



# CoordiNation Centric counts on AT&T IoT connectivity to deliver medical care in new ways amid the pandemic

- **Business needs** - A way to transmit patients' health status to medical providers, which would enhance patient outcomes and expand access to care.
- **Networking solution** - Thanks to highly reliable wireless connectivity, physicians can be alerted to changes in patients' vital signs, enabling swift response.
- **Business value** - Early intervention saves lives, prevents rehospitalization, reduces medical costs, and decreases strain on an overburdened healthcare system.
- **Industry focus** - Remote patient monitoring
- **Size** - Startup

## About CoordiNation Centric

CoordiNation Centric developed a remote patient monitoring (RPM) solution that harnesses services and technology to achieve measurable results for patients, especially the chronically ill elderly. The solution enables physicians and healthcare facilities to use technologies effectively to promote better outcomes.

## The situation

The company's founders wanted to ease pressure on healthcare systems and improve patient outcomes by making it easy for medical professionals to monitor their patients at home. They developed sophisticated telemonitoring equipment and software to relay patients' vital signs to their healthcare providers. However, they needed to connect the IoT devices in patient homes to a highly reliable, cost-effective network.

## Solution

CoordiNation Centric selected AT&T Business to deliver highly reliable, cost-effective connectivity to its remote patient monitoring services. As COVID-19 spread throughout the country, the solution from AT&T Business also enabled CoordiNation Centric to move beyond patient monitoring by adding telemedicine services. Physicians can now use the solution to provide interventions over the phone: meeting with patients, ordering medical tests and prescriptions, and delivering most other services traditionally provided in the medical clinic.

## Brave new ways to practice medicine

The nation's aging population, skyrocketing medical costs, and shrinking reimbursement rates for medical providers—not to mention unexpected situations like the global COVID-19 outbreak—demand new ways of delivering healthcare services. Remote technologies today enable physicians to practice medicine in new ways that benefit patients and their practices.

Ed Stonebraker and Ives Soto started CoordiNation Centric to help improve patient outcomes and reduce physicians' burgeoning workloads. Stonebraker, an administrative and financial services entrepreneur and Soto, a healthcare executive, brought complementary skills to the table. Together they envisioned a solution that would prevent wasteful, post-acute care and unnecessary hospitalizations, especially among elderly people with chronic conditions.

"Twenty percent of hospitalized patients are readmitted within 30 days, and two-thirds of those are unnecessary admissions," said Soto, the company's Director of Provider Relations.

He and Stonebraker, CoordiNation Centric's CEO, wanted to make it easier for healthcare providers to use remote patient monitoring. Doing so would, they projected, help decrease costs and improve the quality of life for chronically ill patients. At the same time, RPM can help physicians increase revenues and expand patient access to care by providing reimbursable, lower-cost services.

"Healthcare in the U.S. was outpacing the cost expenditures of any other nation," Soto said. "There is no way that our GDP could sustain the cost of healthcare in the future. We had to come up with lower-cost healthcare practices that could impact patient outcomes and help prevent hospitalizations. We really felt remote patient monitoring would do just that."

## Improving clinical outcomes

Patients use RPM technology to track conditions like diabetes, heart and blood pressure problems, and other ailments. Connected medical equipment measures patients' vital signs.

Stonebraker and Soto set out to create a sophisticated but user-friendly telemonitoring system that would benefit both patients and doctors. CoordiNation Centric's RPM solution brings together a state-of-the-art software platform and leading remote healthcare hardware, including a proprietary communication hub called "the Hubby."

Patients use connected devices that measure vital signs and transmit data. “The Hubby receives data on things like blood pressure, pulse oximetry, oxygen saturation, blood glucose, and body weight,” Stonebraker said. “And then that data hits our back-end alerting system so clinicians can go to work.”

Delivering patient data to physicians is the final step of the RPM process. The company needed a highly secure way to send encrypted patient data to medical providers.

## Reliability is critical

Equipping their devices with robust connectivity from AT&T Business enables CoordiNation Centric to close healthcare gaps by helping physicians monitor patients more effectively.

“Our Hubby sends patient data within seconds to the AT&T network,” Stonebraker said. “We use the network to pump the data into our web-based monitoring platform. AT&T Business conveniently interprets that into web data that we can use, and within mere moments, we have near-real-time data out of the patient’s home.”

