NORTHEAST TELEHEALTH RESOURCE CENTER

Telehealth in Maine: Reimbursement & Sustainment Webinar Series

A Value Approach to Telehealth Implementation & Sustainability

November 16, 2018

Speakers:

Christian Milaster
Principal
Ingenium Healthcare Advisors

Susan Woods, MD, MPH
ConnectME Authority Board Member
CMIO Northern Light Mercy Hospital
Former Director of Patient Experience, VA Connected Care

Moderator/Host:

Danielle Louder
Program Director, NETRC
Co-Director, MCD Public Health

Welcome to the Webinar Series!

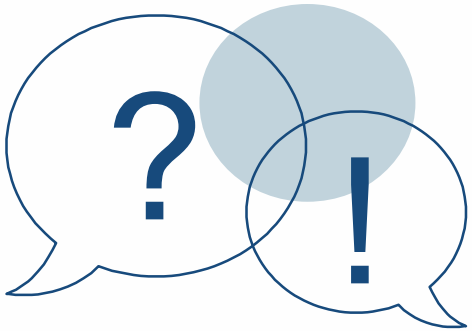
Presented by NETRC in collaboration with the Maine Telehealth Forum and with support from Maine CDC, Rural Health and Primary Care Program.

August 29 - November 16, 2018

Questions? Please email netrc@mcdph.org

Webinar Tips

1. Your phone and/or computer microphone has been muted
2. Time is reserved at the end for Q&A – please submit questions using the Q&A box
3. Webinar recordings and slides are available at www.NETRC.org



Webinar Tips

About Us

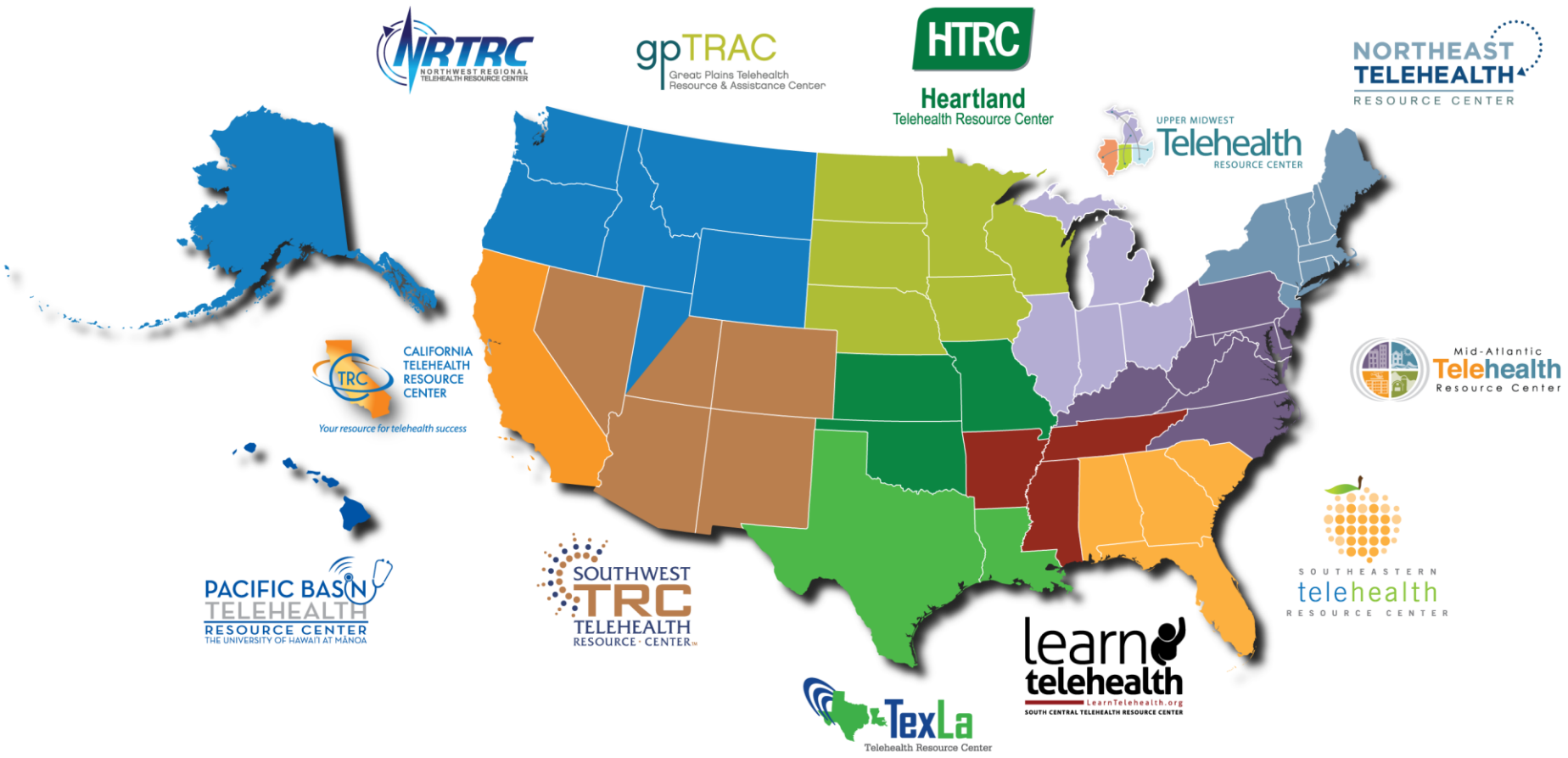
NORTHEAST TELEHEALTH RESOURCE CENTER

MCD Public Health
Insight Innovation Impact

THE University of Vermont MEDICAL CENTER

TRC
NATIONAL CONSORTIUM OF TELEHEALTH RESOURCE CENTERS

TelehealthResourceCenters.org



TTAC
TelehealthTechnology.org
National Telehealth Technology Assessment Resource Center

Center for Connected Health Policy
The National Telehealth Policy Resource Center

2 National Resource Centers

NRTRC	gpTRAC	NETRC
CTRC	HTRC	UMTRC
SWTRC	SCTRC	MATRC
PBTRC	TexLa	SETRC

12 Regional Resource Centers

Everyone has a stake

Who is joining Us?

- Director of Accounts Receivable
- Coder
- CEO
- IT Director
- CFO
- Clinical Quality Director
- Network Facilitator
- Director Revenue Cycle and Finance
- Clinical Coordinator of Case Management
- Program Manager
- VP of HR and General Counsel
- Billing Manager
- Director of Medical Practices
- Telehealth Director
- Clinical Integration Specialist
- Research Associate
- And more!

Who is represented?

- FQHCs/RHCs
- Health Systems
- Tribal Health Centers
- Hospitals
- Private Practice
- Associations
- Societies
- Community Collaboratives
- Residential Housing Management
- Academia
- And more!

NORTHEAST TELEHEALTH RESOURCE CENTER

The Value of Telehealth

NETRC Webinar Series – Telehealth in Maine
Friday, November 16, 2018

Ingenium Healthcare Advisors

Conflict of Interest Disclosure

Owner of Ingenium Healthcare Advisors

Vendor Agnostic:
No financial relationships with any solution or service vendors.

