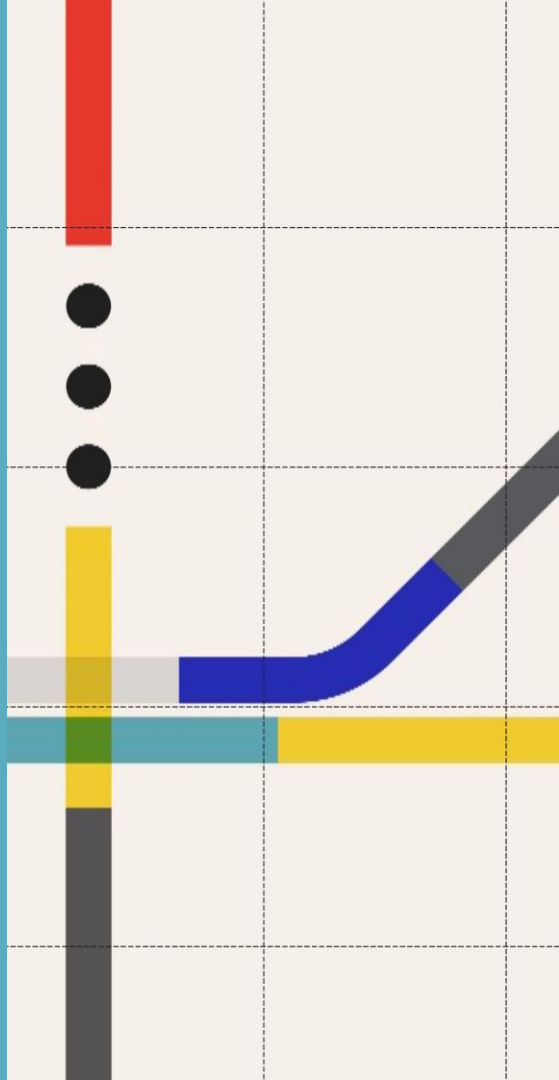
FORUM FOR HEALTHCARE STRATEGISTS deXcare MUSC Medical University of South Carolina

Gaining Physician Trust in Digital Transformation

Tuesday, January 20, 2026



Vanessa Astrud Diaz, MD, MSCR
Chief, MUSC Primary Care Integrated
Center for Clinical Excellence

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Vice President, Clinical Strategy
DexCare

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MUSC BY THE NUMBERS 2025

The Only Comprehensive Academic Health System in South Carolina

201 Years of service

1824 — 2025

2.78 MILLION Patient encounters annually

200,000+ Patients in value-based care contract

16* Hospitals (6 in development)

2,802 Licensed beds

940+ Care locations

*Includes owned and governing interest

Statewide health system

Serving all **46** counties

1 of 2 National Telehealth Centers of Excellence

444 Telehealth sites

50,000+ Jobs supported annually

10 = 12

For every 10 jobs MUSC creates, 12 more South Carolina jobs are generated*

*Average

33,963 Total people

Faculty, physicians, researchers, employees, care team members, contract employees and affiliates

3,327 Students

The Medical University

6 Colleges

1,061 Residents & Fellows

41 Degree programs

University Hospital

#1 rated in S.C. by U.S. News & World Report

7.1 BILLION Total enterprise operating budget

10.1 BILLION Current estimated economic impact

$360 MILLION Research funding

1,246 Clinical trials

625 U.S. and international patents

67 Active faculty startups

69 Products in market

10 Trademarks

NCI-designated cancer center

Built for healthcare by healthcare

8X
up to 8X increase
in virtual volumes

5-day
reduction
in time to visit

81%
higher total
conversion rate

+34,000
hours of physician
time saved

Providence

MUSC Health
Medical University of South Carolina

Texas Health Resources®

TGH Tampa General Hospital

SSMHealth

KAISER PERMANENTE®

University of Rochester Medical Center

Piedmont Healthcare

El Camino Health

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Agenda

- Technology impacts on physicians
- Balance of physician concerns & organizational priorities
- Approaches that drive meaningful provider adoption
- Actionable tips for gaining clinician buy-in

