



RubiconMD

RubiconMD

Executive Summary

A paradox exists in the United States where 40% of visits to specialists are unnecessary while more than half of the population face significant barriers accessing specialty care. Specialist care is often concentrated in certain geographic and socioeconomic pockets, and RubiconMD tackles this challenge with its mission to democratize medical expertise: its platform gives primary care clinicians access to specialist expertise via electronic consults (eConsults). This helps support primary care and allows primary care clinicians to practice at the top of their license, avoid unnecessary referrals and tests, and provide much faster access to the right care plan for the patient. RubiconMD currently serves over thousands of clinicians across 36 states and is financially backed by strong strategic partners including Optum Ventures, Centene, Heritage Provider Network, and the California Health Care Foundation.

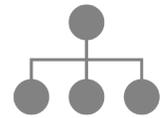
Characteristics

Website rubiconmd.com

- Recognition**
- \$20M+ raised in funding
 - Publication in New England Journal of Medicine Catalyst
 - Publication in the Journal of Telemedicine and Telecare
 - 2017 Heritage Innovators in Healthcare Award
 - 2017 Primary Care Champion from the Primary Care Development Corporation
 - First CME-granting eConsult program
 - Partnership with OCHIN
 - Partnership with UCSF
 - Gil Addo, CEO: Forbes 30 under 30



YEAR FOUNDED
2013



TYPE OF ORG
FOR-PROFIT



OFFERING
DEVICE OR TECHNOLOGY



COUNTRY
UNITED STATES
SPAIN

THE STORY BEHIND RUBICONMD

RubiconMD's co-founder Gil Addo first realized the need to democratize medical expertise when his grandmother in Barbados was diagnosed with a brain tumor. For years, she had to commute thousands of miles between Barbados and Boston for surgery and post-operation care. Gil realized that medical expertise could often be centralized in hubs and difficult to access for broad swaths of the population and was motivated to bring along a change.

CHALLENGE

More than half of the people in the United States currently do not have easy access to specialty care. At the same time, 40% of the specialist appointments that do occur are avoidable and often unnecessary. To further complicate the specialist access problem, the referral process to get from primary care into specialty care can often be convoluted, with low conversion rates of referral requests. Because of this, patient populations often lack access to the specialty care they need and the onus of care in many cases falls back onto primary care. With many primary care clinicians already overworked and at danger of burning out, a solution is needed to support primary care.

SOLUTION

RubiconMD solves this challenge of specialist access and supports primary care by connecting clinicians with medical questions to specialists with the expertise to answer these inquiries. Through its digital platform, RubiconMD allows for top specialists across the country (many hailing from top tier Academic Medical Centers) from 120+ specialties and subspecialties to share their insights to primary care clinicians.

The platform is extremely lightweight and can also be integrated into a clinician's electronic health record (EHR) system. A primary care clinician needs less than ten minutes to create an eConsult request and will usually receive a response from a specialist within a few hours. Despite the rapid turnaround time, RubiconMD's eConsult quality remains extremely high, with an average rating of 4.9/5 stars across all specialties on the platform.



OPERATING AND BUSINESS MODEL

RubiconMD is a technology platform that allows organizations to leverage the RubiconMD specialist panel and make use of the RubiconMD eConsult service. The model is scalable because it is technology-enabled and leverages a national panel which can support PCPs across the country. In the last few years, Rubicon has seen a fast expansion and now support thousands of clinicians caring for millions of lives in the U.S.

RubiconMD typically contracts with the risk-bearing entity (whoever is responsible for the cost of specialist care) with a subscription rate and then works with clinics to train any affiliated primary care providers and enable them with eConsults.

IMPACT

RubiconMD has been successfully implemented across the country from direct primary care clinics and community clinics, to employer onsite clinics, correctional settings and safety net hospitals, supporting primary care providers with a national panel of top specialists in more than 120 specialties and linked to top tier Academic Medical Centers.

RubiconMD has been proven to benefit all parties involved. Primary care clinicians using RubiconMD report that the majority of eConsults result in an improvement of the patient's care and avoid unnecessary services (referrals, diagnostics, procedures) over half of the time. Additionally, an average RubiconMD eConsult saves patients weeks of wait time for unnecessary appointments. RubiconMD and its clients have also quantified the savings generated per consult to be hundreds of dollars, allowing entities at risk to see significant benefits from utilizing the platform.

RubiconMD currently serves thousands of clinicians across 36 states and is continuing to grow at a rapid rate as it further drives towards its mission of democratizing medical expertise for all.



INNOVATIONS IN HEALTHCARE™

Last updated February 21, 2019
RubiconMD provided the source data for this document and is responsible
for the accuracy of the content.

