

Telemedicine for Rural and Critical Access Hospitals

*Improving the
Quality of Care
for Rural Patients*



Webinar Held April 8, 2015 - www.amdtelemedicine.com



Featured Presenters



Harry Brockus
CEO,
Carle Hoopeston
Regional Health Center



Jason Peoples
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Carle Foundation Hospital



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Senior Consultant
Subsidiary Healthcare
(former Director, Center for
Telehealth at Mission Health)

Defining Telemedicine



Jason Peoples

Regional eHealth Coordinator, Carle Foundation Hospital

Telemedicine is ...

The use of medical information exchanged
from one site to another via electronic
communications to improve a patient's
clinical health status.

- American Telemedicine Association



Benefits

- ❖ **Improved Access**- access to patients, but also allows providers and health facilities expansion of reach
- ❖ **Cost Efficiencies**- reduced travel, fewer/shorter hospital stays, increase efficiency through improved management of chronic conditions.



Benefits

- ❖ **Improved Quality-** improved outcomes and patient satisfaction. i.e., mental health, ICU, etc.
- ❖ **Patient Demand-** access to providers not available locally, medical services available reducing long distance travel



Strengths

- ❖ **Delivery** of integrated technological health service solutions.
- ❖ **Solid foundation** for innovative telemedicine applications.
- ❖ Distant learning educational events **offered to regional partner facilities.**



The Positive Impact Telemedicine Has Made on Patient Care

Harry Brockus

CEO, Carle Hoopeston Regional Health Center





Carle Hoopeston Regional Background

- ❖ 24 bed critical Access Hospital, 50 miles away from tertiary care
- ❖ Agricultural community base of approx. 5,300
- ❖ Community has incidence of chronic disease
- ❖ Limited access to specialists for follow-up care





The Positive Impact Telemedicine Has Made on Patient Care

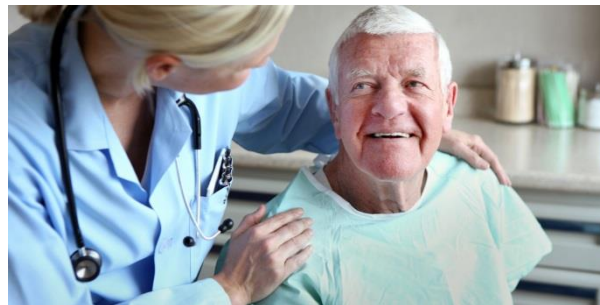
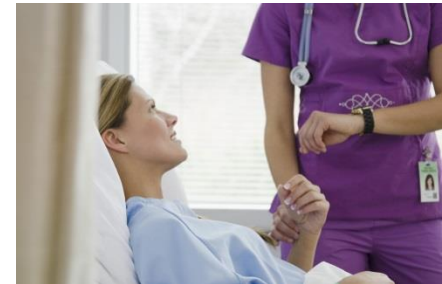
- ❖ Why Hoopeston started using telemedicine (key drivers)
- ❖ Types of services they can now offer because of telemedicine
- ❖ Local community impact

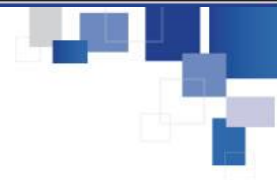


It's About the Patient

The Use of Telemedicine at Hoopeston Regional:

- ❖ Provides Better Access
- ❖ Improves Patient Compliance
- ❖ Lowers Costs





Examples of Current Use

- ❖ Digital mammography - patients have results immediately, no waiting.
- ❖ Cardiologist follow-up appointment - improving compliance with patient care plans.
- ❖ 78y/o F saw physician via telemed, avoiding 100 mile round trip
- ❖ Delivery of baby in ER

Appropriate Care Cannot be Trumped by Payment

- ❖ Advocacy efforts
- ❖ Education leads to change
- ❖ Any area of healthcare
- ❖ Manage risks and produce better outcomes



How to Implement Telemedicine and Lessons Learned Along the Way



Jason Peoples

Regional eHealth Coordinator, Carle Foundation Hospital



Start Small, But Think Big

❖ Number of service lines offered 2011- 2

- Sleep medicine
- Pediatric surgery

❖ Number of service lines offered 2015- 10

- Sleep medicine
- Pediatric Surgery
- Pediatric Behavioral Health
- Neonatology (outpatient)
- Cardiology (outpatient)
- Infectious Disease
- Oncology
- Endocrinology
- Urology
- Nephrology

