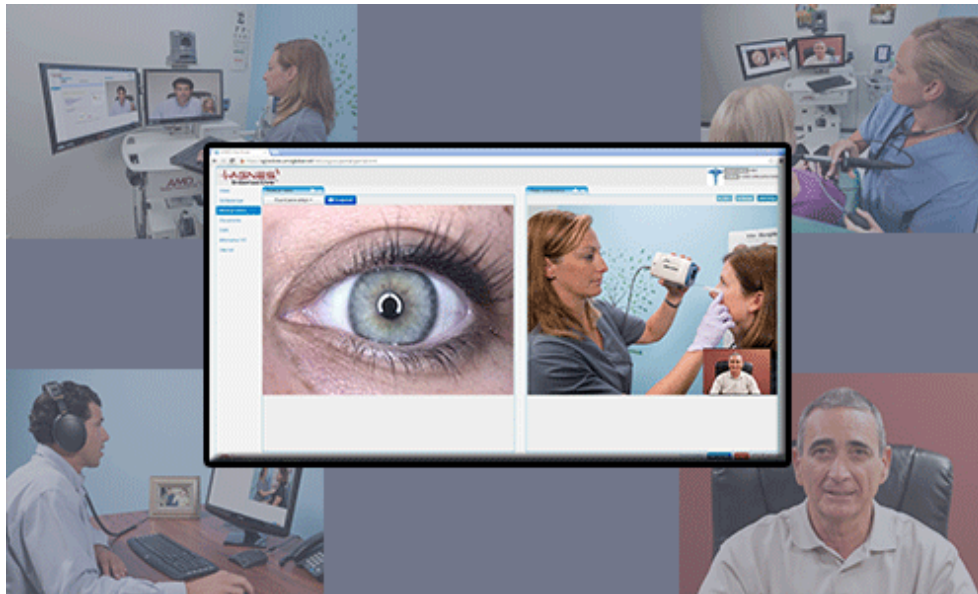


Understanding Clinical Telemedicine for Rural Applications



March 2016





Clinical Telemedicine Benefits for Rural Health

- ❖ Patient care remains in their home community
- ❖ Increases access to additional medical specialties
- ❖ Reduces out-of-pocket travel expenses
- ❖ Immediate and real-time access to healthcare

Featured Presenters

Clinical telemedicine
encounters



Riley Normandin
*International Telemedicine
Program Design Manager,
AMD Global Telemedicine*

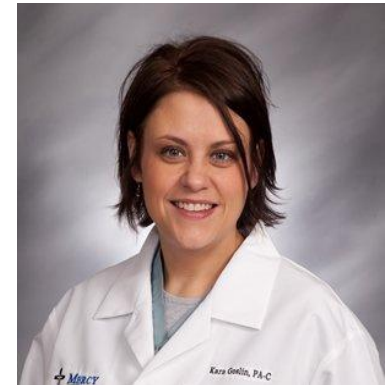
Bringing healthcare closer
to the community



Steph Cooper BSN, RN
*Business Health Solutions
Manager,
MercyCare Community
Physicians*



Brooke Kensinger, MHA
*Senior Director, Business
Health Solutions,
MercyCare Community
Physicians*



Kara Goslin
*Physician Assistant,
MercyCare Community
Physicians*





Clinical telemedicine encounters



- ❖ What is a clinical telemedicine encounter?
- ❖ How a telemedicine encounter works

