

Optimizing Telehealth Strategies in the COVID-19 Era

A panel of healthcare leaders with clinical and operational expertise will detail how they rapidly implemented telehealth, overcame barriers to adoption, maintained practice revenue and developed successful telehealth strategies for COVID-19 and beyond.



What You'll Learn



Compare small and large practices that successfully implemented and adopted telehealth quickly for long-term revenue



Analyze the optimization of telehealth in the COVID-19 era



Point out future opportunities to deliver patient care with telehealth

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Panelists



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*Internal Medicine Physician
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Panelists



L. Arick Forrest, MD, MBA

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What is Telehealth?

Telehealth is a collection of means or methods for enhancing health care, public health and health education delivery and support using telecommunications technologies.

Telehealth encompasses a broad variety of technologies and tactics to deliver virtual medical, health, and education services. Telehealth is not a specific service, but a collection of means to enhance care and education delivery.

Source: <https://www.cchpca.org/about/about-telehealth>

Telehealth Benefits

- Improved access
- Cost efficiencies
- Improve quality
- Consumer demand

Source: *American Telemedicine Association*

Poll Question 1 of 2

Does your practice currently offer telehealth visits?

- a. Yes
- b. No



State of Telehealth

Some common challenges that we hear:

- 1 “I have to get new computers, cameras and other expensive equipment.”
- 2 “It will take a long time to get up and running, and train my staff.”
- 3 “My patients, especially the older ones, aren’t comfortable with technology.”
- 4 “My patients only want to interact face-to-face.”
- 5 “I won’t get reimbursed for telehealth services.”

Flexibilities for Telehealth During COVID-19

- HIPAA flexibility
- Telehealth waivers from the Centers for Medicare & Medicaid Services (CMS)
- Temporary expansion of telehealth services
- Cost-sharing for patients in federal health care programs
- Many others

What remains to be your biggest challenge to telehealth?

- a. Investment in computers, cameras and other expensive equipment
- b. Patient comfort level with technology
- c. Patient preference for in-person visits
- d. Practice adoption with technology and workflow
- e. Reimbursement

Selecting a Telehealth Solution

- HIPAA and HITECH compliance
- Usability
- Differentiation from competitors
- Access to technical support staff
- Customization features
- EHR integration

Source: American Medical Association & The Office of the National Coordinator for Health Information Technology (ONC)

Practice Adoption

**50% of physicians were
using or planning on
using telehealth in 2019**

Source: American Medical Association

**94% of practices
offered telehealth
during the pandemic**

Source: Updox

Patient Adoption

**11.3 of U.S. adults
reported using
telehealth since the
pandemic first began.**

**65% of patients like
telehealth because it is
more convenient than
in-office appointments.**

Post-COVID-19 Telehealth

- Advancing Telehealth Beyond COVID-19 Act
- Equal Access to Care Act
- Evaluating Disparities and Outcomes of Telehealth During the COVID-19 Emergency Act
- Health, Economic Assistance, Liability Protection, and Schools (HEALS) Act
- Knowing the Efficiency and Efficacy of Permanent (KEEP) Telehealth Options Act
- Protecting Access to Post-COVID-19 Telehealth Act
- Telehealth Modernization Act

Practice Transformation

- Telehealth is not a one size fits all strategy, effective organizations understand that patients' preference and needs will vary
- In order for patients to effectively be engaged, they must be met with methods of communication that they have become accustomed to and friction for them to interact with the healthcare entity must be minimized
- Adding tools and technologies that support patient virtual care isn't enough, healthcare entities must also adopt processes and adapt organizational structures that account for changes in patient communications
- A playbook should be in place for what type of virtual care you will offer to address patient concerns and ensure patient empathy

Panel Q&A

Featuring:

Aledade

- Jen Brull, MD
- Danny Butler, MD
- Kate Mostrom

The Ohio State University Physicians, Inc

- Brooke Bellamy, MBOE, SSBB
- L. Arick Forrest, MD, MBA



How was telehealth used at your practice prior to the COVID-19 pandemic?

When the COVID-19 pandemic began, how did your practice approach telehealth implementation and expansion?

**What are some of the ways
physicians and advanced
practice providers are using
telehealth?**

How are your patients reacting to telehealth visits?

How is telehealth impacting long-term practice operations and revenue?

As shelter-in-place restrictions begin to lift, what do you predict for the future of telehealth?

Viewer Q&A



Additional Telehealth Resources

- **American Medical Association (AMA)**
 - AMA Physician Innovation Network telemedicine discussion
 - AMA Quick Guide to Telemedicine in Practice
 - AMA STEPS Forward Module on Telemedicine
 - AMA Telehealth Implementation Playbook
- **American Telemedicine Association (ATA)**
 - ATA Summary of the Key Telehealth Provisions in the CARES Act
- **Center for Connected Health Policy (CCHP)**
 - Telehealth coverage policies in the time of COVID-19
- **Centers for Medicare & Medicaid Services (CMS)**
 - General Provider Telehealth and Telemedicine Tool Kit
 - Medicare telemedicine health care provider fact sheet
- **Office of National Coordinator for Health Information**
 - Technology Health IT Playbook

Thank you for joining!

info.updox.com/patient-communication