Topics

- Telehealth, Defined
- Value, Defined
- Sources of Value
- Revenue Models

Telehealth, Defined

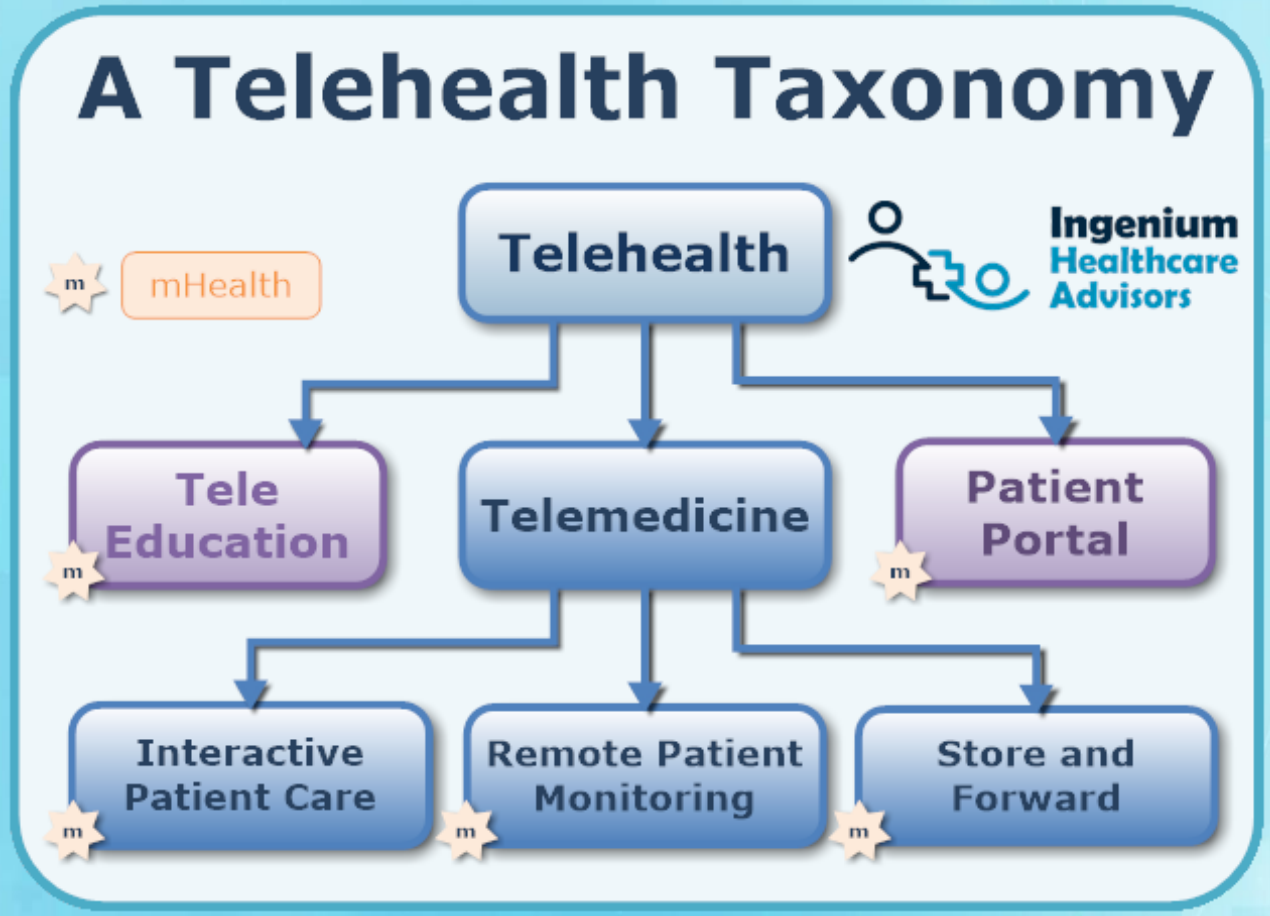
Telehealth, Defined

“Everybody agreed,
until somebody defined it.

Telehealth
Delivering Care
at a Distance

Telemedicine
Practicing Medicine
at a Distance

A Telehealth Taxonomy



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Interactive Patient Care (IPC)
Live Video, Chat, or Phone Interaction

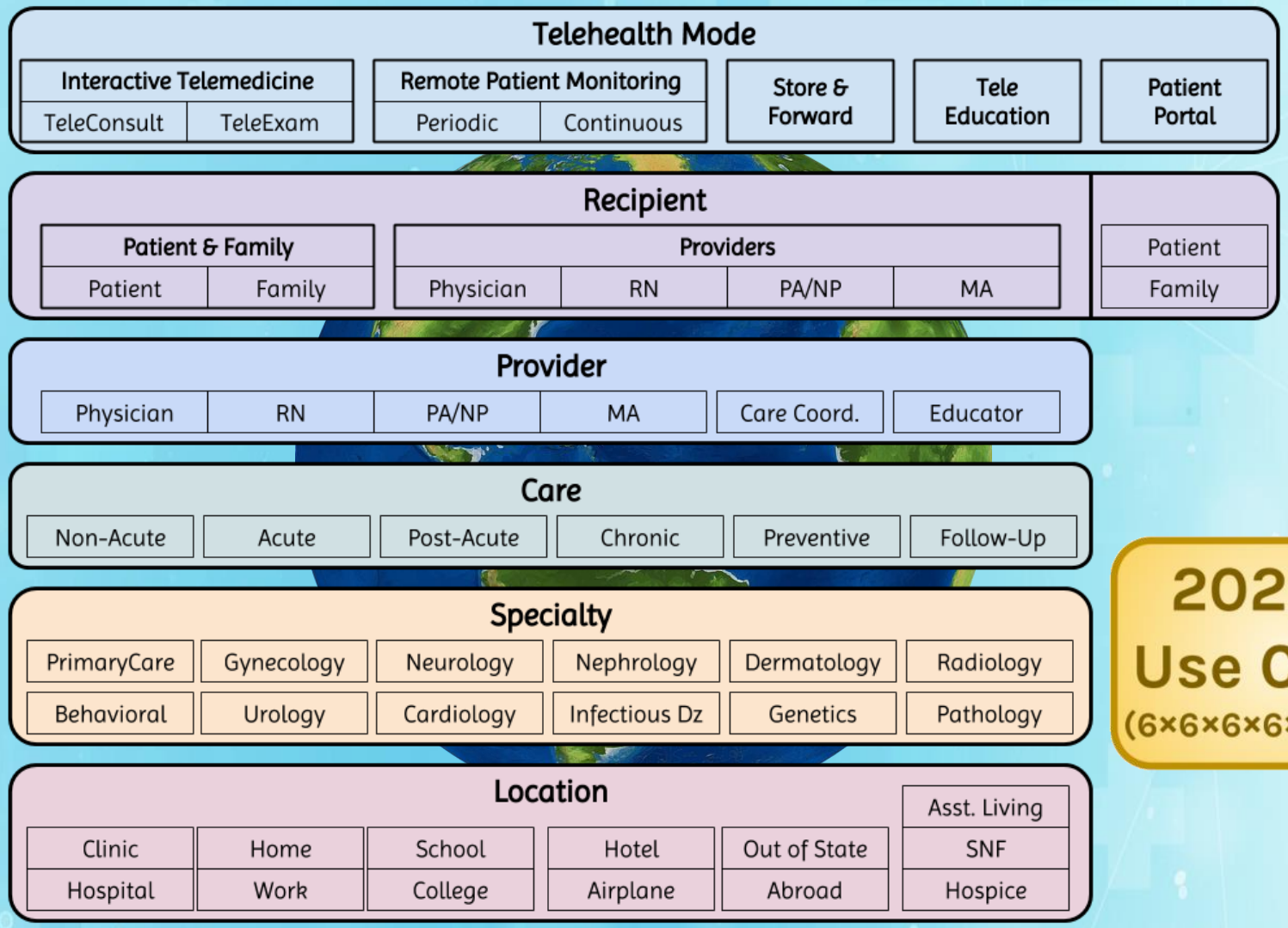
Remote Patient Monitoring (RPM)
Continuous & Periodic Transmission
of Vital Signs

Store & Forward (S&F)
Asynchronous Transmission
of images, video, sound

TeleEducation
Providing educational information.

