

Zoom Helped Regroup Scale to 100,000 Meetings and Increase Access to Mental Healthcare

Customer: Regroup is one of the leading telepsychiatry companies in the US that blends people, process, and technology to deliver integrated and collaborative quality care

Challenge: Previous communications tools were unreliable, difficult to use, and required frequent troubleshooting

Solution: Zoom significantly reduced travel and increased mental healthcare outreach; intuitive Zoom Video Webinars helped build thought leadership

Result: Regroup now provides services to 170+ clinical sites in 23 states, hosts over 100,000 virtual meetings, and saw revenue grow from hundreds of thousands of dollars to millions



Customer

Founded in 2012, Regroup is one of the leading telepsychiatry companies in the US that blends people, process, and technology to deliver integrated and collaborative quality care. Their clinicians, which include psychiatrists, psychiatric nurse practitioners and licensed clinical social workers, are thoroughly selected to meet the clinical needs and integrate directly into other healthcare facilities' workflows and systems, becoming part of existing care teams.

Behind every Regroup clinician is a proven process to certify and manage high-quality care delivery. This workflow ensures that every partner and patient has a high-quality and consistent experience.

Challenge

Regroup used two different tools to collaborate within the organization and connect clinicians to patients. However, the team found these tools to be unreliable and require frequent troubleshooting, thus they were looking into an alternative video communications platform. The main requirements for a new platform were HD video, reliability, scalability, and ease of use.

Moreover, Regroup always puts the privacy of their patients first, and it was critical for their video communications platform to enable HIPAA compliance and protect patient data. Since patients connect to their Regroup clinicians online, their virtual care platform had to feature industry leading security.

"In sales demos with hospitals or medical groups, we would always

fear that the video service would break down and leave a bad impression with our prospective client. With Zoom, we don't feel that way because we are absolutely confident in its reliability," said David Cohn, founder and CEO of Regroup.

Solution

Mental healthcare is in deficit throughout the US. Fifty-five percent (55%) of US counties have no mental health clinicians. Zoom enabled outreach to patients that would otherwise never be able to access such specialized care in some rural regions.

In addition to using Zoom Meetings for sales demos and one-to-one patient engagement, Regroup turns to Zoom Video Webinars to establish thought leadership in their industry by educating hundreds of viewers at a time, as well as creating evergreen content that lives on the company blog after the webinar is over. "Having never hosted a Zoom Video Webinar before, I was amazed by how intuitive the product was. The process of creating the invite, sharing the link across social media and email, collecting registrations, hosting the actual webinar, and recording the session - all of this was a lot easier than I expected," said Nick Kuttin, digital marketing and demand generation manager for Regroup.

Result

The Regroup team uses Zoom internally and externally, both to generate revenue, run their business, and help people. Zoom is used for doctor-to-doctor and doctor-to-patient consultations, prospective employees interviews, webinars, all hands meetings, and sales demos.

"We went from 0 to 75 customers in 23 states, providing services to 170+ clinical sites, and from 0 to 100,000 virtual meetings a year over Zoom. Most importantly, Zoom enabled people in access-challenged geographies get proper mental healthcare that they simply wouldn't be able to get otherwise," Cohn said.

Since scaling the business with close to ten thousand Zoom Meetings monthly, the team has seen skyrocketing revenue growth. Their revenue rapidly grew from hundreds of thousands of dollars in 2016 to millions in 2017, almost quadruple in 2018, and is expected to continue growing quickly.



About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms.

Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done. Zoom is publicly traded on Nasdaq (ticker: ZM) and headquartered in San Jose, California.