Riley Normandin

*International Telemedicine
Program Design Manager,*





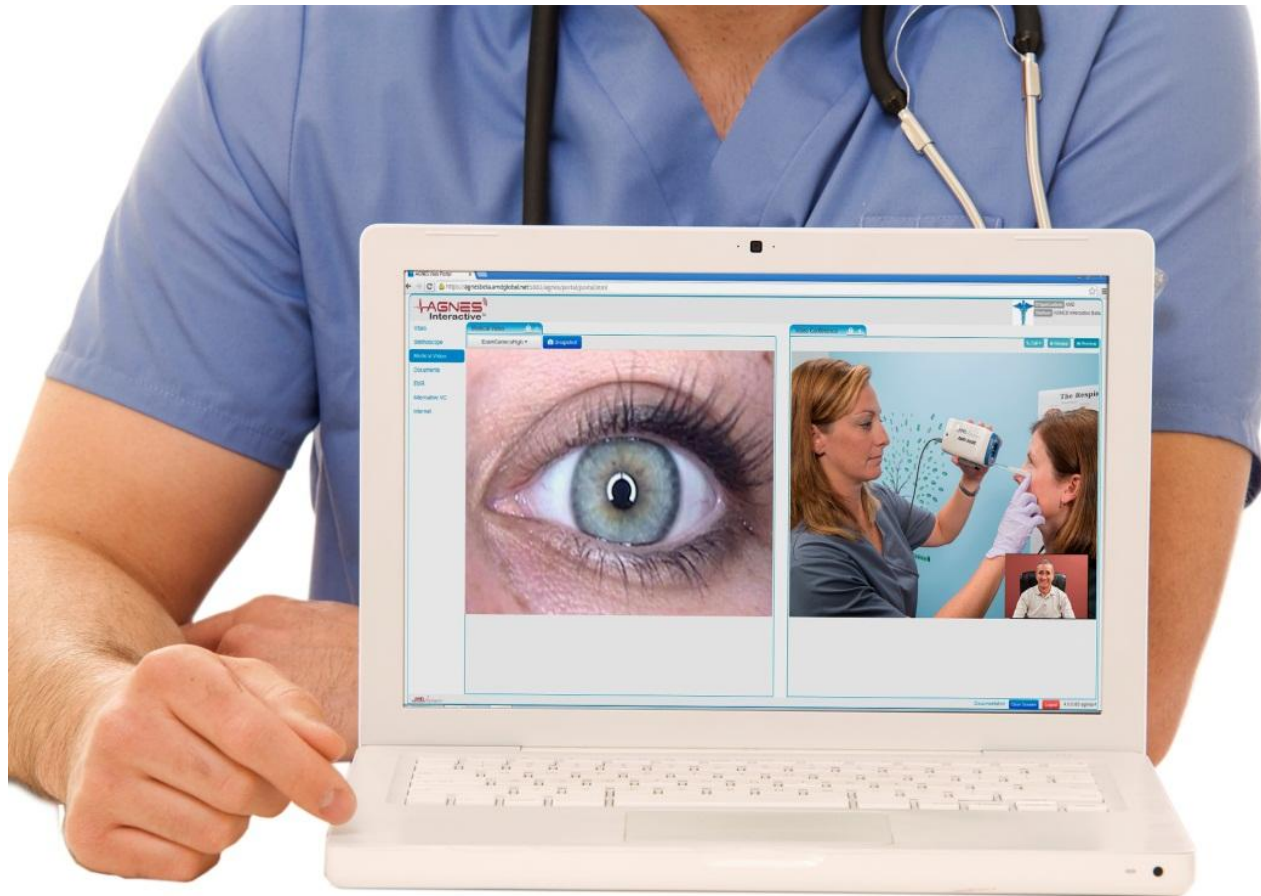
What is a Clinical Telemedicine Encounter?

A clinical telemedicine encounter is the delivery of remote clinical services using various electronic communication and telemedicine technologies.