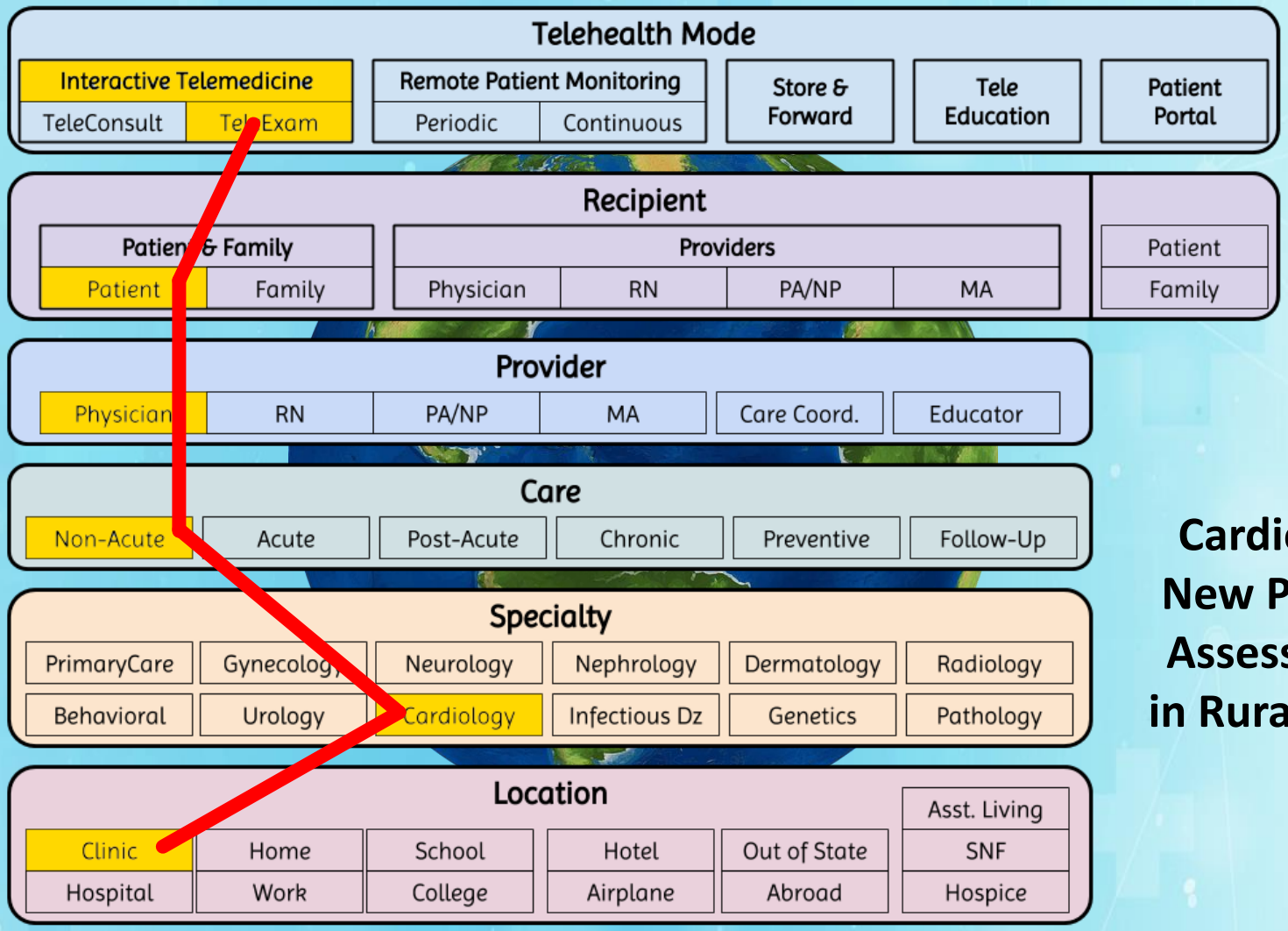
PatientPortal
Access to patient-specific information
and self-service options.

World of Telehealth

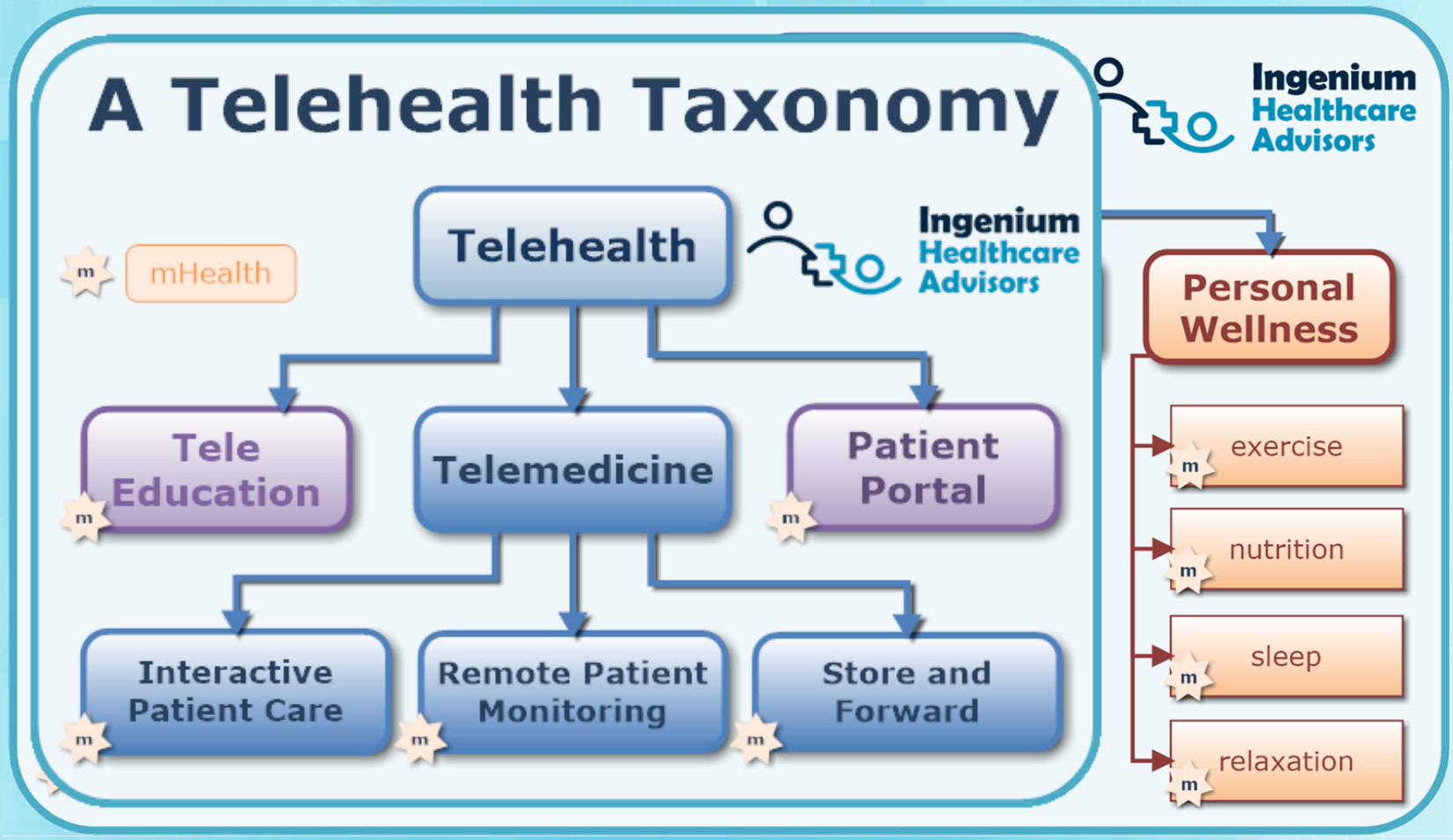


202,178 Use Cases
(6×6×6×6×12×13+2)

A Telehealth Use Case



Cardiology New Patient Assessment in Rural Clinic


A Telehealth Taxonomy
Ingenium Healthcare Advisors
mHealth
Telehealth
Ingenium Healthcare Advisors
Personal Wellness
Tele Education
Telemedicine
Patient Portal
exercise
nutrition
sleep
relaxation
Interactive Patient Care
Remote Patient Monitoring
Store and Forward

Value, Defined

Value, Defined

“The bitterness of poor quality still lingers, while the sweetness of low price has long been forgotten.”

