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Pivoting to Quickly Operationalize Telehealth for COVID-19

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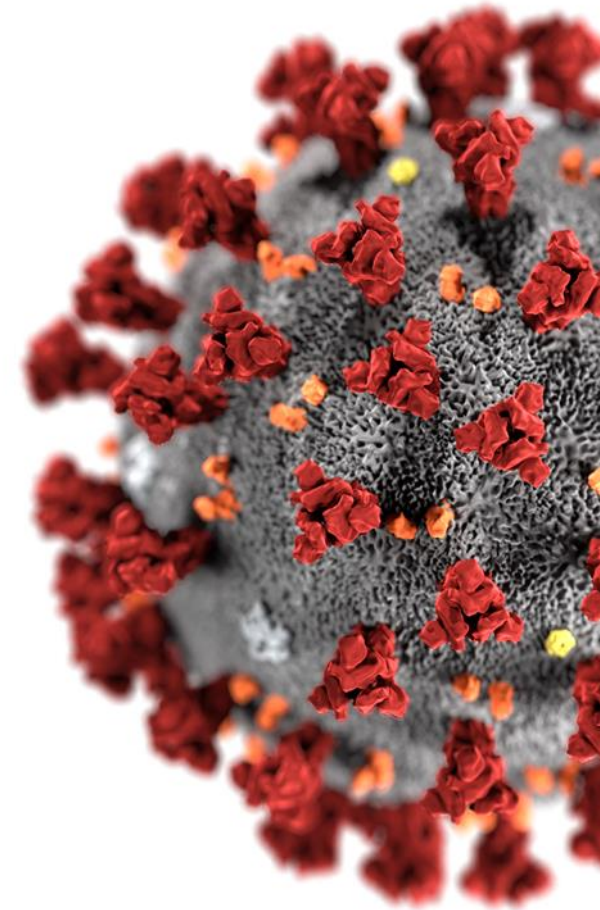
Agenda

- Current Situation
- Leading Telehealth Services for COVID-19
- Operationalizing to Quickly Meet Demand
- Recommended Plan of Action
- Questions & Answers



Current COVID-19 Situation

- US health systems are mobilizing
- Spread, duration, curve peak unknown
- Telehealth has become a vital tool for remote care (preventing human exposures)
- Additional telehealth tools and capacity are needed to address increasing and evolving needs
- Organizations should be preparing to pivot:
 1. Organize a central team to lead response
 2. Identify available, high impact, low friction telehealth solutions to meet to increasing remote care delivery needs
 3. Rapidly operationalize solutions



Leading Telehealth Services for COVID-19



- **Patient Screening and Triage:** Video, text-based and asynchronous solutions to assess at-risk patients and provide care guidance. Structured clinical protocols for screening patients, including a scoring tool to ID the most at-risk patients
- **Primary/Specialty Care:** On-going non-emergent patient needs (e.g., med refills, sinusitis, UTIs, URIs, cold/flu, allergies, etc.)
- **Hospitalist:** Virtual rounding of patient rooms to minimize spread of this virus within hospital
- **Remote Monitoring:** Monitor respiratory, oxygen levels, and temp of at-risk patients

Leading Telehealth Services for COVID-19



- **Behavioral Health:** Services to address rising behavioral health/psych demands, including:
 - Emergency response service for screening and triaging patients
 - Behavioral health counseling for patients and employees
 - Behavioral wellness, especially for aging population who are isolating most
- **Inpatient Teleconferencing:** Video conferencing solutions to enable family and friends to remain in contact with hospital-based patients
- **Others:** TeleICU, specialist teleconsults (provider to provider)

Operationalizing Solutions to Address Needs

1. Build a Cross-Functional SWAT Team
2. ID and Catalog Telehealth Solutions
3. Assess & Map Telehealth Needs to Solutions
4. Create Operational Model for Deployments
5. Test & Deploy
6. Validate / Optimize



