ViewMedica®

Case History:

How Desert Institute for Spine Care Turned Patient Education into a Competitive Advantage



Creating a custom animation to explain its proprietary procedure helps patients prepare, saves time at the point of care, and reduces follow-up questions and calls.

Introduction

Desert Institute for Spine Care (DISC) invented the Yeung Endoscopic Spine System (YESS). Because YESS is proprietary to the practice, DISC needed a way to educate its patients about the ultra-minimally invasive endoscopic procedure.

In fact, the cost of insufficient patient education is well documented: a widely cited Kessels study found that patients forget 40% to 80% of what their doctors tell them. That gap is a challenge for specialists like DISC that perform a technically sophisticated procedure most patients have never heard of.

So DISC partnered with ViewMedica on patient education to explain YESS and showcase the practice's clinical expertise.

About Desert Institute for Spine Care

- **Headquarters:** Phoenix, AZ
- **10+ years** as a ViewMedica partner
- **4 locations** in Arizona
- **Specialty:** the Yeung Endoscopic Spine System (YESS), an endoscopic spine technique originated by DISC and delivered by fellowship-trained orthopedic spine surgeons

The Challenge: Overly Burdensome Patient Education

Prior to working with ViewMedica, physicians at DISC conducted patient education manually, one patient at a time. They reached for paper brochures, pointed to the spine chart on the exam-room wall, and used plastic models to describe YESS.

Adding to the complexity, visualizing endoscopic spine surgery is difficult, as is understanding the benefits and how it differs from other procedures patients research.

The Solution: Custom Patient Education Videos

ViewMedica created a custom procedure animation video that DISC uses to educate patients about YESS. The partners then integrated that video into the broader content library to explain its signature technique. "The more our patients understand both the benefits and the potential risks, the better," Dr. Yeung says. "The short, simple animations are great. It's strong content, good visual content, aesthetically pleasing, and not too long or too short."

ViewMedica has created a competitive differentiator for DISC because patients can learn about the procedure before deciding on a clinic or doctor. Another payoff for DISC's physicians, staff, and patients is more informed conversations from the beginning.

DISC had already earned a reputation as a premier destination for endoscopic spine care. Online patient education helps DISC reach local patients as well as Canadian snowbirds who come to Arizona for care.

The Takeaways

Working with ViewMedica enables DISC to more efficiently and effectively inform its patients. As a result, patients arrive prepared for the informed-consent conversation. They also leave with clearer expectations for their post-operative recovery and rehab journey, all of which mean fewer follow-up calls.

"It's time-savings in the clinic because otherwise I might explain the same thing 15 times a day," Dr. Yeung says. "And presenting DISC to the world with savvy patient education videos helps attract people to our clinic."

Small per-visit savings add up quickly across multiple doctors and locations. "When we save our clients just two or three minutes per patient, there is significant ROI," says Daniel Wittekind, CEO, ViewMedica.

> **Delivering professional quality content demonstrates that our practice is authoritative, high-tech, and a premier destination for spine care to both our local patients and those who travel here for our expertise."**
>
> **Christopher Yeung, MD, Managing Partner, DISC**

What's Next?

Patients are increasingly turning to AI tools to research their conditions on their own. That scenario reinforces the need for healthcare providers of every type, DISC included, to educate patients authoritatively with branded, clinically accurate content before open-ended searching leaves patients misinformed and anxious.

> **When you push patient education content downstream so patients see it before they walk into your practice, that delivers real value."**
>
> **Daniel Wittekind, CEO, ViewMedica**

ViewMedica®

About ViewMedica

ViewMedica, headquartered in Chapel Hill, North Carolina, develops VMcast Healthcare TV—a digital signage platform built exclusively for healthcare environments. VMcast helps medical practices, hospitals, and healthcare organizations deliver professional, patient-facing media to waiting rooms, exam rooms, and clinical displays. Powered by the ViewMedica Patient Education Video Library, VMcast combines award-winning patient education content with custom messaging to help providers connect more meaningfully with their patients. ViewMedica videos and services are published by Swarm Interactive.