The Value Equation

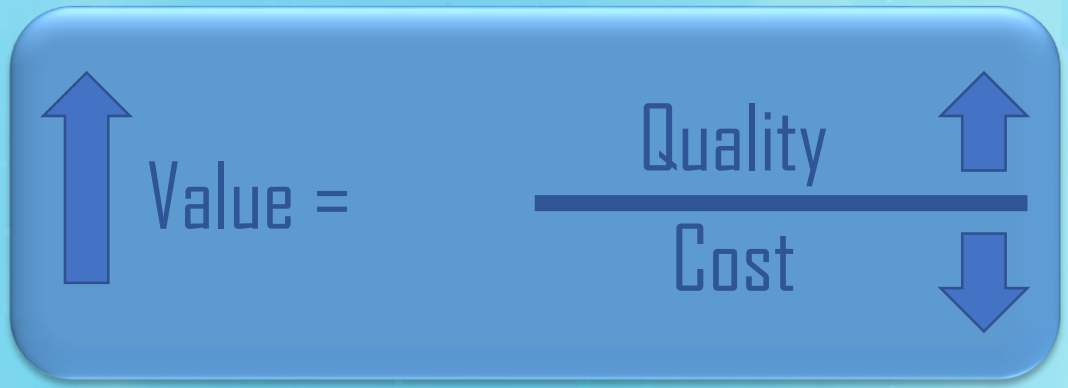
$$\text{Value} = \frac{\text{Quality}}{\text{Cost}}$$

Telehealth can improve the Quality of Care

- Improved Patient Engagement
- Improved Patient Satisfaction
- Improved Care Team Satisfaction
- More Timely Interventions
- Faster Diagnoses
- Improved Care Management
- Improved Care Coordination
- Improved Care Access

Telehealth can lower the Cost of Care

Increasing the Value



Sources of Value

Sources of Value

The Value of Telehealth

Exceeding the Expectations of the Modern Healthcare Consumer

Improving **Access** to Care

Improving **Trust** in Care

Improving **Transparency** of Cost

Improving the
Quality of Care

Better Care **Transitions**

Timely **Access** to Care

Individualized Care

Personalized Care

Improved **Efficiencies**

Eliminated **Waste**

Optimized **Workflow**

Right **Care**,
Right **Time**,
Right **Place**

Better **Processes**

"Practicing at the
Top of One's License"

Technology is a Tool,
not a Hindrance

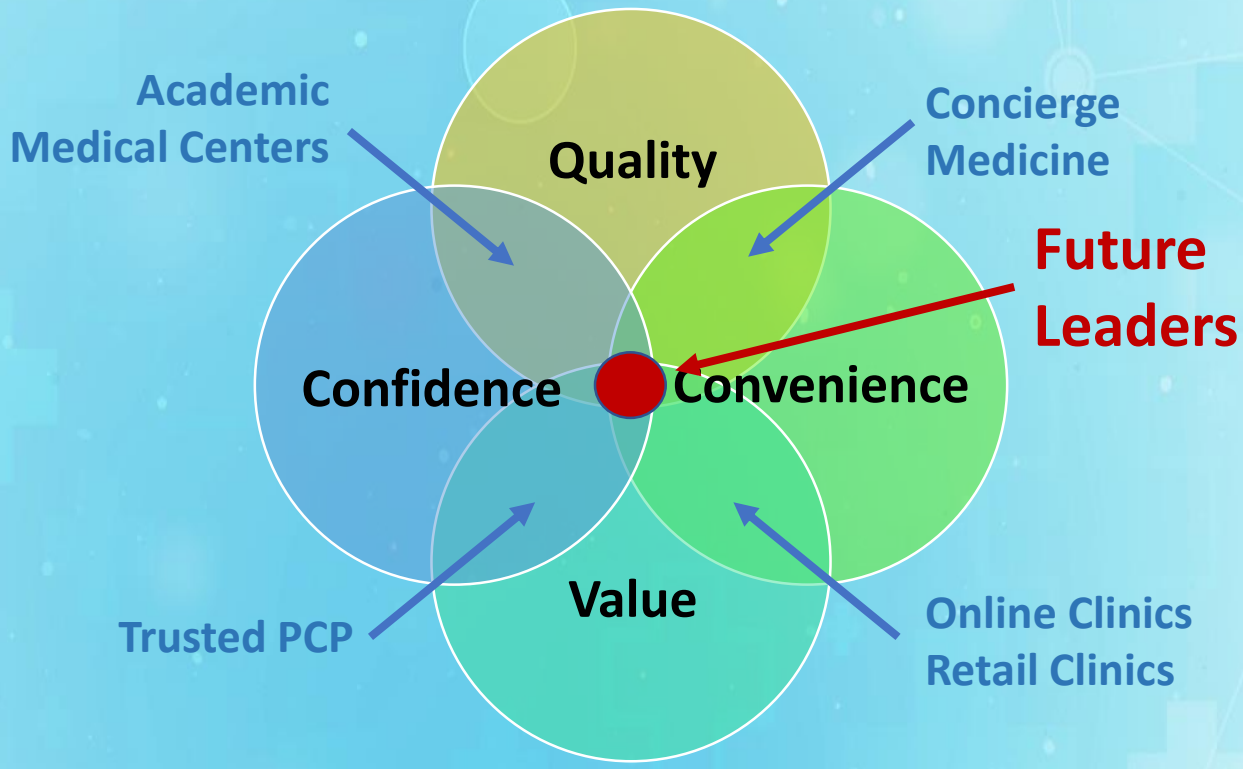
Technology enables
Better Care Delivery

Organizational Sustainability
Clinical Sustainability
Financial Sustainability

Sources of Value

Organizational	Financial	Clinical
• Reputation • Brand • Market Share • Recruitment • Satisfaction	• Revenue • Cost Savings • No Penalties	• Outcomes • Engagement • Satisfaction

