



“For the price, customer service, onboarding, training, and initiation, you couldn’t find a better or easier product”

**- Angela Ammons, CEO,
Clinch Memorial Hospital**

The Client:

When Angela Ammons was appointed to CEO of Clinch Memorial Hospital in September of 2017, they were on the brink of closure after years of million-dollar losses. Ammons accepted the challenge head on and was able to expand service lines, implement new innovative programs, and transform the company’s culture. In 2019, Clinch Memorial Hospital earned over five million dollars in revenue from their newly implemented swing bed program. This turnaround enabled a multitude of improvements, such as a new family practice, Compunetix telehealth portal for patient care, online pharmacy system, medical stabilization program, updated medical equipment, and much more.

The success of Clinch Memorial Hospital is vital to the local economy in Homerville, Georgia and the rural population that it serves. Since 2010, seven rural hospitals in Georgia have closed due to financial constraints, leaving communities without healthcare providers, notably OBGYNs and pediatricians. While many are closing, Clinch Memorial Hospital continues to flourish under the leadership and guidance of Angela Ammons and her team.

Case Study:

Clinch Memorial Hospital

Innovative Telemedicine Portal for Family Health Patient Care

The Challenge:

Clinch Memorial Hospital serves a large rural population where increased demand, access, aging, and transportation are significant concerns. Telehealth was part of Ammons initial plan to help increase accessibility and the corona virus pandemic made rapid adoption a priority. Clinch Memorial Hospital required a telehealth partner and program that could provide:

- Easy accessibility by smart devices, with no download required
- Face-to-face video conferencing & ability to triage and transfer patients
- Efficient implementation without the need to purchase equipment
- Effortless adoption without a strenuous training and onboarding period
- Customized and brandable portal interface
- HIPAA compliance



The Solution:

Compunetix Video Call Center (VCC) for healthcare is a browser-based, real-time voice and video workflow solution for healthcare providers that need to remain available to their patients in safe and secure manner. This HIPAA compliant solution enables secure communication with no download or application installation. Patients need only click a secure link to be connected with a healthcare provider via internet voice and video.

Built on WebRTC technology, Video Call Center features support high definition video connections, secure and encrypted media and data connectivity, video call transfer and routing, and mobile access via smart devices such as phones and tablets.

Compunetix was able to quickly, seamlessly, and cost efficiently integrate a completely customized Video Call Center telehealth portal with Clinch Memorial Hospital's family practice website. Clinch Memorial Hospital has peace of mind knowing that their community has secure, compliant access to healthcare professionals during the corona virus pandemic and in the future.

The Future:

Clinch Memorial Hospital has come a long way in three short years and Angela Ammons has extensive plans for future growth. Clinch would like to extend their telehealth services to their new pharmacy program, which would allow for virtual patient pharmacy consultations. Additionally, there are plans to utilize the telehealth portal for their medical stabilization program's intake process. This would allow the program coordinator to screen patients virtually from the comfort of their homes, mitigating lengthy travel times. Compunetix is committed to helping healthcare organizations, such as Clinch Memorial Hospital, provide their patients and community with secure, virtual access to healthcare professionals.

The Results:

As part of their transformation, Clinch Memorial Hospital wanted to provide their patients with virtual access to healthcare professionals from the comfort of their homes, offices, or wherever they may need medical care. Compunetix's expertise in the video conferencing industry combined with Clinch's dedication to providing accessible healthcare created a successful partnership. Clinch Memorial Hospital now has a customized Video Call Center (VCC) telehealth portal that allows for instant, secure, and compliant communication between patients and healthcare providers.

Now that Clinch's telehealth portal is being utilized, patients and medical professionals alike love the simplicity and ease of use. "For the price, customer service, onboarding, training, and initiation, you couldn't find a better or easier product," said Ammons. Medical professionals are utilizing the same computers, laptops, and smart devices in a secure, HIPAA compliant manner to provide virtual healthcare services to their patients. And patients can see a healthcare professional with one-click to a secure link from the comfort of their homes, avoiding lengthy travel times and other scheduling concerns.