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Average wait times to see a doctor

26-days	Primary care
39-days	Cardiology
60-days	Rheumatology

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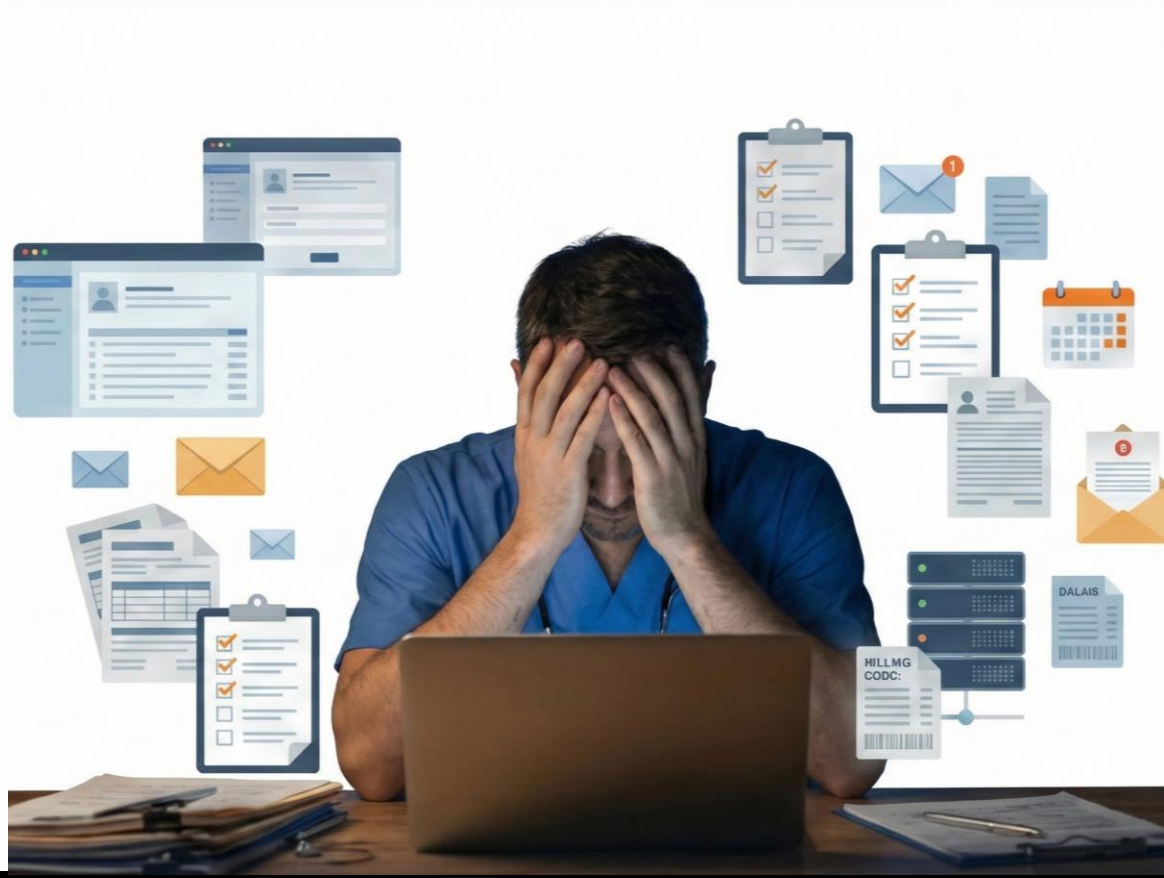
43%

Of physicians report at least one symptom of burnout[1].



1. American Medical Association (2024)

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Administrative burden is the leading driver

More than 2 out of 5 PCPs cite this at the main cause[1].

1. American Medical Association (2024)

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Physicians spend nearly **twice** as much time on EHR and desk work as on patient care[1].