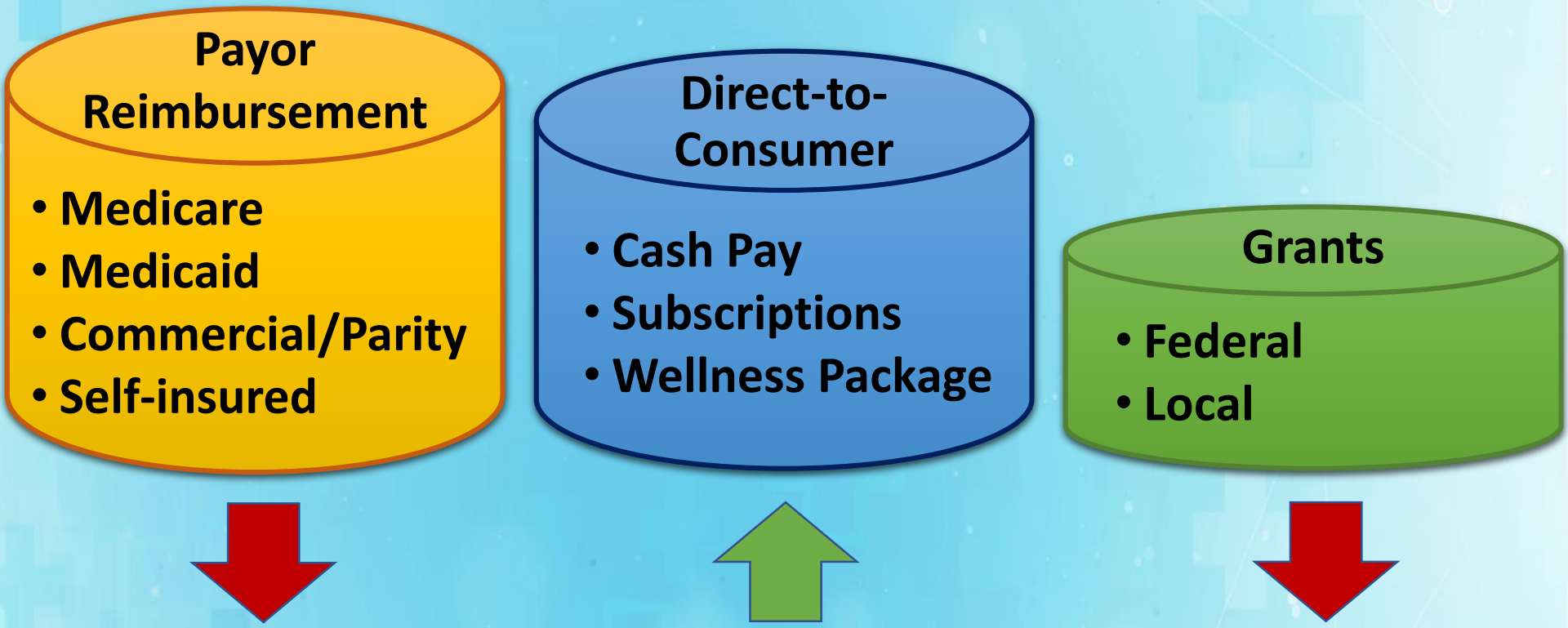
Consumers' Desires



Revenue Models

Revenue Models

Sources of Funding



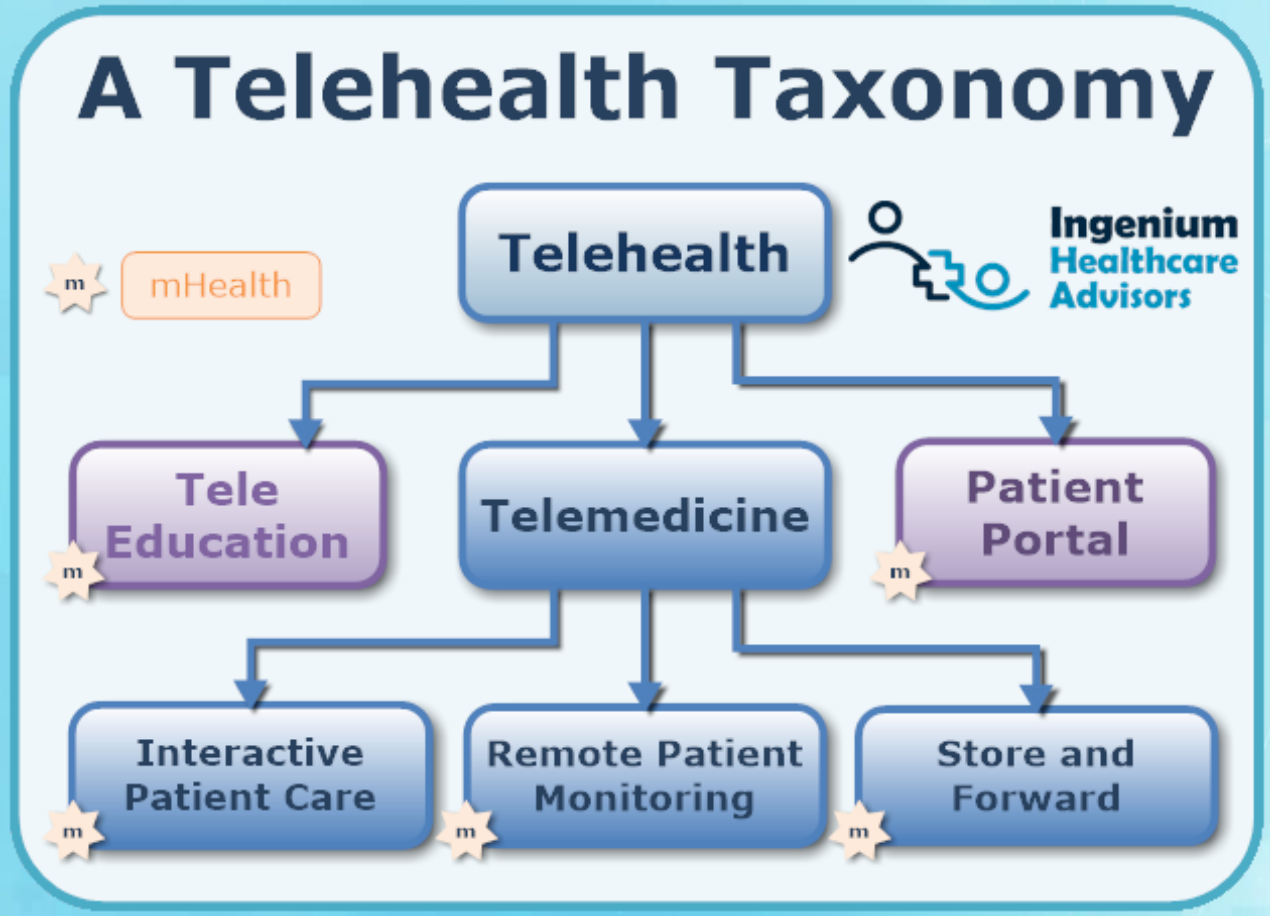
Common Revenue Models

- **Fee-for-Service**
  (Private Insurers, Medicaid, Medicare)
- **Bundled Payments**
- **Cash Pay**
- **Subscriptions**
  (e.g., Concierge Care)
- **Shared Savings (ACOs)**
- **Incentive Pay / Penalty Avoidance**

Q.
A.

Summary

A Telehealth Taxonomy



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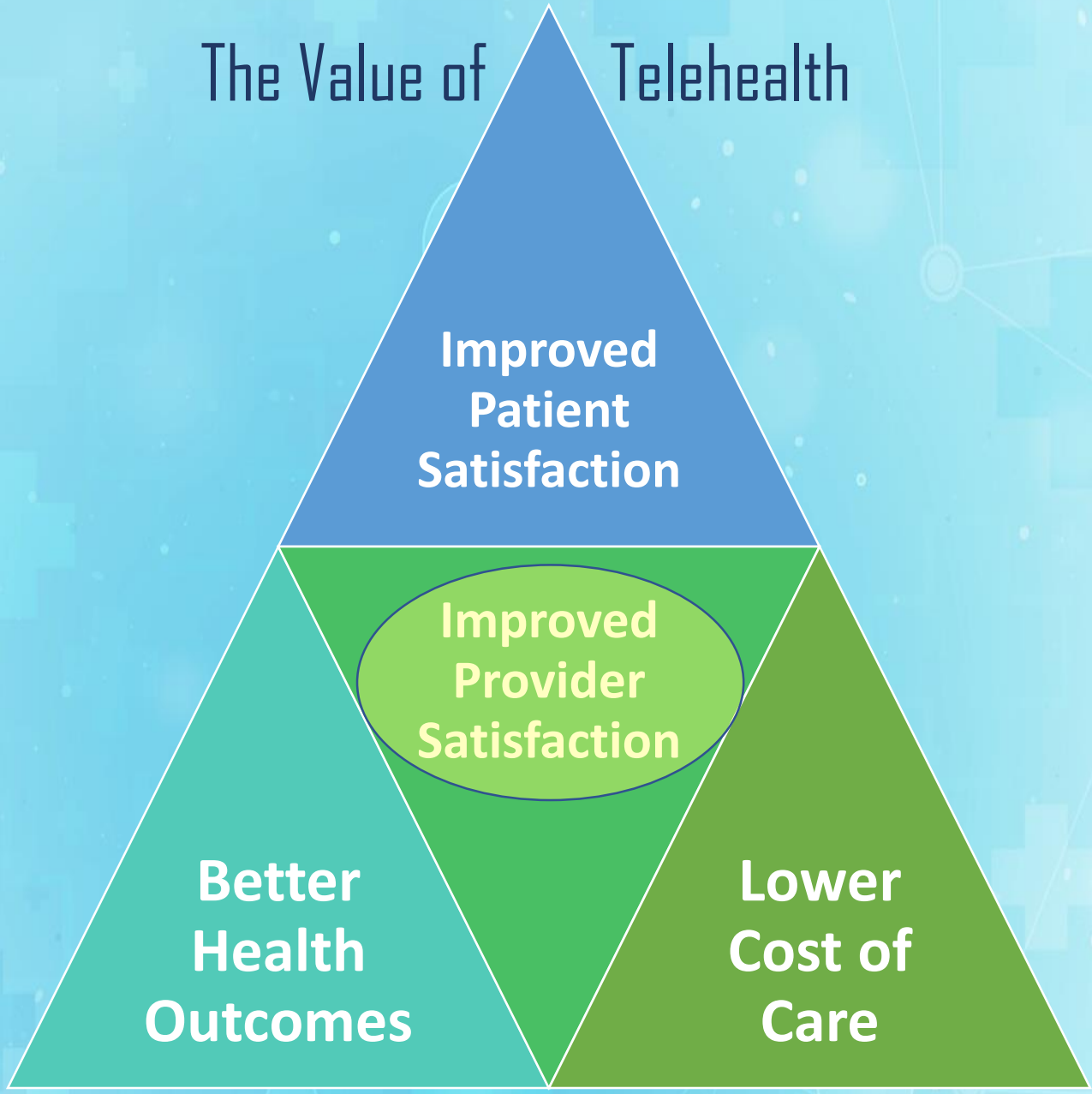
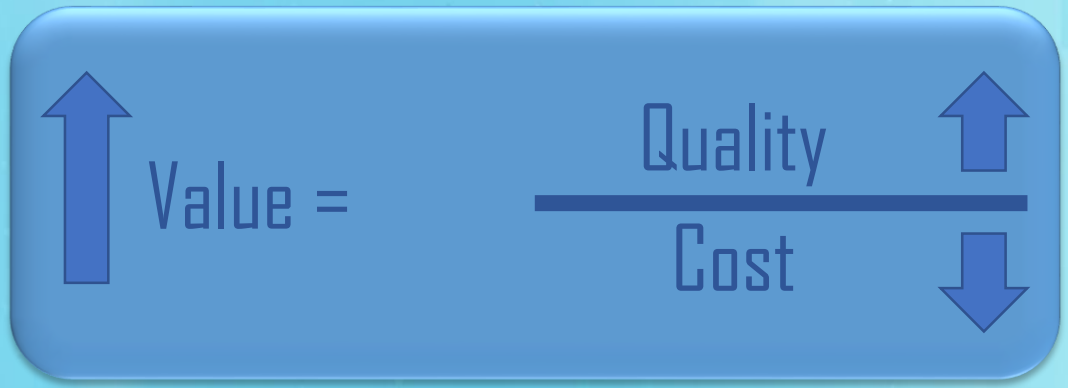
The Value of Telehealth