How to Implement Telemedicine



- ❖ Key drivers to building sustainable program
- ❖ How telemedicine equipment/technology is used to deliver care
- ❖ Lessons learned from Carle's current patient-focused telemedicine program

Key Factors in Implementation & Expansion

- ❖ Support of technology platforms
- ❖ Ease of use- Simplified technology
- ❖ IT/Vendor support





How to Get Started

- ❖ Administrative engagement and support
- ❖ Physician Champion
- ❖ Actively engage partnership with regional facility- i.e., CAH, rural clinics, Skilled Nursing Facilities, etc.

How to Get Started (continued)

- ❖ Identify outreach needs
- ❖ Partner with coders and revenue cycle.
- ❖ Identify reimbursement by payors
- ❖ CMS guidelines for telehealth services

Assessing Telemedicine Equipment Needs

- ❖ Mobile carts, wall units, portable cases?
- ❖ Video-conferencing needs
- ❖ Existing IT infrastructure



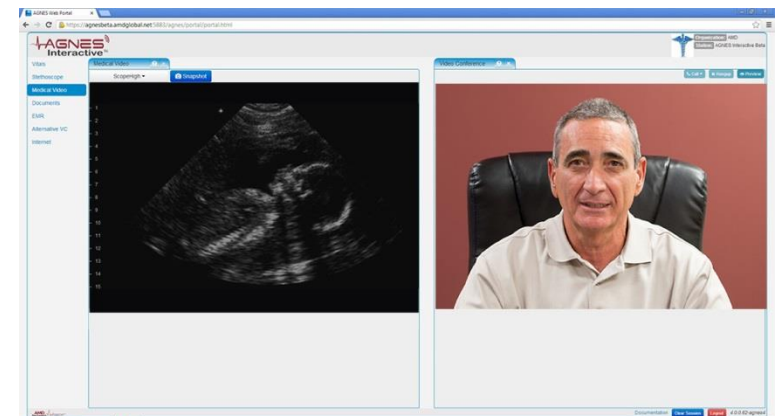
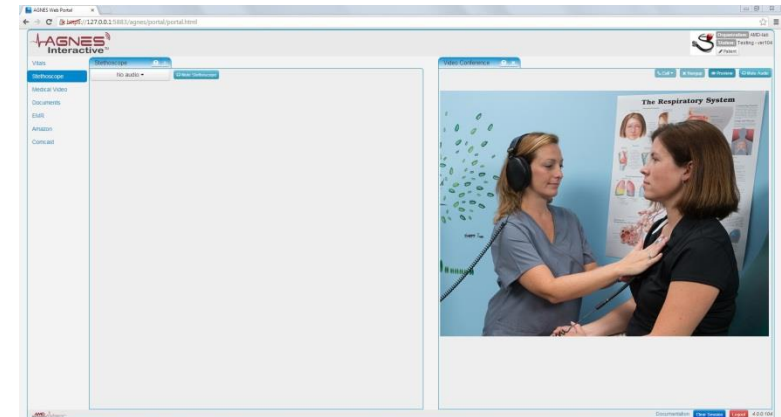
Integrating Diagnostic Devices

- ❖ Used by clinician/nurse at patient end
- ❖ Captures patient diagnostic information
- ❖ Provides real-time medical images and video to remote doctor/specialist



Communicating Diagnostics to Remote Specialists

- ❖ Heart/Lung Sounds in Real-Time for Sleep Medicine
- ❖ Remote doc to patient communication platform
- ❖ Medical device data aggregation



Lessons Learned

- ❖ Build on Success!
- ❖ Clinical staff and provider willingness





Opportunities Gained from Telemedicine

- ❖ Create brand awareness to gain market share by providing patients with convenient **access to providers and services.**
- ❖ **Collaboration with regional facilities** to provide exceptional quality of services to broader geographic regions.
- ❖ Innovative models for delivering care while **improving on coordination and overall patient experience.**