1. American Hospital Association (2016)

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Poll

When new digital tools are introduced, what matters most to clinicians?

- Whether it preserves their clinical judgement and choice
- Whether it fits existing workflows without adding work
- Whether it improves patient outcomes and care

What clinicians are concerned about

CONTROL

- Autonomy & choice
- Trust & credibility

WORKFLOW IMPACT

- Impact on people & time
- Usability & design
- Change management
- Integration with existing systems

OUTCOMES

- Patient care & relationships
- Patient safety
- Data privacy

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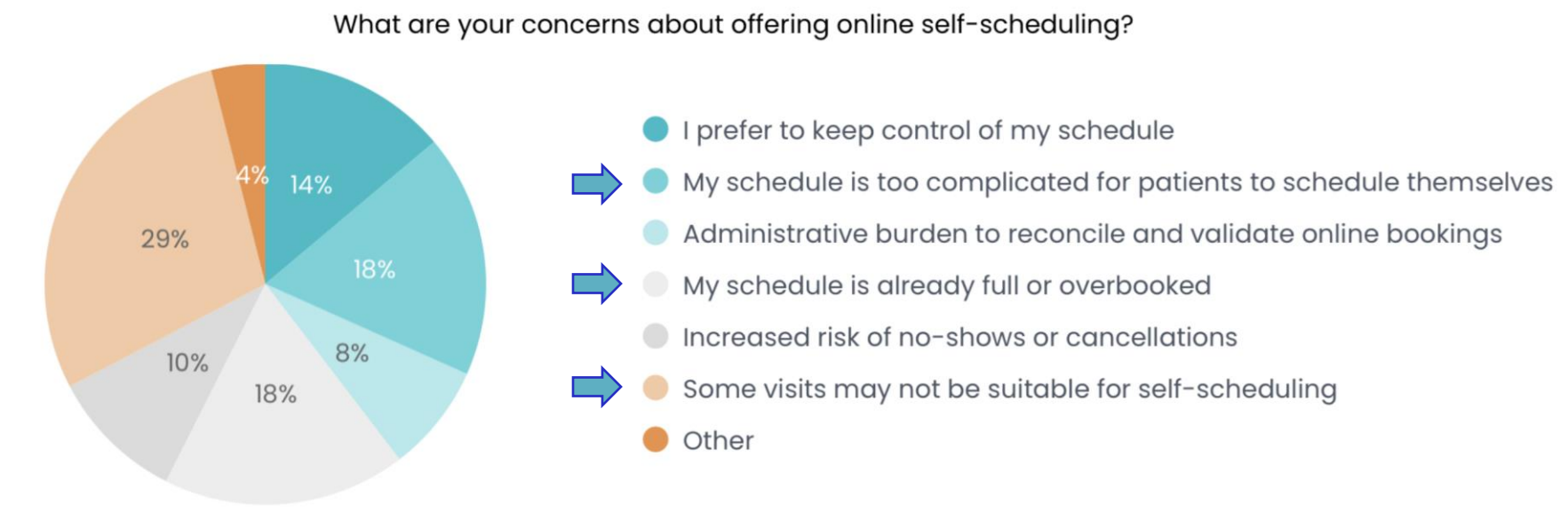
Provider Survey



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Balancing health system priorities & provider needs

Trust grows when digital efforts:

- Reduce burden
- Show measurable impact

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MUSC
Medical University
of South Carolina

Digital Transformation at MUSC

MUSC's 2025 Digital Transformation Goals

MUSC Medical University of South Carolina

- **Enhance Consumer Care**
- **Support Care Teams**
- **Drive Innovation & Impact**
- **Streamline Operations**

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MUSC's Digital Transformation Collaboration Model