The Value of Telehealth



Thank You!

Christian Milaster
christian@ingeniumadvisors.net
(657) 464-3648

Ingenium Healthcare Advisors

Telehealth: Finding & Riding the Value Train

Susan Woods, MD, MPH

ConnectME Authority Board Member

CMIO, Northern Light Mercy Hospital

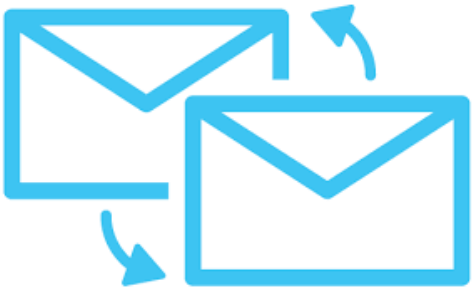
Former Director of Patient Experience, VA Connected Care

suwoods@northernlight.org

Telehealth – Care at a Distance

Synchronous

Asynchronous



Is Delivering Care

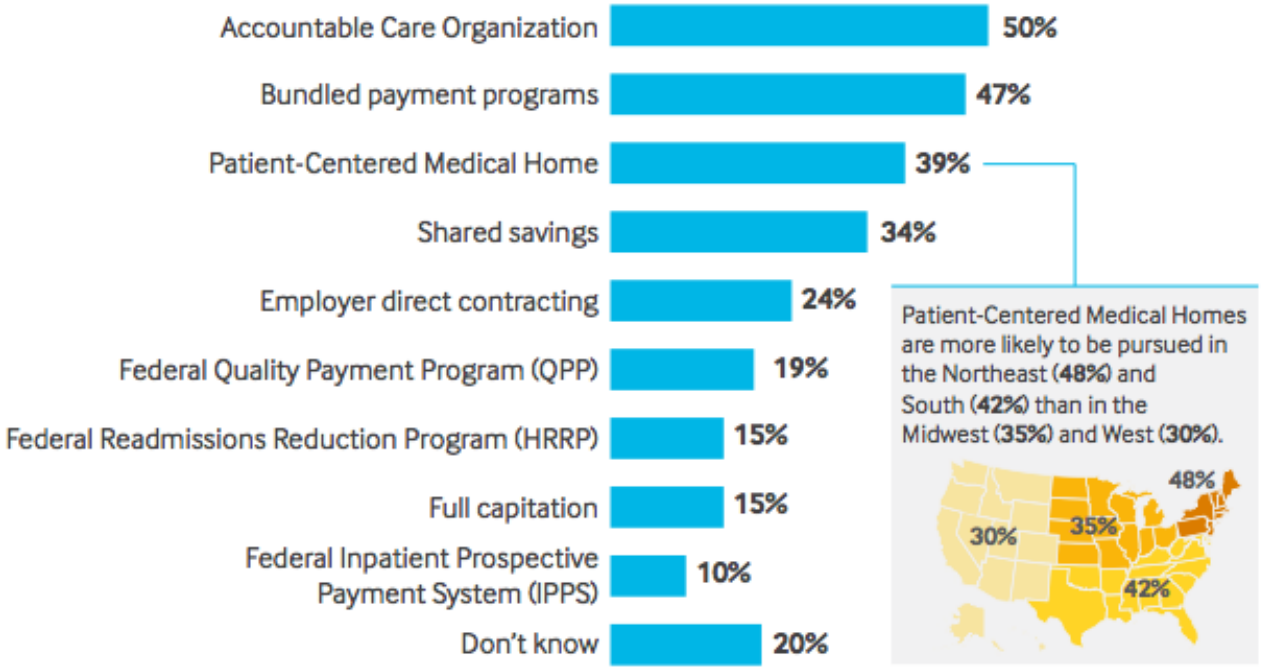
And Designing Solutions

Led by Clinicians

Value = Care Between the Care

Health Care Organizations Are Pursuing a Range of Value-Based Care Models

Which value-based care models is your organization actively pursuing?



Base: 552 (multiple responses)

NEJM Catalyst (catalyst.nejm.org) © Massachusetts Medical Society

- TeleAddiction Services
- TeleAmputation Care
- TeleAudiology
- TeleBipolar Disorder
- TeleCardiology
- TeleDental Care
- TeleDermatology
- TeleCardiology
- TeleChaplain
- TeleDentistry
- TeleDermatology
- TeleEpilepsy
- TeleGastroIntestinal/Hepatitis Care
- TeleGenomic Counseling
- TeleInfectious Disease
- TeleIntensive Care
- TeleKinesiology
- TeleMental Health
- TeleMOVE! Weight Management
- TeleNephrology
- TeleNeurology
- TeleNutrition
- TeleRetinal Imaging
- TeleOccupational Therapy
- TelePain Management
- TelePathology
- TelePodiatry
- TelePolytrauma Care
- TelePrimary Care
- TelePulmonology
- TeleRehabilitation
- TeleSchizophrenia
- TeleSpinal Cord Injury Care
- TeleSpirometry
- TeleSurgery (Pre - & Post- Care)
- TeleTransplant (Pre - & Post- Care)
- TeleWound Care
- Women's Telehealth

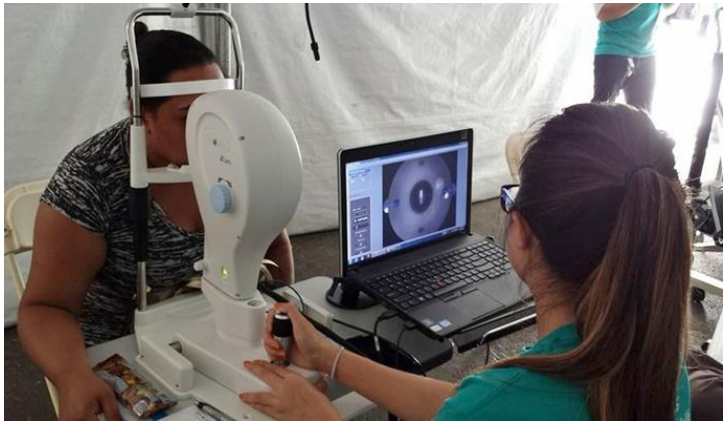
Tele-xxxxxxx

The Telehealth Promise

Improve access to care
Improve experience of care – travel burden, cost
Reduce ED and hospital visits (condition and setting-specific)
Empower and enhance self-care
Increase ability to live at home
Improve caregiver well being and reduce stress

