



Dear Trusted Partner,

Our primary goal at USMD is to deliver perfectly coordinated, compassionate care to our patients. As part of this effort, beginning in July, 2021 USMD will collaborate with WellMed to begin using the LeadingReach platform to send and coordinate referrals across the North Texas market. Our rollout strategy consists of a phased approach by region to ensure we continue to provide coordinated patient care while we enhance our referral management processes.

LeadingReach is a HIPAA-secure, web-based platform that connects providers with clinical workflow management tools, secure team-based chat and secure document exchange. Tens of thousands of health care organizations currently use LeadingReach across Texas and Florida.

Through LeadingReach, we will work with you to provide:

- Real-time status updates, referral tracking and closed-loop appointment confirmations.
- Digital referral information delivered to patients.
- HIPAA-secure chat, team messaging and file transfers.
- The ability to eliminate or reduce faxing and phone calls.
- Accountable transition of care with improved patient experience.

Our partnership with WellMed and LeadingReach is just one piece of a larger effort to improve the efficiency and effectiveness of our referral processes and improve overall care coordination. In addition to implementing LeadingReach, we are also gaining clinical decision support tools, automating manual work and improving operability among our internal systems. All of this is designed to improve patient care and experience and will assist us in creating a Network of Excellence – a connected, coordinated and compassionate group of high-performing providers and facilities that strive to create the greatest value for our patients.

For more information about this initiative in the North Texas market, please contact Dr. Lynn Lester, Medical Director for Care and Value, at [llester@wellmed.net](mailto:llester@wellmed.net) and Janet Newman, Vice President of Clinical Transformation and Clinic Integrations, at [jnewman@wellmed.net](mailto:jnewman@wellmed.net). Additionally, if you do not have an existing LeadingReach account and would like more information, please visit [leadingreach.com/wellmed](http://leadingreach.com/wellmed) or call 1-866-656-4410.

We are excited to collaborate with LeadingReach and leverage their platform for the benefit of our patients. We look forward to our continued relationship with you as we strive to change the face of health care delivery for the nation.

Warmest regards,

A handwritten signature in black ink, appearing to read "Adam Crawford", written over a horizontal line.

**Adam Crawford, DO**  
**Market medical director – North Texas Market**  
**WellMed Medical Management**





## **USMD and WellMed Specialty Referral Optimization Project and Partnership with LeadingReach**

### **What is happening?**

USMD is working with WellMed to improve referral processes so we can better serve our patients and improve care coordination and communication for providers and their care teams. To do this, we partnered with LeadingReach, and will begin using the LeadingReach platform and reporting tools to send, coordinate and complete referrals in the North Texas market starting in July, 2021 through a four week phased implementation.

### **Why is USMD doing this?**

The current referral processes involve significant manual data entry and paper referrals, phone calls and faxes to communicate with providers and patients. Individuals collect information on spreadsheets and manually enter information into electronic medical records and other systems. The LeadingReach referral management software will allow us to improve communication with providers and patients, track referrals more easily, and reduce manual work and double data entry. The result will be improved coordination of care, a better experience for care team members and patients, and greater value for our patients.

### **What is LeadingReach?**

LeadingReach is a HIPAA-secure, web-based platform that connects providers with clinical workflow management tools, secure team-based chat and clinical document exchange.

### **How can you be a part of this effort?**

If you are a current LeadingReach user, simply connect with us inside of the platform and partner with us. If you are not currently using the LeadingReach platform, consider opening an account. A free version is available that provides the basic functionality.

### **If I have questions, who can I contact?**

For more information about this initiative in the North Texas market, please contact Dr. Lynn Lester, Medical Director for Care and Value, at [llester@wellmed.net](mailto:llester@wellmed.net) and Janet Newman, Vice President of Clinical Transformation and Clinic Integrations, at [jnewman@wellmed.net](mailto:jnewman@wellmed.net). To learn more and to join the LeadingReach network please visit [www.leadingreach.com/wellmed](http://www.leadingreach.com/wellmed) or call 1-866-656-4410.