MUSC Medical University of South Carolina

Digital Transformation Team

Internal Champions

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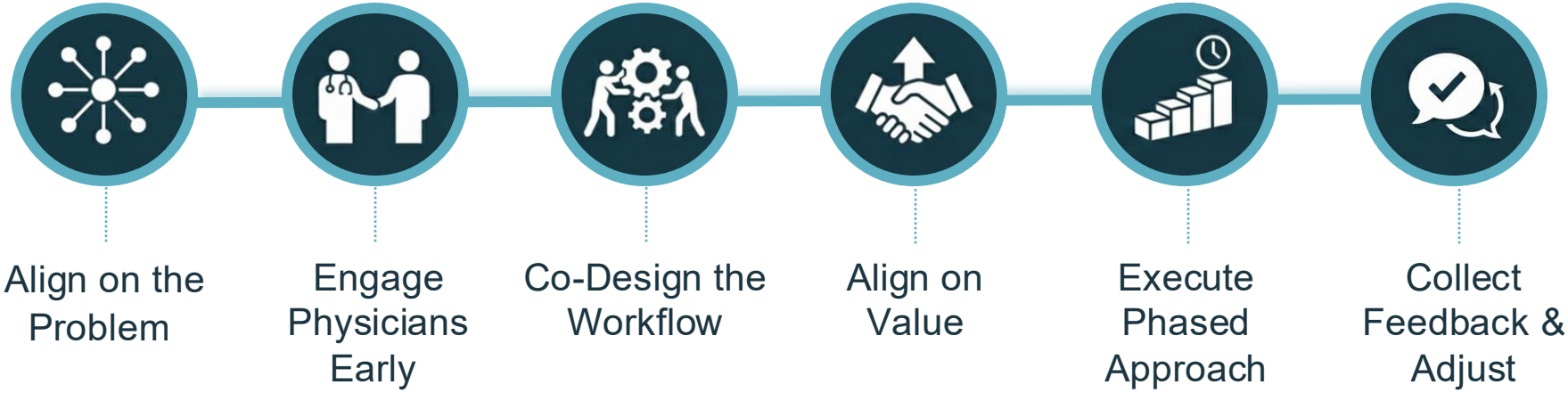
A Six-Step Approach to Successful Digital Transformation



An intentional process grounded in physician collaboration and early feedback

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Transforming MUSC's Digital Front Door

- Faster access to care
- Simplified patient navigation
- Mobile-first, intuitive design
- Expanded self-scheduling across specialties
- Greater visibility of appointment options

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Gaining Provider & Specialty Support

- Articulate Value
- Meet them where they are
- Phase the approach
- Build trust along the way

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Responding to Common Concerns

- Form joint workgroups & listen
- Aligned scheduling templates
- Strengthened trust in online scheduling

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Ensuring Success through Control & Flexibility

- Trust in tools to route to best care option
- Acknowledging wins
- Adjusting approach along the way

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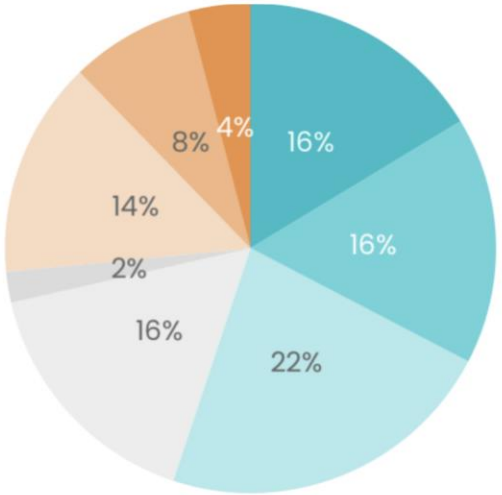
Provider Survey

What features would optimize online self-scheduling for you?



