understand platform, the restrictions of traveling excessive distances or under physical hardship are no longer an issue for patients, creating continuity in care that might otherwise be lost.

“Telemedicine has allowed for high quality care of patients who have some difficulty getting into the office. It allows them to get good quality care rather than falling back to poor quality care because the patient needs something urgently and can’t get into the office,” said James Gill, MD of Family Medicine at Greenhill. “I have patients who live more than an hour away and coming into the office for a medicine refill check-up can be challenging, but patients need to be seen. Telemedicine makes this easier on the patient,” said Dr. Gill who has been using MEND for the last year.

According to Health Hub board member Patt Panzer, MD, “the MEND telemedicine platform provides a potential solution for primary care, as well as specialty practices, currently attempting to stay ahead of the curve in the world of healthcare practice transformation, Accountable Care Organizations (ACO) and changing payment structures. Integration of telemedicine into clinical practice, rather than the alternative model of telemedicine visits via a separate provider who does not know the patient, allows for continuity of care with improved patient access, outcomes and satisfaction.”

Stephanie Napier, a lifetime patient of Family Medicine at Greenhill says, “My youngest daughter is autistic and telemedicine is great for her. She doesn’t like the office, but telemedicine is much calmer and much better for her. When my daughter had a bad cold, we used telemedicine and our doctor looked at her, checked her color, and listened to her the cough. I felt like I was in an appointment in the office, but it was through the smart phone and it wasn’t rushed and my insurance covers it.”

The Medical Society of Delaware was instrumental in the passage of HB 69, otherwise known as the “telemedicine expansion bill.” HB 69 is one of the strongest patient safety and payment parity laws in the country, mandating full commercial insurance reimbursement for services rendered through telemedicine. According to Dr. Gill, telemedicine is particularly useful for his Medicaid patients.

“Medicaid is great because it pays for telemedicine and those are the people who can least afford the time and travel for a traditional office visit and who have the most need for it.”

The Medical Society of Delaware carefully reviewed and vetted the MEND telemedicine product to insure it fit the model that many doctors are looking to implement in their practices. "The partnership between Mend and the Medical Society of Delaware fills a growing need within the Delaware medical community for a simple-to-use telemedicine platform that allows providers to treat *their own* patients. Mend doesn't have a network of physicians. We offer solutions to help providers retain patients that may have been lost to urgent cares or emergency rooms," said MEND representative Lauren Howard.

For more information about MEND, please visit www.mendfamily.com.

About Medical Society of Delaware

The Medical Society of Delaware is one of the oldest institutions of its kind in the United States and rich in history. Founded in 1776 and incorporated on February 3, 1789, The Medical Society of Delaware continues its support of physicians in their vigor and spirit to advance the profession, which was the basis for its creation. Our Mission is "To guide, serve and support Delaware Physicians, promoting the practice and profession of medicine to enhance the health of our communities."

Health Hub is a wholly owned subsidiary of the Medical Society of Delaware that specializes in providing ***Health Information Technology (HIT)*** through a suite of products and services to the physician community since 1998.

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