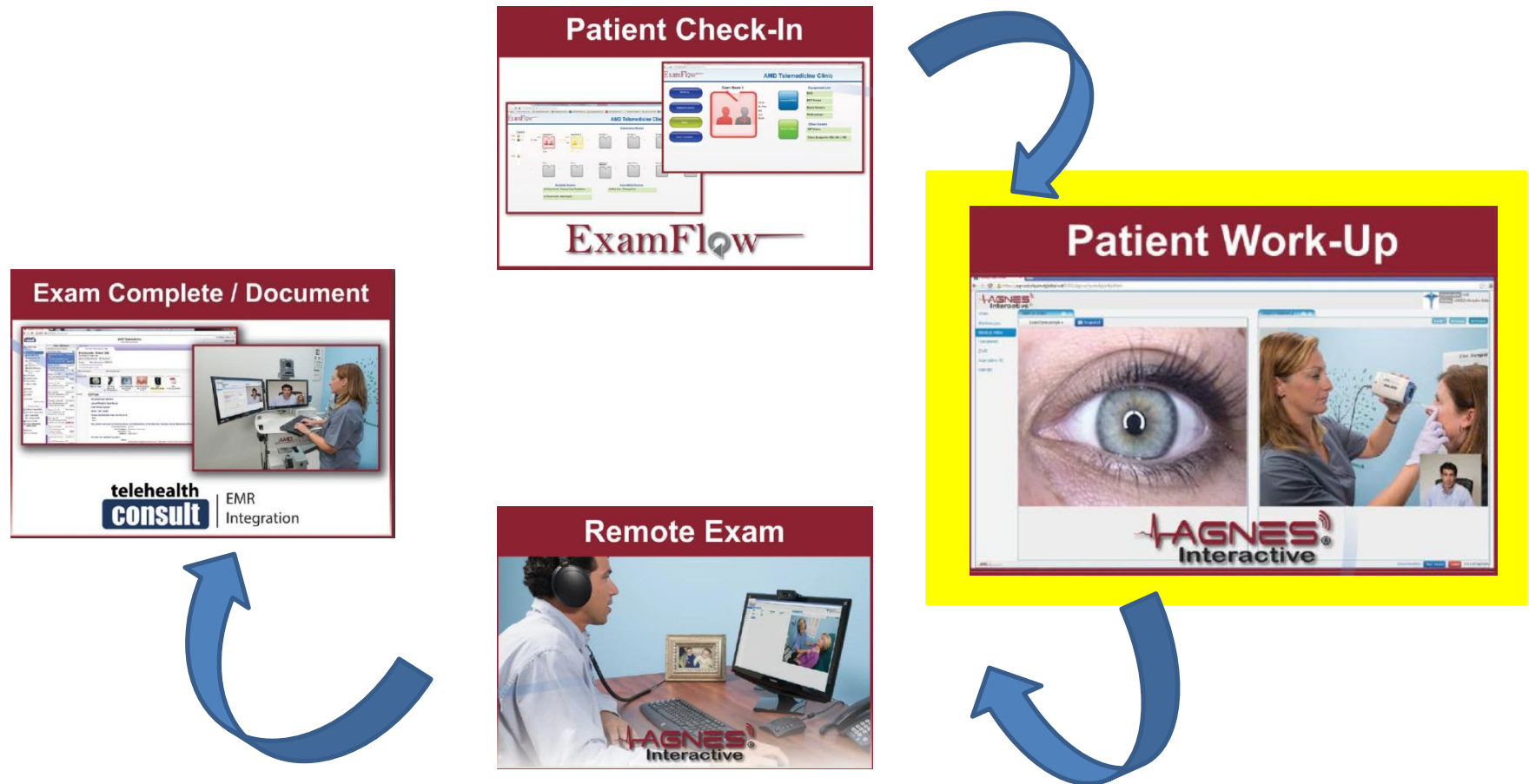
- ❖ Medical devices
- ❖ Face-to-face telecommunications
- ❖ Live exchange of medical images, documents and data
- ❖ Workflow that adapts to current clinical practices
- ❖ Tool to extend care



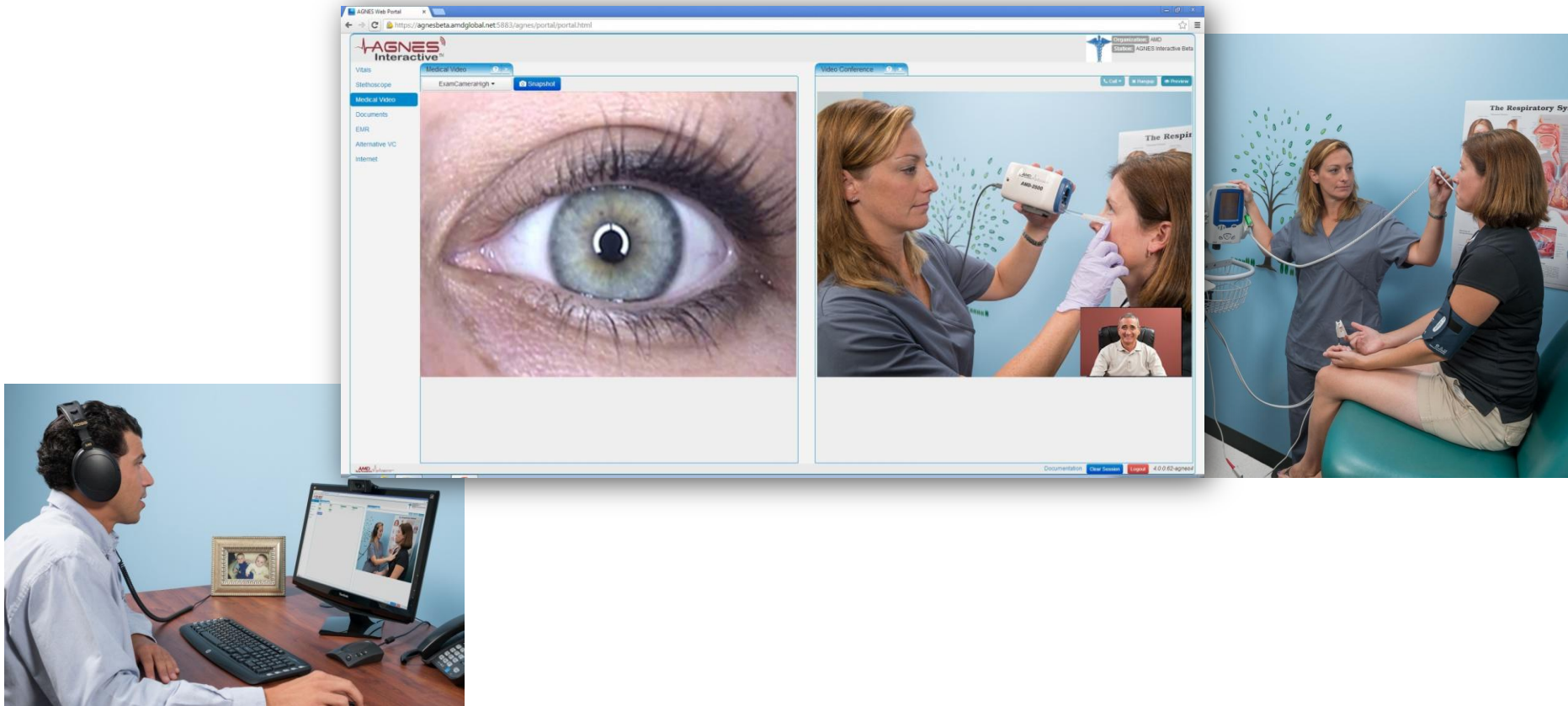
A Clinical Telemedicine Encounter: How it Works