- Limit visit types
- Restrict available time slots
- Set rules for patient eligibility (e.g., existing patients, insurance)
- Use pre-set questions to guide scheduling (ex. decision tree, flow chart)
- Improve my provider profile and match patients correctly to me
- Control which patients can book appointments
- Get notifications for new bookings
- Other

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From the Other Side of the Screen: A Physician's Perspective

Vanessa Astrud Diaz, MD, MSCR

Primary Care, Family Medicine, Pediatrics

★★★★★

5 out of 5 – 59 ratings

MUSC Health Primary Care

2060 Sam Rittenberg Blvd, Citadel Mall

Charleston, SC 29407

IN CHARLESTON

Phone

843-985-5500

Last Name: Diaz

See on map | See profile

BOOK A VISIT

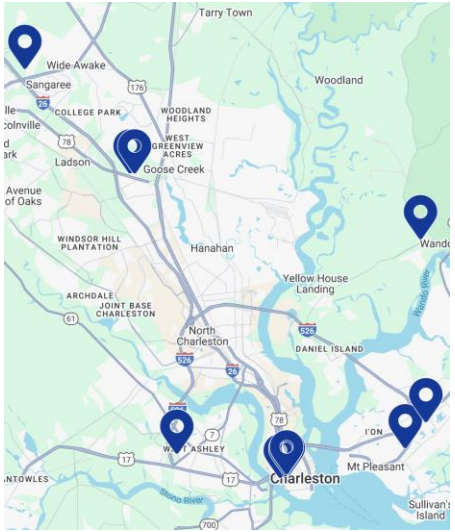
Has the patient seen this provider within 3 years?

No | Yes

Annual Visit

Fri 4/17	Fri 4/24	Fri 5/1
9:30 AM	8:45 AM	9:30 AM
10:45 AM	9:00 AM	1:00 PM
	9:15 AM	1:15 PM

See More Times



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Tracking Success

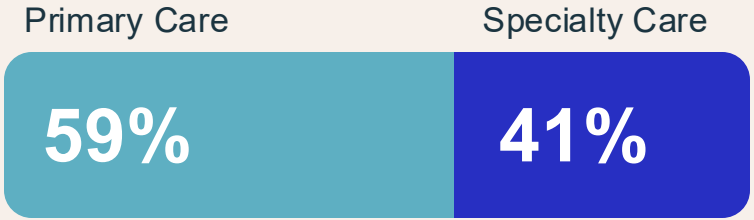
16,400

Booked Visits (1st 9 Months)

94%

New Patients to Providers

Appointment Mix



30 specialties with over 750 providers

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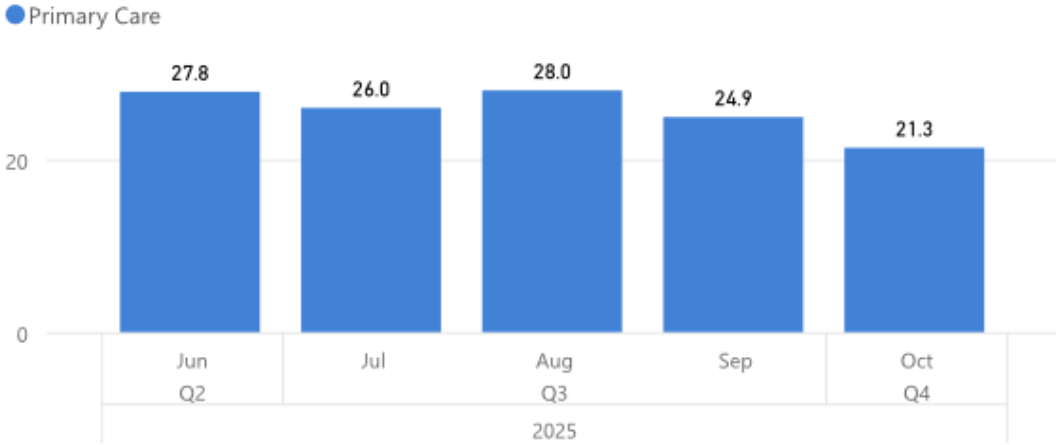
Helping Patients Get Care Nearly a Week Faster



Median Time to Appointment decreased by 6.5 days

(June-October 2025)

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What do Patients say?

“Scheduling my primary care visit at MUSC through DexCare was quick and straightforward.

