



## TELEMEDICINE - The future of healthcare rolls out at The Cardiovascular Care Group.

**Westfield, NJ Dec. 1, 2014** – The Cardiovascular Care Group, headquartered in Westfield, NJ, announced that one of their strategic business units, The Vein Institute of New Jersey is piloting healthcare’s next generation of innovation: Telemedicine visits over a HIPAA-secure, online network. Designed for patient convenience and improved access, the patient will initiate a “live” specialist visit in the comfort of their own home. This futuristic mode of care utilizes the patient’s own electronic camera-accessorized device, (smart phone, tablet, or computer) to conveniently connect to an assigned web address for The Cardiovascular Care Group’s virtual waiting room. Using the audio and video interface, the specialist will perform the consultation, as if the patient were sitting in the exam room.

The American Telemedicine Association estimates that there are over 3,500 telemedicine service sites in the US and that over half of all U.S. hospitals currently use some form of telemedicine. They also note that the Department of Veterans Affairs (VA) recently announced that nearly 700,000 Veterans were treated via Telehealth this year and just over two million telemedicine visits have occurred since the inception of the program. Dr. Clifford Sales, a board certified vascular surgeon and the managing partner for NJ’s largest Vascular group, states “we are excited to offer such innovative technology and convenience to our patients. While maintaining a high level of quality, telemedicine will allow us to reach and assist many more patients that may have been geographically constrained from accessing our services. We see this initiative as a way to improve the health of the population we serve, enhance patient care and improve the overall patient experience. While Telehealth is just starting to gain momentum in NJ, we expect that by 2020 it will be as common as a cell phone in your pocket!”

Dr. Sales goes on to note “not all problems are appropriate for telemedicine visits. There are simply some issues that require a ‘hands-on’ approach that can only be provided in person”. At this time, the Vein Institute’s telemedicine program is geared towards those new patients that might have a family history of vein problems, those experiencing some fatigue, heaviness, pain or discomfort in their legs or for those patients thinking about improving the aesthetic look of their legs.

Telemedicine is a natural evolution to care and treatment across the US. For the patients at The Cardiovascular Care Group, technology embraces telemedicine, and it’s for the better.

### **About The Cardiovascular Care Group’s Vein Institute of New Jersey**

The Vein Institute of New Jersey is a strategic business unit of the Cardiovascular Care Group. The Cardiovascular Care Group, is NJ’s largest Vascular practice and they have been providing quality state-of-the art care for more than 50 years.

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