A Typical Workflow



Real-Time Access to Exam Site



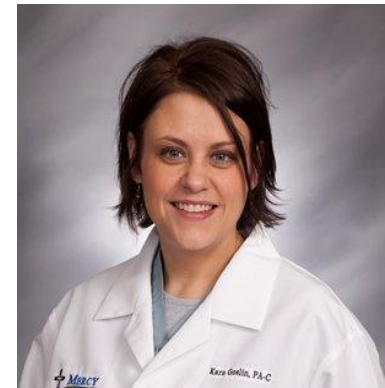
Bringing Healthcare Closer to the Community:



Brooke Kensinger, MHA
*Senior Director,
Business Health Solutions*



Stephanie Cooper BSN, RN
*Manager,
Business Health Solutions*



Kara Goslin, PA-C
*Physician Assistant,
MercyCare Community Physicians*

Personal experience with their clinical telemedicine program





Adoption of Telemedicine

❖ About Mercy...

❖ Mercy Medical Center, MercyCare Community Physicians , MercyCare Business Health Solutions

❖ Located in Cedar Rapids, Iowa and surrounding communities

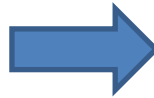
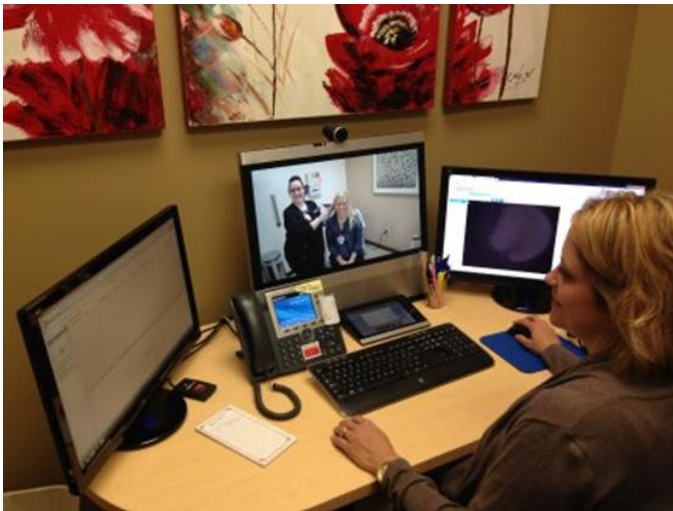
❖ Mercy's Telemedicine Journey

❖ Procurement of technology for the network, provider endpoint, patient endpoint, diagnostic video software (AGNES)



Current Telemedicine Use Cases

- ❖ MercyCare Telehelath Clinic at Rockwell Collins
- ❖ MercyCare Telehealth Clinic at Edgewood Hy-Vee



Building a Comprehensive Program

- ❖ Physician Champion/Provider Buy-In
- ❖ Consumer buy-In, Satisfaction
- ❖ Efficient workflow for patients, nurses and providers
- ❖ IT infrastructure – bandwidth, network security, privacy, firewalls
- ❖ Continuity of care between both endpoints and Primary Care Provider
- ❖ Robust Training
- ❖ Clear follow up (After Visit Summary)
- ❖ Licensure – Board of Medicine, Compact
- ❖ Reimbursement guidelines, parity



