

eConsult

Impact stories



“I want to do right by my patients,” Dr. Benzwi explained, “I use RubiconMD a lot.”

Dr. Barbara Benzwi, M.D.

has been practicing family medicine at La Clinica de La Raza for 31 years. When asked how RubiconMD fits into her primary care practice, she responded, “I submit [eConsults] all the time because my strength as a family doctor is more in taking a holistic view of the patient, connecting with them, attempting to be a healer of some sorts.”

Patient Impact

Dr. Benzwi highlighted a recent patient’s treatment plan that was impacted by a RubiconMD consultation. The patient was an older woman in her 60s, had several skin lesions, and was suffering from dysesthesia; extreme sensitivity to even the lightest touch. She had dark purplish spots, and Dr. Benzwi wasn’t familiar with how to treat the condition.

Within hours of submitting her econsult, Dr. Benzwi had a specialist response via RubiconMD explaining that dysesthesia developed from sun exposure over time, and could be improved with a high SPF sunscreen and reduced sun exposure. They recommended an inexpensive skin numbing cream that would be most effective when kept in the refrigerator. This treatment option was low-cost, accessible to a patient in the safety-net, and relieved the patient from unnecessary pain if they were to wait for the next available in-person appointment with a local dermatologist.

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Tips, Tricks & Benefits

No question is too small or too silly for a RubiconMD specialist...”It’s a more relaxed feeling...I can simply ask a question” - Dr. Benzwi

Hacking RubiconMD

- **Keep a cheat sheet** of submission steps nearby
 - **Utilize mobile to capture any photos.** Upload the pictures into the econsult within 24 hrs to avoid losing the photos
 - **Communicate with the patient.** Explain why you are taking the photos, and that this will facilitate your access to specialist’s guidance, avoiding long wait times
 - **Finish and submit the eConsult via the desktop login.** Upload any pictures and pull relevant labs or x-rays from the patients’ EHR
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eConsult Benefits

- **Lack of judgment:** Due to the anonymity, there is less fear of specialists’ judgment. “I don’t waste time looking up questions beforehand for fear of sounding stupid. It’s a more relaxed feeling, and I can simply ask a question.”
- **Appropriate use:** When a specialist via RubiconMD advises ordering additional blood tests or scans, there is more confidence in knowing it isn’t a waste. “I’m not asking, ‘Am I sucking too much money out of healthcare by ordering this?’”
- **Increased accessibility:** Across insurance status, one can quickly get expert advice on a patient’s clinical challenge, sometimes avoiding an unnecessary referral, or bypassing long wait times. For in person-referrals, Benzwi explains, “often the patient isn’t able to make the appointment because of transportation issues, or a co-pay they aren’t able to afford, or their work schedule.”
- **Cross-referencing specialties:** “I like that I can ask several different specialists and cross-reference their answers if needed. I like asking geriatric specialists because I feel like their perspective is very similar to my own - taking a holistic view of the patient rather than looking at a singular organ.”

If you would like to be featured in our RubiconMD Impact Stories, please contact Ariel Cooper at acooper@chcnetwork.org