

TeleHealth: Leaping the Hurdles to Improved Access

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Northwest TeleHealth Interactive Video Conference



Use of Video-Technology



Administrative

Corporate
Regional
Local
External



Educational

CME Programs
Nursing Education
Patient Education
Community Programs



Clinical

Tumor Boards
Stroke
Hospitalists
Behavioral Health
Wound Care

Telehealth

Encompasses a broader definition of remote healthcare that does not always involve clinical services.

- Video transmission of still images
- e-health including patient portals
- Remote monitoring of vital signs
- Medical education

ATA

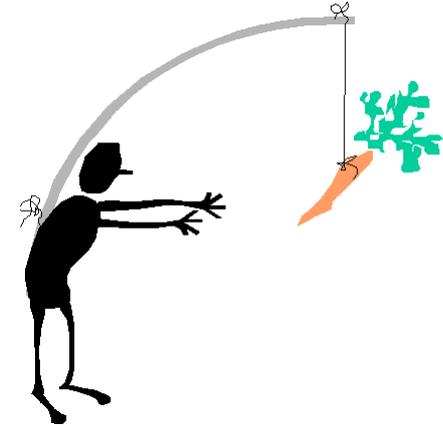
Benefits of Telemedicine

- Improves rural access to specialty care
- Increases efficiency for providers
- Reduces overall health care costs
- Reduces delays in care
- Retains resources locally
- Increases patient satisfaction
- Improves health outcomes



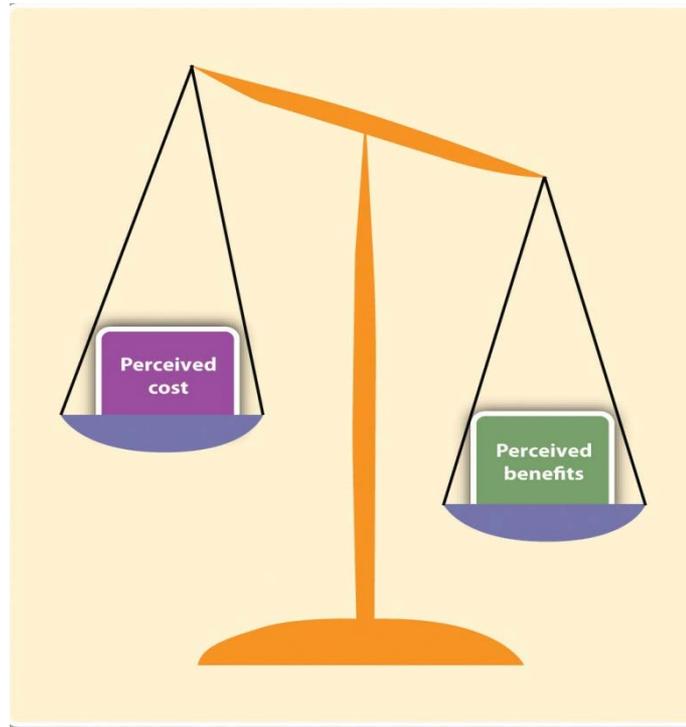
Business Incentives

- Expand Service Area
- Increase Revenue
- Efficient Delivery Model
- More Cost Effective Than Bricks & Mortar Solution
- Reduces Readmission Rates



Identify Program Value

All elements of a system must fit together into a working whole to create sustainable value for the customer



Create New Revenue Streams

- Service offered must satisfy a need at the site where patient is located
- Determine if telemedicine is a good fit for your organization
 - Complementary to what you already offer
 - Adapts to existing work flow
 - Fits within corporate mission
 - Provider adoption

Delivery

Mechanisms

Services

Access

- Private Networks
- Internet

Connections

- Point to Point
- Bridged

- Primary or Specialty Care Services to Clinic/Hospital
- Home to Monitoring Center
- Web-based patient portals