MercyCare Telehealth Clinic at Edgewood Hy-Vee

- ❖ On-site telehealth clinic
- ❖ Staffed by Telehealth RN (Triage)
- ❖ Coverage provided by pool of local MercyCare providers
- ❖ EPIC electronic health record
- ❖ Urgent Care visits with set diagnosis list
- ❖ Point of care testing
- ❖ Retail pharmacy next door



Metrics Tracked

- ❖ Patient, Nurse & Provider Satisfaction
- ❖ Quality Metrics
- ❖ Two day follow up
- ❖ Diagnoses
- ❖ Reutilization





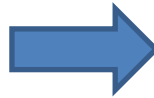
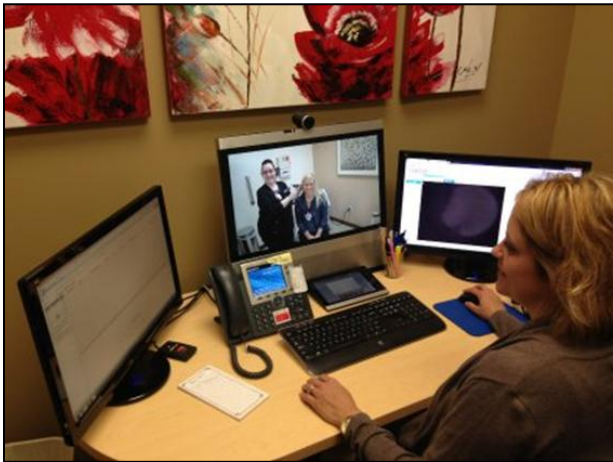
Other Use Case Scenarios

- ❖ Worker's Compensation Triage and Follow-up
- ❖ EAP and Counseling Services
- ❖ Provider Controlled Follow up
- ❖ Nursing Home Visits
- ❖ School based health centers
- ❖ Diabetic education
- ❖ Dietician counseling



A Telemedicine Patient Visit

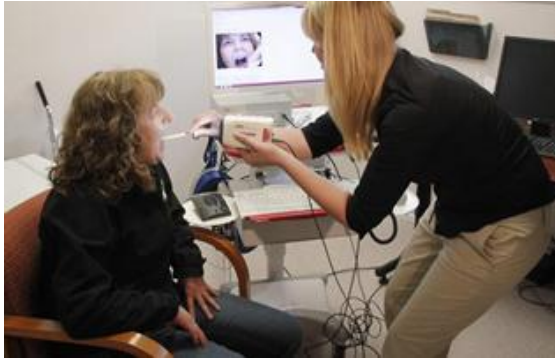
- ❖ Patient visit workflow
- ❖ Nurse perspective
- ❖ Provider perspective





Examples of Clinical Telemedicine for Rural Health





Community Clinics:

Addresses doctor shortages in rural areas, and extends services offered locally.



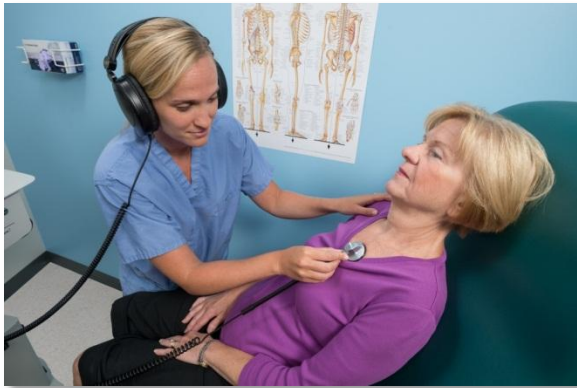
Schools:

Provides healthcare access to children at school so they don't have to leave for appointment.



Rural Hospitals:

Increases physician utilization and bring specialists to smaller community hospitals.



Telemedicine in Long Term Care:

Provides follow up care to reduce hospital readmissions.



Telemedicine in Patient Home Visits:

Allows patients to be “seen” by a healthcare provider in the comfort of their own home.



Telemedicine in Medical Missions:

Treating patients in underserved areas, and consulting with top U.S. specialists.

Contact Information



Riley Normandin

AMD Global Telemedicine

riley@amdtelemedicine.com

www.amdtelemedicine.com



Brooke Kensinger, MHA

MercyCare Community Physicians

bkensinger@mercyCare.org

www.businesshealthsolutions.org/bhs/

Steph Cooper, BSN, RN

MercyCare Community Physicians

scooper@mercyCare.org

www.businesshealthsolutions.org/bhs/



Thank You for Attending

