



MedReady injection training
reclaims 40 hours a week of
patient-centric care at the
Reproductive Science Center of
the San Francisco Bay Area (RSC)



With over four decades of experience and a track record of over 12,000 pregnancies across four clinics, Reproductive Science Center of the San Francisco Bay Area (RSC) focuses on placing each individual at the center of its work by compassionately guiding and educating patients as they deliver quality, affordable, innovative, and safe care. However, RSC staff have faced a significant challenge: the time-consuming task of injection training for various fertility medications. In the past, traditional methods consumed hours of staff time, a burden exacerbated by the pandemic when virtual care and new workflows had to be implemented quickly.

"Injection training required a dedicated full-time staff member," Patti Roberts, Clinical Operations Specialist and Nurse Educator with over 15 years of experience at RSC laments, "diverting their time from patient care and case management," which left a gap in patient support as this staff member was responsible for injection training instead of focusing their 40-hour workweek on their primary role in case management. Seeking a solution, Patti discovered MedReady—a comprehensive virtual medication injection training program developed in collaboration between SMP Pharmacy and EngagedMD. MedReady's offering of 90+ minutes of modular, personalized protocol-based medication training videos proved to be the answer the clinic was searching for, providing ease and convenience for patients while significantly saving staff time.

Injection training struggles

Patti vividly recalls the challenges they faced with injection training. "We mainly did in-person group classes," Patti tells us, "and when COVID came along, we converted to virtual teaching." Virtual teaching came with many of the same challenges that in-person group sessions came with before - patients on different medications and at different points in their journey finding themselves in the same class that led to frustration, a big time burden on staff and patients alike, and the inability to provide the full level of training and care that RSC wanted. In addition, the transition to virtual teaching led to an increase in after-hour phone calls, as patients struggled with the injection process.

Patti emphasized that patients learn differently, so it's important to meet them where they are and provide a variety of resources to meet their needs and help them along their journey.

Enhancing care with MedReady

With the introduction of MedReady, RSC found a lifeline. Patti explains, "The videos are so clean and easy to follow." MedReady seamlessly integrated into RSC's workflow, offering a solution that saved time and empowered patients. "Patients can watch on their phone or their computer," Patti highlights, "streamlining the process and giving them convenience and confidence on their own time."

The impact of MedReady was transformative. Both patient and staff surveys revealed remarkable results. From a patient perspective, 87% felt more prepared after the modules, and 87.2% said they answered questions they would have called or emailed the medical team about. Overall, of patients who received training through MedReady videos, 84.3% expressed increased satisfaction with their care after learning about medications through MedReady - a huge win for a busy fertility clinic.

From the staff standpoint, feedback was equally positive. Staff noted that after implementing MedReady, they are fielding fewer injection training questions. MedReady significantly reduced patient confusion and mistakes, making their jobs easier and allowing them to focus on other areas of the patient care journey.

Adding 40 hours a week to patient care

With MedReady implemented, RSC is reclaiming valuable resources. "We are going to transition to 100% using MedReady videos for training soon," Patti declares confidently.

This shift away from in-person and virtual means the full-time employee that was focusing on injection training, can now focus on case management, restoring 40 hours a week to patient care—a testament to the power of innovation in fertility care.

This restoration of resources allows RSC to provide more personalized attention to each patient, ensuring that their fertility journey is supported every step of the way. By reallocating staff time back to where it's most needed, RSC can further enhance patient experiences, improve outcomes, and ultimately fulfill its mission of helping even more families achieve their dreams of parenthood.