Welcome to Today’s Webinar on Provider and Patient Engagement in Telehealth

Presented by ASTHO as part of the CDC-funded project “Providing Public Health Subject Matter Expertise to State Innovation Model Initiative – State Health Departments.”

Participant call-in number: (866) 740-1260; Required conference ID: 3185493#
Objectives of the call:

- Convey the importance of provider and consumer support for a telehealth program to succeed.
- Share current efforts to engage and educate providers and consumers in the use of telehealth.
- Describe strategies attendees may wish to employ to engage their providers and patients.
Speakers

Mei Wa Kwong, JD
Policy Advisor and Project Director
Center for Connected Health Policy
PROVIDER & PATIENT ENGAGEMENT IN TELEHEALTH

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For ASTHO’s CDC-Funded project “Funding Public Health Subject Matter Expertise to State Innovation Model Initiative – State Health Departments”
DISCLAIMERS

• Any information provided in today’s talk is not to be regarded as legal advice. Today’s talk is purely for informational purposes.

• Always consult with legal counsel.

• CCHP has no relevant financial interest, arrangement, or affiliation with any organizations related to commercial products or services discussed in this program.
CCHP is an independent, *public interest* organization that strives to advance state and national telehealth policies that promote better systems of care improved health outcomes and provide greater *health equity of access to quality, affordable care and services.*
TELEHEALTH STATE-BY-STATE POLICIES, LAWS & REGULATIONS

Current Laws, Regulations, Pending Bills State & Federal

Interactive Policy Map
TELEHEALTH UTILIZATION

- Telehealth policy on the state level has increased
- Some administrative policy action on the federal level
- But telehealth utilization remains low
FACTORS THAT IMPACT TELEHEALTH UTILIZATION

- Reimbursement
- Telehealth use low
- Licensing
- Other policy barriers
- Expensive
YOU CAN BUILD IT
BUT WILL THEY COME?
NEED THE TWO ‘TEAMS’ TO PLAY

Patients & Providers are key to telehealth’s success
Both provider and patient need to be engaged & educated on what telehealth is and the benefits
BENEFITS OF TELEHEALTH

Providers – Engaging providers is a two-step process:
• Convince them telehealth could be beneficial for them and their patients
• Teach them how to use telehealth

Need to know not only the efficacy of telehealth, but also the benefits they get from using it.

• Increase their practice
• Triaging less serious cases
• Provide services to their patients in more timely manner

Providers will have doubts and need evidence!
PROVIDERS

CONVINCING EVIDENCE

• Research
  ➢ Want evidence regarding efficacy – research/data
• Demonstrations – Seeing is believing!
  ➢ Seeing the technology at work
  ➢ Hands on experience with the technology

RESOURCES

• Telehealth Resource Centers
  ➢ Published studies and research
• Demonstrations
  ➢ Set up a demo
PROVIDERS

EDUCATE – Give the providers the tools they need to succeed!

• How do providers actually use telehealth
  ➢ Not only what services it can be used for, but also logistical issues such as setting up a room, how to present yourself on camera, etc.

• Setting up a telehealth program/practice administrative issues
  ➢ Reimbursement
  ➢ Legal issues
  ➢ Workflow
PROVIDERS

TOOLS THAT CAN BE USED

- Videos
- Fact Sheets
- Webinars/Training Sessions
- A telehealth campaign

EXISTING TOOLS

- Telehealth Resource Centers
PATIENTS

MUST EXPLAIN WHAT TELEHEALTH IS

- May require more convincing
- Benefits of telehealth should be stressed
  - Efficacy
  - Time Saved/Convenience/Access
- Explain the different types of telehealth available, not only modality, but also what’s offered via PCP vs. DTC
- Seeing is believing!
- Be mindful of culture
- Caregiver/Family member just as important to educate!
PATIENTS

If a telehealth law passes, how do the patients know?

• State’s job to inform?
• Payer’s job to inform?
• Providers job to inform?
• Patient advocacy organizations’ job to inform?

With patients it is very important to keep in mind:

• Caregivers/family members
• Cultural/linguistic differences – Most telehealth studies have had predominantly white subjects. Some studies that have had other ethnicities as participants have encountered greater suspicion or hesitancy in the use of technology to deliver health services.
PATIENTS

TOOLS THAT CAN BE USED

• Videos
• Fact Sheets
• A telehealth campaign
• Multi-lingual!

EXISTING TOOLS

• Telehealth Resource Centers
• South Carolina Telehealth Alliance
• AARP
  https://www.youtube.com/watch?v=UmS1W1ikixg
• United Healthcare - https://www.youtube.com/watch?v=v9YiTIYO-2A
  https://www.youtube.com/watch?v=gnVmHZRSOnQ
CMS – CHRONIC CARE MANAGEMENT WEBSITE

Connected Care: The Chronic Care Management Resource

Spotlight

CCM Resources for Health Care Professionals

Connected Care resources can help health care professionals learn about the benefits of chronic care management (CCM) and take steps to offer CCM services to eligible patients:

- Health Care Professional Toolkit [PDF, 475 KB]

CMS Equity Plan for Medicare
From Coverage to Care
Connected Care: The Chronic Care Management Resource
Health Care Professional Resources
Become a Partner
Health Observances
Webinars & Events

An estimated 117 million adults have one or more chronic health conditions, and one in four adults have two or more chronic health conditions. Through the Connected Care campaign, the CMS Office of Minority Health and the Federal Office of Rural Health Policy at the Health Resources & Services Administration will raise awareness of the benefits of CCM for patients with multiple chronic conditions and provide health care professionals with resources to implement CCM.

Health Care Professional Resources
Get tools and resources to help your health care practice implement and successfully bill for CCM.

Patient Resources
Coming Soon

Become a Partner
Partner with CMS on the Connected Care initiative and download resources at no cost to promote CCM.

Managing Your Health Care Can Be Overwhelming, But It Doesn’t Have To Be.

If you have Medicare and live with two or more chronic conditions like arthritis, diabetes, depression, or high blood pressure, chronic care management services can help connect the dots so you can spend more time doing what you love.

SERVICES MAY INCLUDE:

- At least 20 minutes a month of chronic care management services
- Personalized assistance from a dedicated health care professional who will work with you to create your care plan
- Coordination of care between your pharmacy, specialists, testing centers, hospitals, and more
- Phone check-ins between visits to keep you on track
- 24/7 emergency access to a health care professional
- Expert assistance with setting and meeting your health goals

Ask your doctor about chronic care management services and get the connected care you need.
For more information visit go.cms.gov/ccm

BEST PROPOONENTS ARE PROVIDERS & PATIENTS
THANK YOU!

ASTHO and CCHP are providing this technical assistance through support from ASTHO as part of its CDC-funded project “Providing Public Health Subject Matter Expertise to State Innovation Model Initiative – State Health Departments.”
Q&A

If you have a question, you may type it into the chat box now or press the phone commands to have the operator unmute your line.

Mei Wa Kwong, JD  
Policy Advisor and Project Director; CCHP  
meik@cchpca.org

Christine Calouro  
Program Associate II  
CCHP  
christinec@cchpca.org
Thank you for joining us!

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Visit ASTHO’s website for additional resources:
http://www.astho.org/Programs/Health-Systems-Transformation/

ASTHO contacts:
Natalie Slaughter nslaughter@astho.org
Emily Moore emoore@astho.org