The process was easy to follow, and everything worked exactly as expected. I’ll be using it again for future appointments.”

-Real Patient

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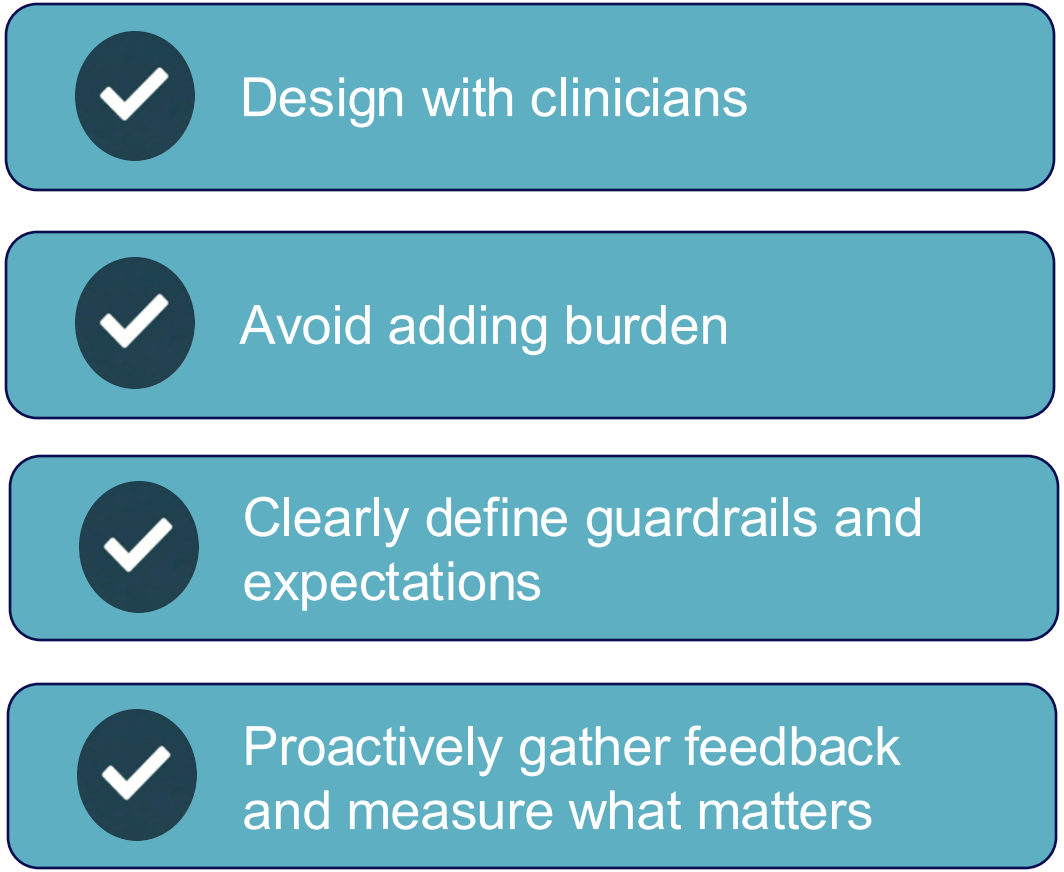
What works: A leadership playbook for clinician buy-in



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Poll

Based on today's discussion, where will you focus first to improve clinician buy-in?

- Involve clinicians earlier in discussions
- Avoid adding burden with new solutions
- Give clinicians clearer choices over technology solutions
- Measure what matters

