



Telemedicine in Concierge Medicine

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Overview of Presentation

What is Telemedicine?

Opportunities

Legal Considerations

Practical Application in the Practice Setting



Telemedicine

Definition of Telemedicine differs from State to State

HRSA defines it broadly as:

The use of electronic information and telecommunications technologies to support long-distance clinical health care, patient and professional health-related education, public health and health administration

Telemedicine

Live video (synchronous): Live, two-way interaction between a person (patient, caregiver, or provider) and a provider using audiovisual telecommunications technology.





Telemedicine

Store-and-forward (asynchronous):
Transmission of recorded health history, pictures, videos, etc. through a secure electronic communications system to a practitioner to evaluate the case or render a service without simultaneous video transmission.



Telemedicine

Remote patient monitoring (RPM):
collection of data regarding a patient from one location via electronic communication technologies transmitted to a provider to render medical services.

Bluetooth Blood Pressure Monitoring



Telemedicine

Mobile health (mHealth): mobile communication devices such as cell phones and tablet computers.

Text Alerts

Test Results

Bluetooth Scales



Opportunities

Lack of Primary Care Providers drives the need for access to Care

=Increases Access at a lower cost

Patients appear to be driven by Convenience and Quality

= the Surge in Retail Healthcare Delivery

Younger Population is comfortable with technology



Opportunities

Convenience of telemedicine creates patient loyalty (competing with the convenience of retail markets)

Large self-insured employers are looking to telemedicine to reduce costs of care

Discount Medical Plans use of Telehealth



Legal Considerations

State law governs telemedicine

Challenges:

- Some types of some transmissions are not considered telemedicine in some states (i.e. store and forward)
- In some states the use of telemedicine must be of the same quality as an in-office personal visit (difficulty with ancillary equipment compatibility)



Legal Considerations

State law requirements

- Licensure
- Scope of Practice
- History and Physical Available
- Crossing State Lines
- Prescribing Medications



Practical Considerations

Considerations when developing your Telemedicine Program

- Malpractice Coverage
- Documentation and Storage of Images
- Informed Consent
- Email
- Phone
- iPad
- Security



Practical Considerations

Reimbursement

- Requirements for Documentation
- Contractual Language
 - direct with patient
 - direct with third party payer
- Participation in Discount Medical Plans



Practical Application in Practice Setting

Patient Agreements

- Include the provision of Telehealth and the types of Telehealth provided
 - video,
 - store and forward
 - mobile health
- Consent to the Transmission
 - (encrypted vs. nonencrypted)



Practical Application in Practice Setting

Patient Admission Packets:

- Informed Consent
- Acknowledgement of Factors that may impact the quality of the visit
 - Location
 - Device
 - Connectivity (carrier lines)
- Written Summary of visit and Advice to be provided (patient provide contact for transmission)



Practical Application in Practice Setting

Scheduling

- Dedicated Practice Time for Live Video visits
 - Not always available
 - May adversely impact efficiency in Practice Setting
- Phone Consultations with Video
 - Expands Practice Hours and Availability
 - Location (security and quality)
- Email Response time
- Ensure review of Mobile Health Data Transmitted



Practical Application in Practice Setting

Clinical Record

- Capture the visit (store video, store summary)
- Capture Mobile Health Transmissions (Bluetooth weight from scales, Diabetes lab results) (Risk of lack of capture and follow up)
- Accessible by Patient
- Consider the Interoperability and Interfaces needed to capture the telemedicine visit



Practical Application in Practice Setting

Staffing

- Licensure
 - In Some States only Physicians may perform Telemedicine
- Ancillary Support Devices
 - Blue Tooth Otoscope
 - Blue Tooth Stethoscope
- Prescribing Limitations



Summary

Amazing Opportunity for Expanded Patient Population

Lower Costs to Patient...Lack of Reimbursement

Legal Limitations

Practical Implementation Considerations



Questions?



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