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Confronted with high referral rates to dermatology and significant access challenges, Drs. Elizabeth Kass and Eileen Crowley teamed up in 2006 to improve efficiency and enhance care delivery.

Their solution was Teledermatology, a system in which a digital image of a patient's skin condition is sent from a primary care provider's (PCP) exam room to a teledermatologist for remote viewing and response – usually within 30 minutes.

Drs. Kass and Crowley oversaw the regionwide Teledermatology rollout in 2009. As a result, about 70% of members get their skin care issues addressed during their PCP visit; patients with more serious issues leave with a dermatology appointment, often for the same day.

There's no doubt that Teledermatology has facilitated treatment and even saved lives.