Integrating Telemedicine Into Your ED Practice

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No financial interest

No conflict of interest
Objectives

• introduce telemedicine concepts
• Strategy
• examples of ED telemedicine
Telemedicine vs Telehealth

- **Telehealth**
  - broad sense, the term telehealth is an all-encompassing one
  - includes telemedicine
  - Education, remote monitoring, medical alert

- **Telemedicine**
  - use of information technologies and electronic communications to provide remote clinical services to patients
  - Asynchronous
    - Store and forward
      - Teledermatology, teleradiology
    - Remote monitoring
  - Synchronous
    - Video visit – virtual urgent care, telepsychiatry, telestroke
National Trends

- Patients
- Providers
- Employers
- Payment
Patients

• Patients are asking for virtual health services
• Millennial group getting larger, boomer population slowly decreasing
• Patients feel telemedicine is adequate for their needs and provides convenience
• 70+% of patients have a smartphone

An estimated 7 million patients in the United States will use telemedicine services this year alone; demand will continue to rise.

77% of Patients Want Access to Virtual Care, Telehealth

Patients respond to healthcare consumerism by demanding virtual care and telehealth access, surveys show.
Providers

- 40% of hospitals feel virtual health is a priority

- Interested (independent) physicians, while low, are increasing in numbers
  - Physicians employed by health systems are more likely than independents to have implemented virtual care

- Malpractice
Employers

• Finding benefit in including telemedicine services in benefits for their employees
  – Decreased sick days
  – Increased productivity
  – Decreased cost to self-insured health plans

No More Sick Days? Telemedicine Brings the Doctor Into Your Workplace
Payment

• Biggest barrier for physicians
• CMS is showing interest in providing reimbursement for certain telemedicine CPT codes
• Insurance payors are willing to negotiate
• Many states are permitting home as an eligible originating site for Medicaid recipients
Strategy

• Goals?
• Problems?

• Focused telemedicine efforts
• Don’t start broadly
Goals for integrating telemedicine into ED?

- Increase Access for Patients?
- Supplement or expand access
- Increase Market for Providers?
  - VUC can help spread brand from local to regional
- Reduce Costs?
  - Patients
  - Health system
- Improve Patient Satisfaction?
- Improve Provider Satisfaction?
Problems

- Unmet need
- Offloading ED volume
- Reduce ED readmission rates
- High cost consults
Who do you need to help get your projects off the ground?
• C-Suite
• Sales, marketing
• Legal/regulatory/compliance
  – Licensure
  – Credentialing
  – State-specific issues
• IT – PM, tech, integration
  – Support
• Managed care

Who do you need to help maintain your projects?
• C-Suite
• Sales, marketing
• Legal/regulatory/compliance
  – Licensure
  – Credentialing
  – State-specific issues
• IT – PM, tech, integration
  – Support
• Managed care, billing
Examples of telemedicine in EM

- Virtual Urgent Care
- Tele-consultation
- Tele-emergency care
Virtual Urgent Care

- Direct to consumer, convenient
- Synchronous
- Low acuity patients
Tele-consultations

- Telestroke
- Tele-psychiatry
- Tele-ophthalmology
Tele-stroke

- half of all hospitals do not have a neurologist on staff
- at least 56 networks in 27 states linking a stroke center with local hospitals
  - Teleconsultation
  - Telethrombolysis – “drip and ship”
  - Integrated telehealth system
Tele-psychiatry

- Demand is rising
- Patients are boarding for longer periods of time
- Telepsychiatry can reduce transfers, increase throughput
- Improve quality of care for psychiatric patients and potentially make transfers faster due to better documentation by a psychiatrist
Tele-ophthalmology

• 2 million eye complaints annually seen in the ED
• 50% of EDs do not have available ophthalmology consults
• Barriers
  – Cost of equipment – 10-20k per retinal camera, 3k for anterior segment camera
  – Availability of ophthalmology consultant
Tele-emergency care

- Medical screening (doc in the box)
- Low acuity
- Trauma
- Low resource settings