

## MEDICAL PROVIDER ADDS VIRTUAL HOUSE CALLS TO ITS SERVICES



SPORT & FITNESS

Much the way [Hello Health](#) uses technology to deliver medical services in new ways — such as video-enabled “house calls” where the patient can stay at home — so too has Seattle-based medical services provider [Carena](#) expanded its offerings beyond just in-person house calls to include virtual visits via webcam or phone. Carena has been offering 24/7 in-person house calls for some time as a service for those whose primary care physician isn’t currently available; in that way, Carena is an alternative to emergency room services. An analysis of more than 35,000 house calls delivered that way, however, inspired the creation of a system that supports virtual house calls as well. Now, patients have the option of a medical evaluation by phone, webcam or in person, depending on their specific requirements. Carena, meanwhile, can extend the geographic reach of its services while reducing costs for clients and patients. Does your health care business offer remote services to consumers? If not, better put such capabilities near the top of your “to-do” list. Plenty more spottings like this to come, we predict! Spotted by: Judy McRae

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Website: [www.carenamd.com](http://www.carenamd.com)

Contact: [www.carenamd.com/page/Contact.aspx](http://www.carenamd.com/page/Contact.aspx)