Can You See Me Now?
Telemedicine Program Development

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Disclosure

We have no relevant financial relationships with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services discussed in this presentation.
### Objectives

<table>
<thead>
<tr>
<th>Review</th>
<th>Review definitions, concepts, and modalities of Telehealth</th>
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<tbody>
<tr>
<td>Asses</td>
<td>Assess how Telehealth can improve Quality and Value</td>
</tr>
<tr>
<td>Present</td>
<td>Present data showing current state of Telehealth legislation and reimbursement</td>
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<tr>
<td>Share</td>
<td>Share an approach to starting a Telehealth Program</td>
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<tr>
<td>Provide</td>
<td>Provide a toolkit for developing a Telemedicine Program</td>
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**Telemedicine vs Telehealth**

*Telemedicine* more commonly used in the past, *telehealth* is term for the current broad array of applications in the field

**Definition**: a collection of means or methods for enhancing health care, public health, and health education delivery and support using telecommunications technologies
Current Domains of Telehealth

1. Live Videoconferencing (Synchronous)
   - Minute Clinic

2. Store-and-Forward (Asynchronous)
   - Angel Eyes
   - Kinect Health/Tele Rehabilitation

3. Remote Patient Monitoring (RPM)
   - Mercy Hospital RPM

4. Mobile Health (mHealth)
   - TytoCare

How Telehealth Can Improve Quality and Value

- Evidence Based Practice
- Reduction in Waste/Costs
- Improved Patient Outcomes
- Teamwork and Organization Culture
- Provider Retention and Coverage in Rural Areas
Reimbursement

• Medicare will reimburse for telehealth services
• No coverage for remote patient monitoring
• Live video consultations are covered for a limited number of Medicare Part B services
• CMS only reimburses for a limited number of CPT codes when services are delivered through telehealth.

See CMS’ telehealth factsheet for the full list of reimbursable CPT codes


Starting a Telehealth Program

Approach and Steps for Success
Approaching A Telehealth Program

Assess & Define
1. Assess Need
2. Define Model
3. Develop Plan

Develop & Plan
1. Program & Technology
2. Performance & Monitoring

Implement & Monitor
1. Implement
2. Monitor & Improve

Assess and Define
Assess Needs and Environment

Needs analysis

Organizational readiness

Preliminary technology assessment

Technology applications

Stakeholders

Assess

Needs Assessment

Organization Assessment

Technological Assessment

Stakeholders

Identify unmet clinical needs

Identify barriers

Aligned with vision/mission

Buying equipment is NOT the first step

Site IT Support Needs

Educate Support
Define Business Model

Needs Assessment → Market Analysis → Business Case Report
Business Model

• Scope of program services? Is there demand for services?
• Cost projections
• Revenue projections
• Market analysis
• Return on Investment
• Sustainability/Growth
• Performance Monitoring/QI

Reimbursement

• Revenue opportunities and fiscal estimates
• Revenue streams
• Learn from other telehealth practitioners
• Understand existing reimbursement methods and practices
• Base your program design on what already exists
Develop and Plan

<table>
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<th>Determine</th>
<th>Determine the needs you wish to meet, and how you are going to meet them.</th>
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<tr>
<td>Invite</td>
<td>Invite clinical staff to identify service needs at both host and remote sites and at patient and provider sites</td>
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<tr>
<td>Ensure</td>
<td>Ensure the needs analysis is data driven</td>
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<tr>
<td>Recognize</td>
<td>Recognize that the needs analysis is inseparable from the program model and the business case. It lies at the heart of sound telehealth program planning.</td>
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Organizational Readiness

Develop and Plan
- TM Program
- Program Technology

Carolinias HealthCare System
Levine Children's Hospital

CoxHealth

Children's National Medical Center
Know your geographic area

Go visit!

Clear and Simple Communication

Business and legal considerations

‘Political Geography’

Grow your Champions

- Achieve level of change in attitudes and practice
- True agents of with the vision and passion
- Equivalent champions at all participating network sites
- They are the primary advocates of your program (Help them succeed!)
Select the delivery model that best suits your service goals

Implementation and Monitoring
Implement

Project Management Reports

Project Team Meeting

Program Deliverables

Clinical Program Requirements
- Goals and Objectives of Program
- Aligned with system vision

Operational Program Requirements
- Technology/Infrastructure

Workflow/Process
- Managing work involved in establishing program
- Interoperability

Education/Training
- Roles and responsibilities of team

TM Team
- TM Champions and Leadership
### Performance
- Performance reports/review
- Data collection

### Evaluation
- Meeting goals and objectives
- Challenges and improvements
- Changes to improve program/outcomes

### Quality
- How will program modifications be implemented?
Monitor and Improve

- Review Performance Monitoring
- Improvement logs and data
- Implement improvements and changes

Lessons from the field......

- Create a clear plan and goals
- Integrate telehealth into your operation
- Know the law
- Implement a Quality Improvement Process
- Report regularly

Celebrate Your Success!
Breakout Groups

I. Thinking about starting

II. Started and looking on how to develop

III. Looking to expand or improve current telehealth programs

Questions/Comments?