



PHONE.COM + iTHERAPY

Phone.com

Phone.com joined forces with iotum to provide high powered video solutions to their customers through their whitelabel brand Phone.com Video.

iTherapy

iTherapy helps individuals start a practice, offer online therapy, find a therapist, create a website and learn marketing skills - all online and via their digital solutions, supported by Phone.com

iTherapy was founded in 2010 with the goal of helping providers establish and build their private practice or group practice. iTherapy bundles HIPAA compliant services/tools (electronic health record platforms, email platforms, phone platforms, and video platforms) for providers to run their business successfully, as well as, enabling them to provide customer support, training, website creation and other marketing services.

The Vision

With Phone.com and iotum's audio and video technology, iTherapy sought to improve customer, technology and sales support, provide a much more user friendly platform, and become more cost efficient.

The Challenges

Before implementing Phone.com/ iotum's video technology, iTherapy struggled with a large increase in the cost of the software they were using. This was a big ah-ha moment, so they decided to look for a more cost efficient solution.

They also knew that change can be difficult, and that they would need to seamlessly roll out a new platform with more options for the customers but also with minimal friction.





The Solution

For iTherapy, there were growing pains when rolling out a new platform. Simply consulting with providers about their wants and needs vs. what the video platform offered at the initial release was likely to cause some upheaval. Additionally, rural areas where video reception was unreliable and intermittent also posed a challenge. There was the problem of providers in rural areas where the video platform was intermittent.

Using a browser-based platform that doesn't require downloads added a whole new layer of convenience and accessibility and made the transition much easier. Additionally, being able to customize requests from the provider was a huge bonus.

The most powerful impact using this software has been the inclusion of cloud recording for easy sharing; User-friendly scheduling and HIPAA compliance, managing sessions with a clock time, and a diverse variety of scheduling options were also very positive and welcome changes. Now clients have the ability to reschedule, cancel, send invitations and reminders, and select from a variety of security features.

Results

Choosing to partner with Phone.com and iotum allowed iTherapy to offer a high definition video platform with zero downloads and signature features that other video platforms did not provide. This was a cost-effective solution that offered iTherapy's providers a reliable and high quality telehealth experience to their clients. Impressively, 30% of iTherapy's providers have chosen to use video conferencing powered by Phone.com/iotum vs just using teleconferencing. Those numbers are expected to grow.



The single biggest reason I would recommend the software? Our relationships with Phone.com and iotum have been outstanding!

Heather Summy

Training and Customer Service, iTherapy



iotum video solutions are easy to use, reliable and cost effective. Plus, with the added bonus of white-labeling, iotum's offerings become exponentially more available. Put your name, your brand, and your information upfront so users can see and trust your logo and trademarks as soon as possible. Provide real-time video and audio or record and save to cloud effortlessly.

Let iotum provide you with straightforward, feature-rich technology to empower interaction, connectivity, inclusivity, and so much more.

Visit [iotum.com](https://www.iotum.com) for more information