If the data is outside a predefined range, or if a patient doesn’t perform a scheduled reading, CoordiNation Centric’s system sends an automatic alert through the Bridge, its proprietary software platform that connects providers to their patients.

“Reliability is critical when you’re talking about data like this,” Stonebraker said. “There are so many factors we had to consider that make it fairly difficult to get data out of the home. If we can use a reliable provider like AT&T Business, we don’t have to worry about the connectivity.”

## Deep healthcare expertise

Stonebraker said he relies on the expertise of AT&T Business in the healthcare arena: “It gives us great peace of mind to know that we’re working with a vendor that not only understands the healthcare space but gives us the tools we need so we can focus on innovation and product development.”



The company had other connectivity choices but was impressed with how AT&T Business understood the needs of CoordiNation Centric. “We just felt that AT&T Business was the right provider moving forward,” Soto said. “I can’t overstate how much we rely on the data coming out of patients’ homes. Without that, we really wouldn’t have a business.” He acknowledged that there are other ways to connect devices but noted that many are expensive or unavailable in rural areas.

CoordiNation Centric also uses AT&T IoT Enhanced Support Services to manage their IoT SIMs within AT&T Control Center. AT&T Business provides connectivity and service support to manage all their SIMS to prevent overages, billing issues, and other problems. AT&T Business also provides billing, reporting, and technical support, freeing CoordiNation Centric to focus on its core business.

## Federal approval for telemedicine

CoordiNation Centric's expertise positioned the company to assist during the COVID-19 outbreak, which has placed unprecedented demands on the nation's healthcare system. "We saw this issue arising, but one of the gaps that we had was the virtual face-to-face telemedicine piece," Stonebraker said.

While RPM can report patients' vital signs to providers, it doesn't enable any remote diagnosis or treatment. Telemedicine allows medical professionals to evaluate, diagnose, and treat patients remotely. CoordiNation Centric had designed a telemedicine system years ago but government regulations did not allow providers to be paid for delivering telemedicine services.

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**Ed Stonebraker**  
CEO, CoordiNation Centric

This changed as COVID-19 became a health crisis. As the pandemic spread in the U.S., the Federal Communications Commission developed and approved a \$200 million program to fund telehealth services and devices for medical providers.

This means that physicians are permitted to do more than monitor patients remotely. They can now treat patients and bill the patients' insurance providers for services like conducting diagnostic tests, closely monitoring a patients' progress after treatment or therapy, and facilitating access to specialists.

## Keeping patients safe at home

RPM and telemedicine protect the health of elderly patients and others with chronic conditions. Fear of the novel coronavirus has prevented many patients from going to the hospital or their doctors' offices. CoordiNation Centric's technology allows physicians to have virtual visits with patients so they can stay safe in their homes.

This is essential for elderly patients and those with medical conditions that make them particularly vulnerable to COVID-19. "Allowing them to stay home and still get healthcare is extremely important for our geriatric population," Soto said. "I think that's the key piece that a remote patient monitoring or telemedicine solution provides."

In addition, the models allow physicians to be paid for their work. "At the end of the day, healthcare providers aren't going to work for free. If they're going to spend hours in a day doing telemedicine visits, they need to be able to get paid for it," Soto said.



## The care model of the future

CoordiNation Centric founders credit AT&T Business with providing the highly reliable connectivity that is helping the company expand access to healthcare. They're also enthusiastic about the service their company receives from their AT&T Business account team. "It's been absolutely fantastic," Stonebraker said.

"Initially we had some gaps in our data management process, and our AT&T IoT team jumped in, immediately recognized the problem, and resolved the issues," Stonebraker said. "We get additional peace of mind knowing we've got somebody that's communicating with us regularly to prevent any problems from happening again. AT&T Business has been awesome."

As telemedicine acceptance grows among physicians, he expects the relationship will continue to develop. "There's a great opportunity here to assist physicians with a complete package that can give them an immediate return on their investment," he said. "Medical providers don't know what they don't know yet, but they do know they would like to improve their practice. And they know they'd like to take advantage of this government's regulatory change that allows for remote patient monitoring and telemedicine with their current patients."

Stonebraker concluded: "AT&T Business has the necessary infrastructure that could make telemedicine seamless, and that would allow us to focus on training providers to help them stand up the care model of the future."

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**Ives Soto**  
Director of Provider Relations, CoordiNation Centric