

Zoom Enables Bright Heart Health to Provide Virtual Treatment for Those Battling Eating Disorders

Eating disorders have the highest mortality rate of all behavioral health disorders – 20% of all eating disorder patients die from their disorder, according to the National Eating Disorder Association (NEDA). Recovery requires commitment over weeks, months, and sometimes years on the part of the patients and their care team. San Ramon, California-based Bright Heart Health is the first Joint Commission Accredited telemedicine eating disorder program in the US. Through its programs, multi-disciplinary teams treat male and female patients with anorexia nervosa, bulimia nervosa, and binge eating disorder through intensive outpatient programs.

Jonathan Ciampi, CEO of Bright Heart Health, who discussed telemedicine's role in this difficult type of illness – and how Bright Heart and Zoom are making a difference in the lives of their patients.

Challenge

You might think that nothing beats in-person therapy, but it can be difficult to deliver in-person care to the people who need it most. Here are a few of the challenges that Bright Heart is tackling with its telemedicine services:

- **Access to expert care:** There are fewer than 1,500 certified eating disorder specialists in the country. This means that truly qualified care for people with eating disorders is sometimes hard to find. Every Bright Heart therapist has at least five years of experience treating eating disorders. Patients get the care they need only from experienced specialists.



Bright Heart Health

Founded: 2015

Headquarters: San Ramon, California

Industry: Healthcare

Challenges: Flexibility meeting patients' schedule and care needs, limited resources for this type of specialized treatment

Solution: Zoom Meetings

Business Benefits: Increased patient engagement and scheduling flexibility, increased expert care

“Patients engage sooner. It fits their life schedule, they have eating disorder experts treating them, and the therapist can work more intimately with clients.”

– Jonathan Ciampi
CEO of Bright Heart Health

- **Flexibility:** The largest demographic for Bright Heart is working mothers. These women do not have hours a day to spare for getting to and from therapy. They can't skip work or leave their children every day for therapy. Telemedicine means they can meet as their schedule allows during daytime or evening hours. Also, as patients don't have to leave their homes for their Bright Heart therapy sessions, they are immediately more comfortable in their surroundings. This allows relationships to develop more quickly.
- **Intimacy:** In telemedicine, a therapist is able to watch a patient's face on the screen for the entire session. It is the natural thing to do. They are also able to record the session so they can go back and look for things they may have missed. Both the live and recorded sessions allow the therapist to closely examine the patient's reactions and emotions to create a deeper, more intimate relationship with the client, leading to better care.

To create the most effective experience for their patients, Bright Heart needed a reliable and flexible solution that would allow it to create a strong bond between its experts and their patients.

Solution

Ciampi considered various solutions when searching for the best video conferencing platform for Bright Heart. In the end, Zoom was the easy choice for several reasons, according to Ciampi:

- **HIPAA compliance:** "That was number one," Ciampi said.
- **Ease of use:** "The patients just get it," according to Ciampi. There is little need for Bright Heart to hire its own tech support team because the patients have no trouble with Zoom's simple interface.

- **Superior affordability:** Providing quality, affordable care is part of the organization's core values.
- **Group therapy:** Zoom supports multiple participants for Bright Heart's group therapy sessions.

Result

Bright Heart offers a 10-week program, where patients spend 11 hours a week in intensive outpatient therapy via Zoom, including 9 hours a week of group therapy. This is followed by weekly sessions with a therapist and a dietitian. Each patient is given ample personal time with their care team, which includes a therapist, dietician, psychiatrist, and additional support staff. This team also works closely with the patient's primary care physician "to ensure that the physical, as well as the mental needs of the patient are met," Ciampi explained.

Ciampi summarized the value of Zoom's video conferencing platform thusly: "Patients engage sooner. It fits their life schedule, they have eating disorder experts treating them, and the therapist can work more intimately with clients."

Bright Heart has seen such positive results with Zoom's video conferencing solution that it partnered with Stanford University to do an outcome study on its patients. Zoom is proud that our solution can help Ciampi and his team effectively treat more patients at their own convenience. We look forward to seeing how they build their practice over time.

"And we're really excited about Zoom Phone," Thawornwiphat said. "We can't wait to implement it."



Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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