The Cochrane Collaboration. 2016
Dorsey, Topol. *State of Telehealth.* NEJM 2016.
AARP Public Policy. *Using Telehealth to Improve Home-Based Care for Older Adults and Family Caregivers.2018.*

Projected total cost of chronic disease 2016-2030 in Maine **$183 BILLION**



Better Self-Care
½ of 1%
SAVED COSTS
$60M /Year

PARTNERSHIP TO FIGHT CHRONIC DISEASE
A VISION FOR A HEALTHIER MAINE

TITLE I—RECEIVING HIGH QUALITY CARE IN THE HOME

SEC. 101. EXTENDING THE INDEPENDENCE AT HOME DEM-

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CMS to Reimburse Providers for Remote Patient Monitoring Services

CMS has issued its final update to the 2019 Physician Fee Schedule and Quality Payment Program, including three new CPT codes for reimbursement of remote patient monitoring. The changes mark an important step in the government's acceptance of mHealth and telehealth technology.

Source: ThinkStock

The Digital Healthcare Tent

Synchronous digital care

- Virtual Visits
- Real-time Monitoring
- Telephone Visits

Asynchronous digital care

- Secure Messaging
- Open Notes
- Remote Monitoring
- Store & Forward
- Mobile Health (Patient generated data)
- eConsults / Online visits

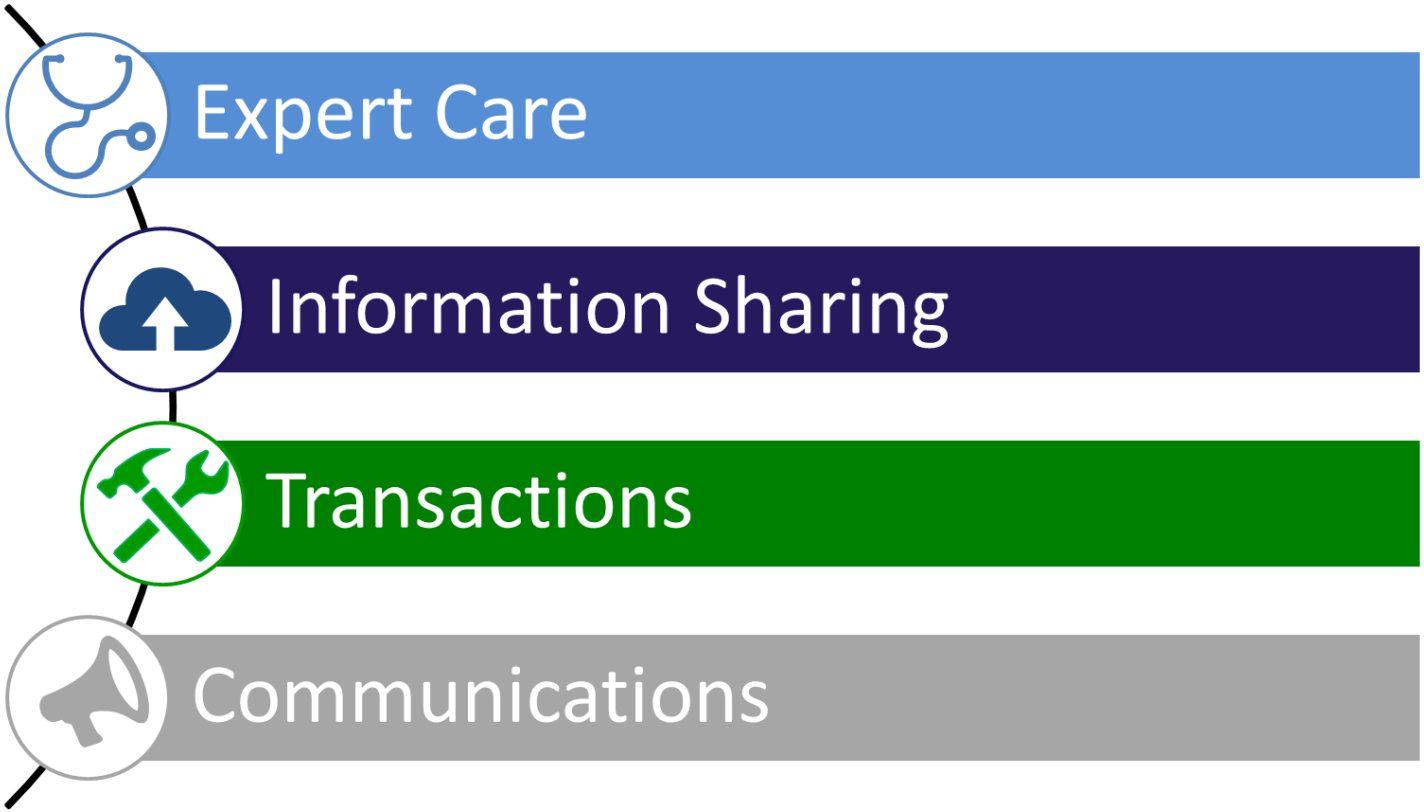
Telehealth at V.A.

- 900 sites of care and 50+ specialty areas
- 307K + used Video Telehealth
- 150K + used Home Telehealth
- 304K + used Store-and-Forward TH