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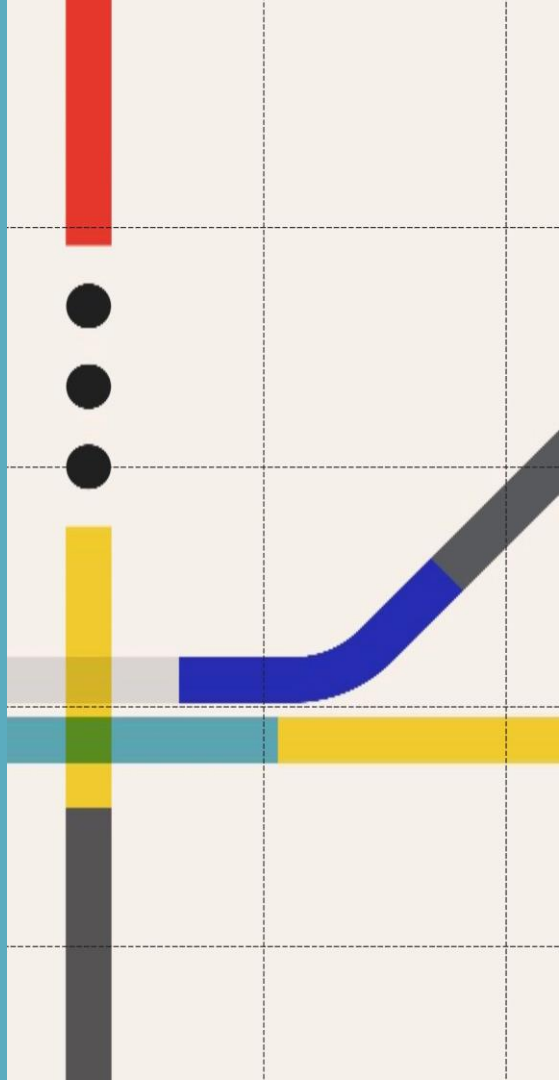
Questions?



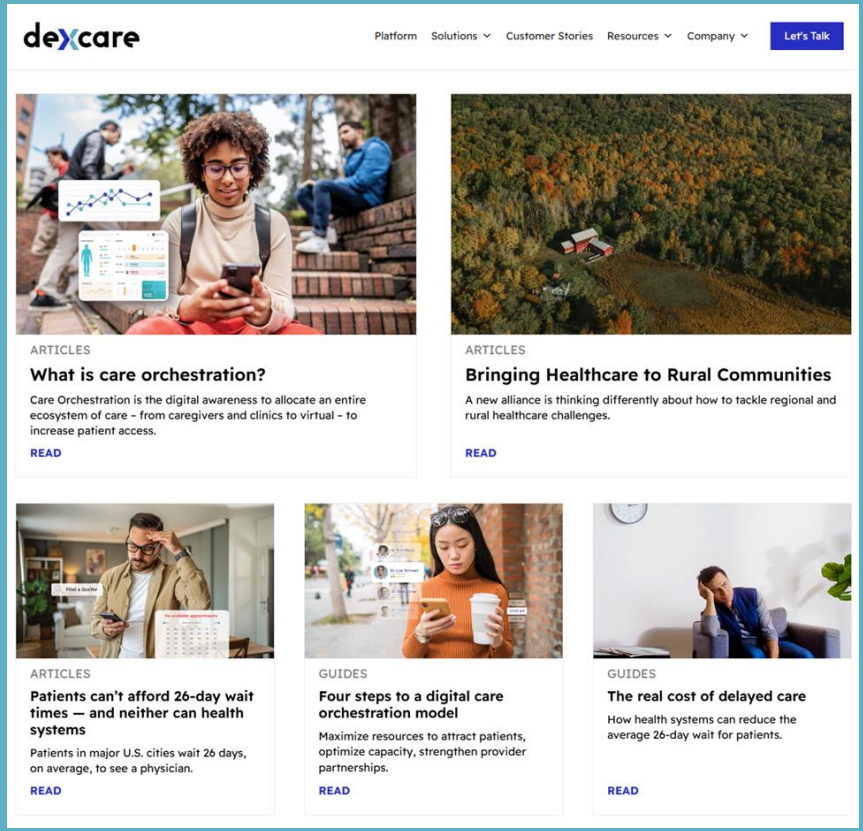
Learn More

dexcare.com

hello@dexcarehealth.com

- Explore additional resources
- Email us to set up time to learn more

Download the MUSC Case Study



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