Choose the Right Technology

Laptops and Desktop Computers



Tablets



Smart Phones



Conference Rooms and Classrooms



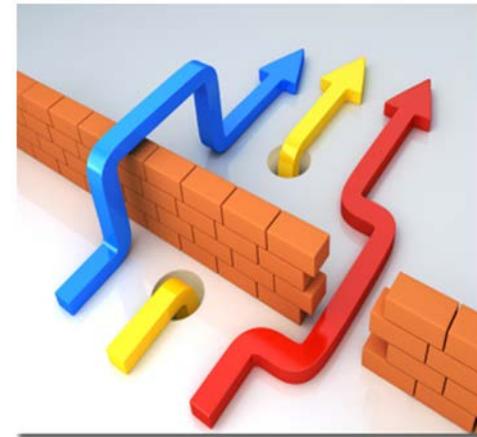
Mobile Carts



Bedside

Potential Barriers

- Physician Engagement and Adoption
- Regulatory Issues
- Reimbursement
- Staffing Considerations
- Clinical Workflow Issues
- IT and Infrastructure Costs



Reimbursement Models

Fee for Service

- Provider bills for patient services
- Facility bills for origination site fee

Contracted Service

- Facility bills for patient services
- Facility contracts with remote provider



Reimbursement Climate

- CMS
- Private Pay
- Telemedicine Legislation



Medicare Reimbursement

Medicare Reimbursement for Telehealth Services through The Centers for Medicare & Medicaid Services				
Year	Distant Site		Originating Site	
	Allowed Services	Allowed Charges	Allowed Services	Allowed Charges
2001	1,494	\$ 55,422	294	\$ 5,880
2002	5,285	\$ 185,086	1,596	\$ 31,836
2003	6,776	\$ 404,764	4,389	\$ 90,186
2004	11,266	\$ 765,179	7,841	\$ 161,880
2005	15,970	\$ 1,176,329	10,972	\$ 227,349
2006	25,461	\$ 2,124,881	15,908	\$ 333,138
2007	25,395	\$ 1,991,753	14,336	\$ 310,296
2008	23,144	\$ 1,613,408	9,247	\$ 208,964
2009	37,503	\$ 2,797,893	17,100	\$ 393,291
2010	46,655	\$ 3,397,285	23,660	\$ 550,171
2011	78,472	\$ 5,621,780	32,021	\$ 751,297

2001 CBO Cost Estimate when Telehealth legislation passed
Congress: \$150 million over five years

Expansion of Medicare Telehealth Services for 2013

MLN Matters® Number: MM7900

Related Change Request Number: CR 7900

HCPCS Code	Descriptor
G0396	Alcohol and/or substance (other than tobacco) abuse structured assessment (for example, AUDIT, DAST) and brief intervention, 15 to 30 minutes
G0397	Alcohol and/or substance (other than tobacco) abuse structured assessment (for example, AUDIT, DAST) and intervention greater than 30 minutes
G0442	Annual alcohol misuse screening, 15 minutes
G0443	Brief face-to-face behavioral counseling for alcohol misuse, 15 minutes.
G0444	Annual Depression Screening, 15 minutes.
G0445	High-intensity behavioral counseling to prevent sexually transmitted infections, face-to-face, individual, includes: education, skills training, and guidance on how to change sexual behavior, performed semi-annually, 30 minutes.
G0446	Annual, face-to-face intensive behavioral therapy for cardiovascular disease, individual, 15 minutes.
G0447	Face-to-face behavioral counseling for obesity, 15 minutes.

Telemedicine Legislation

39 States have proposed or enacted legislation addressing telemedicine services



Telemedicine Legislation

- Arizona
- California
- Colorado
- DC
- Georgia
- Hawaii
- Indiana
- Kentucky
- Louisiana
- Maine
- Maryland
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- New Hampshire
- New Mexico
- North Carolina
- Oklahoma
- Oregon
- Texas
- Vermont
- Virginia
- West Virginia

Attributes of a Successful Model

- Strategy
- Reproducible Processes
- Commitment
- Provider Adoption
- Simplicity
- Consistency
- Collaboration
- Training
- Evaluation
- Selling
- Early Adopters



Organizational Readiness Evaluation

- Network, Technology & Application (capacity, synchronous / asynchronous tools needed)
- Security: HIPPA & PHI considerations
- Referral process and procedures
- Staffing Requirements for each location
- Health information exchange
- Program announcements / marketing

Return on Investment

- Proper assessment & appropriate implementation
- One model does not fit all services
- Expansion of services: supplemental or replacement
- Utilize existing Networks



Bridging the Distance to Improve Healthcare



Questions?

Thank-you!

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