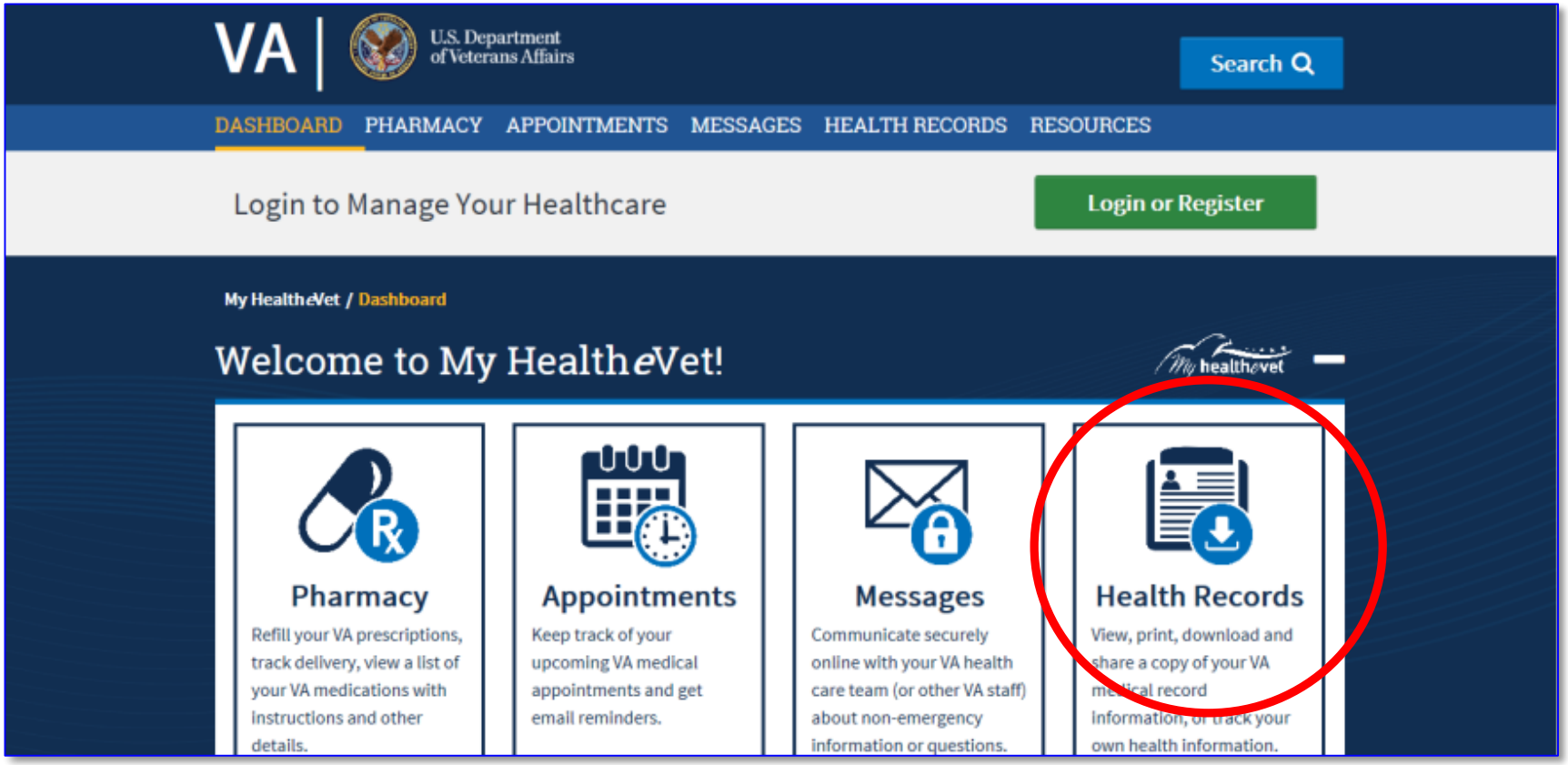
Outcomes

- Home Telehealth: 59% lower bed days, 31% fewer admissions
- Mental Health Telehealth associated with 32% decrease in VA admissions
- High Patient satisfaction:
  - 92% for Video Telehealth
  - 88% for Home Telehealth
  - 94% for Store and Forward Telehealth

http://www.telehealth.va.gov/



Ahern DK, Woods SS, Lightowler et al. Promise of and potential for patient-facing technologies to enable meaningful use. Am J Prev Med. 2011


VA
U.S. Department of Veterans Affairs
Search
DASHBOARD
PHARMACY
APPOINTMENTS
MESSAGES
HEALTH RECORDS
RESOURCES
Login to Manage Your Healthcare
Login or Register
My HealtheVet / Dashboard
Welcome to My HealtheVet!
Pharmacy
Refill your VA prescriptions, track delivery, view a list of your VA medications with instructions and other details.
Appointments
Keep track of your upcoming VA medical appointments and get email reminders.
Messages
Communicate securely online with your VA health care team (or other VA staff) about non-emergency information or questions.
Health Records
View, print, download and share a copy of your VA medical record information, or track your own health information.

Evidence - Secure Email/Messaging

- High patient satisfaction: access, reflection
- Efficiency – more prepared for visits
- Associated with care quality and patient retention
- Enrollment varies depending on
  - Promotion
  - Ease of Registration
  - Physician recommendation

Bishop TF. Health Affairs 2013
Wald JS. AMIA Ann Symp Proc 2010
Harris LT. Diabetes Care 2009
Zhou YY. Am J Manag Care 2007

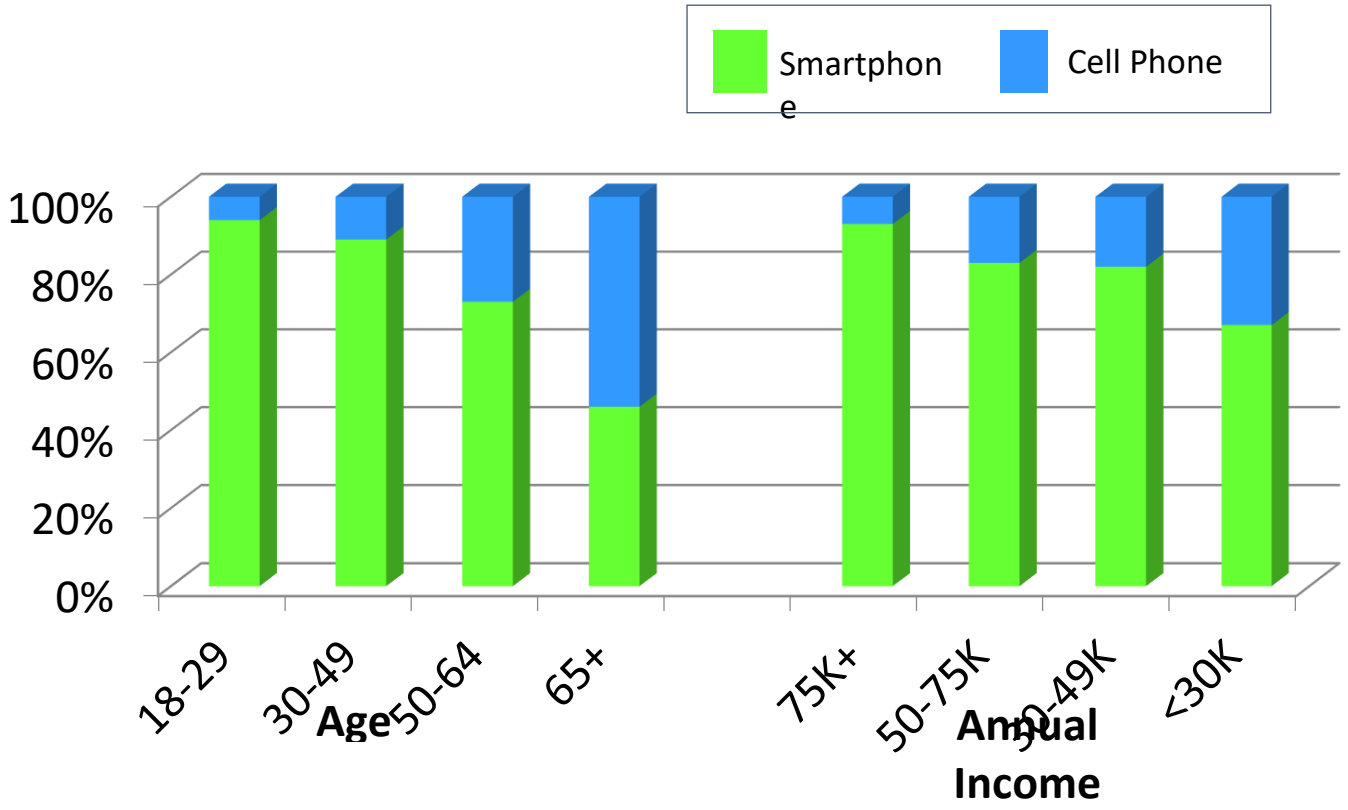
Portal Use – Depends on Broadband Access & Capability

NO significant association with usage: demographics, self-rated health status, patient activation level (PAM)

Patient Factor at Baseline (N = 270)	*p value*
Internet accessed at home	0.046
Higher internet speed at home	0.012
Self-rated ability using Internet	0.005
Internet Use Score (7+ behaviors: access, email, search, shopt, health search, bank, geo-locate, network register/post)	0.007

Woods et. al. Association of Patient Factors, Digital Access, and Online Behavior on Sustained Patient Portal Use. 2017

U.S. Cell Phone/Smart Phone Use, 2018



Mobile Fact Sheet, Feb 2018. Pew Research Center

Mobile Text Messaging for Health: A Systematic Review of Reviews

- ✓ Diabetes
- ✓ High blood pressure
- ✓ Weight
- ✓ Physical activity
- ✓ Smoking
- ✓ Taking medication

Get on Telehealth/Digital Care Value Train

- Integrate: across enterprise
- Focus: chronic care value
- Understand: workflows
- Toggle: F2F and at a distance
- Find: creative roles - champions, assistance
- Partner: with community
  - Broadband, telecommunications, employers

Granja et. Al. J Med Internet Res 2018;20(5):e10235

“Technology is cool, but you've got to use it as opposed to letting it use you.”

- Prince

Stay in Touch!

For NETRC/Telehealth Questions:

Danielle Louder
Program Director, NETRC
Program Manager, MCD Public Health
Email: DLouder@mcdph.org
Phone: 207-622-7566 ext. 225

my LinkedIn profile

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Susan Woods, MD, MPH
ConnectME Board Member & Virtual Care Consultant
CMIO Mercy Hospital
@SueWoods | LinkedIn
207-747-7408