

Supporting Patients in Aesthetic Medicine

Use case of Kayan Health in an organization caring for patients in aesthetic medicine *

About the organization

This organization specializes in aesthetic medicine. Doctors meet with patients who wish to undergo quick, non-invasive to minimally invasive aesthetic procedures to improve the physical appearance and satisfaction of the patient. Procedures ranged from liposuction, to venous treatment, to dermal fillers and more.

PROBLEM

Doctors know that an aesthetic procedure can be scary for some, especially when patients are early on in the process. This leaves patients feeling anxious, questioning, and potentially backing out of a procedure. Doctors aimed to be more communicative with their patients, but felt burned out and had difficulties streamlining communication.

Pre- and post-procedure visits generated logistics and coordination challenges. Whenever a patient required immediate support, the staff reacted effectively, but required too many processes to make it happen, and oftentimes appointments were delayed.

Post-procedure care was difficult for patients who had minimally invasive procedures with concerns about wound treatment and had difficulties making it to appointments.

However, the most important concern for the organization was that a patient would need immediate attention, or not realize what they were experiencing was unusual and something would happen.

SOLUTION

The Kayan Health platform includes features designed with aesthetic medicine in mind. Specifically, those undergoing non-invasive to minimally invasive procedures. Through the use of the Kayan platform, patients are able to receive care in the way they need. Here are the most relevant examples:

- Through Remote Patient Monitoring (RPM), doctors were able to monitor blood pressure and any surgical drains with ease. This allowed for assessments of any complications to be done immediately. RPM contributed to post-surgical follow-up calls between surgeon and patient, which took place via Kayan's telehealth platform. Being accurately monitored after surgery was necessary in order to avoid complications.



- With Artificial Intelligence Triage, patients were able to select post-procedure symptoms to figure out if they were common, or required medical attention. Doctors were notified of cases that needed immediate attention, and all AI triaging was logged into the patient profile for record.
- On-demand chat sessions allowed for continuous care even outside of the office. Wound/location assessment was easily done post-surgery with the ability to upload clear photos and videos to a secure, HIPAA-compliant chat platform. Doctors were able to monitor surgical wounds/sites to ensure they were healing correctly and without infection. This helped mediate unnecessary trips to the doctor that may have caused disruption in the healing process.

RESULTS

Kayan Health implemented the platform with specific features designed for aesthetic medicine. After a short period of time, the results of using this technology was evident. Some of the most relevant for the organization were:

- Patients received the care they needed in a comfortable setting with on-demand appointments. When a patient had concerns following procedures, or just had general questions, doctors were able to answer in-between other patient's appointments, and have assistants/nurses answer generalized care concerns.
- Increased engagement from the patients, having secure, virtual access to their doctor at the pre-, peri-, and post-procedure stage. This allowed patients to be more involved in their follow-up care and better communicate their needs/concerns.
- Doctors are able to monitor patient's vitals through wearable technology that helps them understand if their patients are experiencing any vital-related procedure complications. This allows the doctor to reach out to a patient in need, or address it in the next follow-up appointment.