**Accelerated approach to
rapidly operationalize telehealth solutions
to address increasing and changing
patient and community needs**

Build a Cross-functional Telehealth SWAT Team

- **Key representation:**
 - **Telehealth Product Owner:** provides overall accountability, oversight and guidance
 - **Clinical:** validate clinical workflows and structured protocols to enable telehealth services
 - **Operations:** ensure operations alignment (e.g. scheduling, billing, compliance, etc.)
 - **IT:** ensure solutions are secure, accessible, and have scale/capacity to support the needs
 - **Revenue Cycle:** identify how clinical services will/can be captured, billed and reimbursed
 - **Marketing:** ensure effective communication of new services along with patient usage tools



Empower the team with autonomy to deliver solutions rapidly.

Establish clinical, technical and operational models for consistent and compliant deployments.

Identify and Catalog Available Telehealth Solutions

- Telehealth solutions in use today
 - Type of solution, capability, scalability
 - Prioritize the use of existing EMR-based telehealth tools (e.g., Epic e-visits, etc.)
- Evaluate in-house or readily available cloud-based options (e.g. Zoom, WebEx, MS Teams, FaceTime, etc.)
- Evaluate asynchronous care options for patient screening and triage:
 - Patient answer screening questions that adapt based on their responses
 - Responses are sent to a provider for review to determine a course of action
 - Provider visit time is minimized and will allow for greater clinical resource capacity



CMS recently announced they will “waive HIPAA violation penalties against health care providers who serve patients in good faith through everyday communications technologies (e.g., FaceTime, Skype, etc.) during the COVID-19 national public emergency”

Assess & Map Telehealth Needs to Solutions

- Assess and define each immediate and future telehealth need
- Establish a prioritization tool to focus on the most critical needs with the highest impact
- Align and map available telehealth solutions to the service needs (e.g. high impact, low friction solutions)
- Create a deployment roadmap that illustrates the schedule, activities, and needed resources

Create a Standard Operational Model for Rapid Deployments

- Clinical standards for remote delivery of care
- Clinical workflows and structured protocols for each use case
- Scheduling
- Charge capture, billing, and reimbursement
- EMR / clinical documentation and reporting
- Accelerated remote training methods and tools (e.g., training videos, on-line tutorials, etc.)
- Marketing (e.g., patient communications, website / portal links to telehealth services, etc.)
- IT infrastructure and support



Recent Telehealth Policy / Reimbursement Changes

Medicare:

- Nationwide reimbursement for telehealth services including services into the home
- Prescribing ability for controlled substances via telehealth without a prior in-person evaluation
- Relaxed HIPAA regulations to ease access to deliver telehealth services
- Provider medical licensing and practicing across state lines is now allowed, but state laws also govern so verify state regulations

Medicaid:

- Expansion of coverage for telehealth services continues to be at the state level
- Many states are broadening Medicaid reimbursement to cover uninsured patients for COVID-19 testing, treatment, and recovery

Private Payors:

- Payors are increasing telehealth coverage and will likely follow Medicare
- Some states are working on legislation to facilitate or mandate private payer reimbursement for telehealth services

Test & Deploy Solution

Test:

- Test functional levels to ensure solution requirements are met
- Schedule stress tests with multiple users to ensure capacity and stability
- Adjust bandwidth and configuration accordingly

Deploy:

- Distribute access to providers
- Update website, portals and mobile platforms with link for patient access to new service
- Launch internal/external marketing to announce the new service
- Engage local media and employers to assist with communications to patient communities

Recommended Plan of Action

- Organizations must effectively pivot to remote care delivery models during this crisis and immediate telehealth solutions are needed
- Establish a telehealth SWAT team to centralize efforts
- Identify and leverage existing or readily available telehealth tools
- Establish a standard model to operationalize rapid solutions and demonstrate immediate progress



This pandemic will shift the paradigm of where care is delivered.

Organizations must move quickly to address the crisis but make smart decisions that will be sustainable into the future.

Questions & Answers



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