Resources

Department of Health and Human Services Medicare Fee-For-Service Program for Telehealth

- ❖ Originating sites
- ❖ Distant Practitioners
- ❖ Telehealth Services
- ❖ Billing and payment for professional services
- ❖ Billing and payment for originating site facility fee

<http://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/downloads/TelehealthSrvcsfctsht.pdf>

Telehealth Funding and Strategy Considerations for Rural Hospitals and Clinics



Bryan T. Arkwright

Senior Consultant

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Mission Health)

Telehealth Funding & Strategy Considerations for Rural Hospitals and Clinics

❖ *Background/Experience from Mission Health*

Topics Covered:

- ❖ Telehealth Funding Sources – Local and Beyond
- ❖ Leveraging Relationships with Other Hospitals
- ❖ Value and Benefits of Telehealth Outweigh the Costs
- ❖ Tracking Telehealth News and Trends



Funding Sources for Telehealth – Local and Beyond

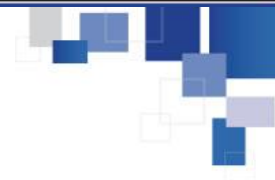
- ❖ Federal Grants - Timing and Detail
- ❖ Statewide Medicaid Initiatives
- ❖ Hospital Foundation
- ❖ Local/Statewide Foundations and Endowments
- ❖ Rotary Clubs
- ❖ Volunteer Organizations/Groups



Leveraging Relationships with Other Hospitals



- ❖ What are Your Greatest Needs
- ❖ What are Other Hospitals Doing Nearby
- ❖ Explore Partnerships / Site Expansion Opportunities
- ❖ Infrastructure and Hardware Costs
- ❖ Stroke and Psychiatry Examples in NC



Value and Benefits of Telehealth Outweigh the Costs

Cost

- Reduced health delivery cost
- Fewer patient readmissions
- Fewer return visits and office visits
- Reduced length of stay
- Reduced or avoided patient and provider travel time
- Fewer patient transfers

Quality

- Improved health outcomes
- More effective disease and chronic condition mgmt
- Better management of patient health condition
- Reduced or avoided time in skilled nursing units
- Positive health interventions at earlier times in care

Access

- Improved patient access to care
- Increased patient access to medical expertise / specialists
- Improved health system outreach
- Earlier patient diagnosis and treatment
- Increases delivery capacity to meet rising demands

Other

- New revenue streams
- Target higher margin services
- More efficient use of health resources
- Supports ACO care quality guidelines
- More efficient care delivery
- Improved education

Tracking the Latest Telehealth News and Trends

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Florida: #Telehealth

Lawmakers Say Telemedicine Deal Likely This Year

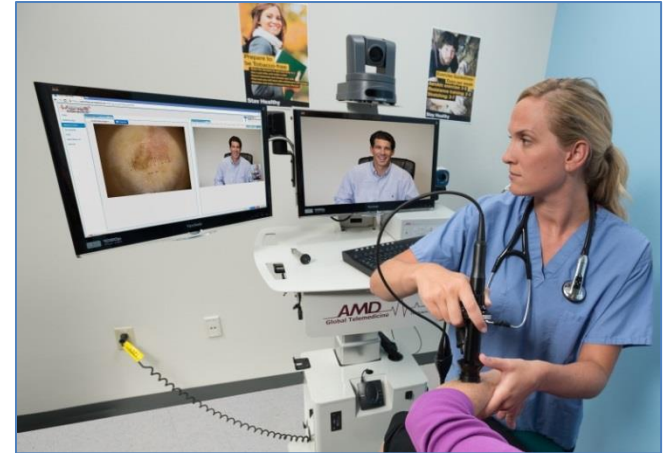
Key Points to Success

- ❖ It's all about the patient
- ❖ Technology has to be easy
- ❖ Funding can be found in unique places



Considerations for Technology & Equipment

- ❖ Environment of equipment
- ❖ Medical specialties servicing
- ❖ Training required of users
- ❖ Integration with existing IT infrastructure



Types of Telemedicine Equipment & Technology

www.amdtelemedicine.com

- ❖ Encounter Management Software
- ❖ Medical Devices & Equipment
- ❖ Telemedicine Systems & Mobile Carts



Thank You for Attending