

Telehealth In Practice

April 8, 2021



Marketing Your Practice in Telemedicine

Ted J. Hudspeth, MD, FAAFP

Webinar Series Topics

- Why You Should Develop a Telemedicine Practice
- How to Choose a Telemedicine Platform
- Telemedicine Pre-Visit Workflow
- Telemedicine Visit Workflow and Documentation
- Urgent Care in Telemedicine
- Chronic Care in Telemedicine
- **Marketing Your Telemedicine Practice**
- Value Metrics in Telemedicine
- Disparities in Care: Telemedicine Potential

Webinar Series Topics: On Demand

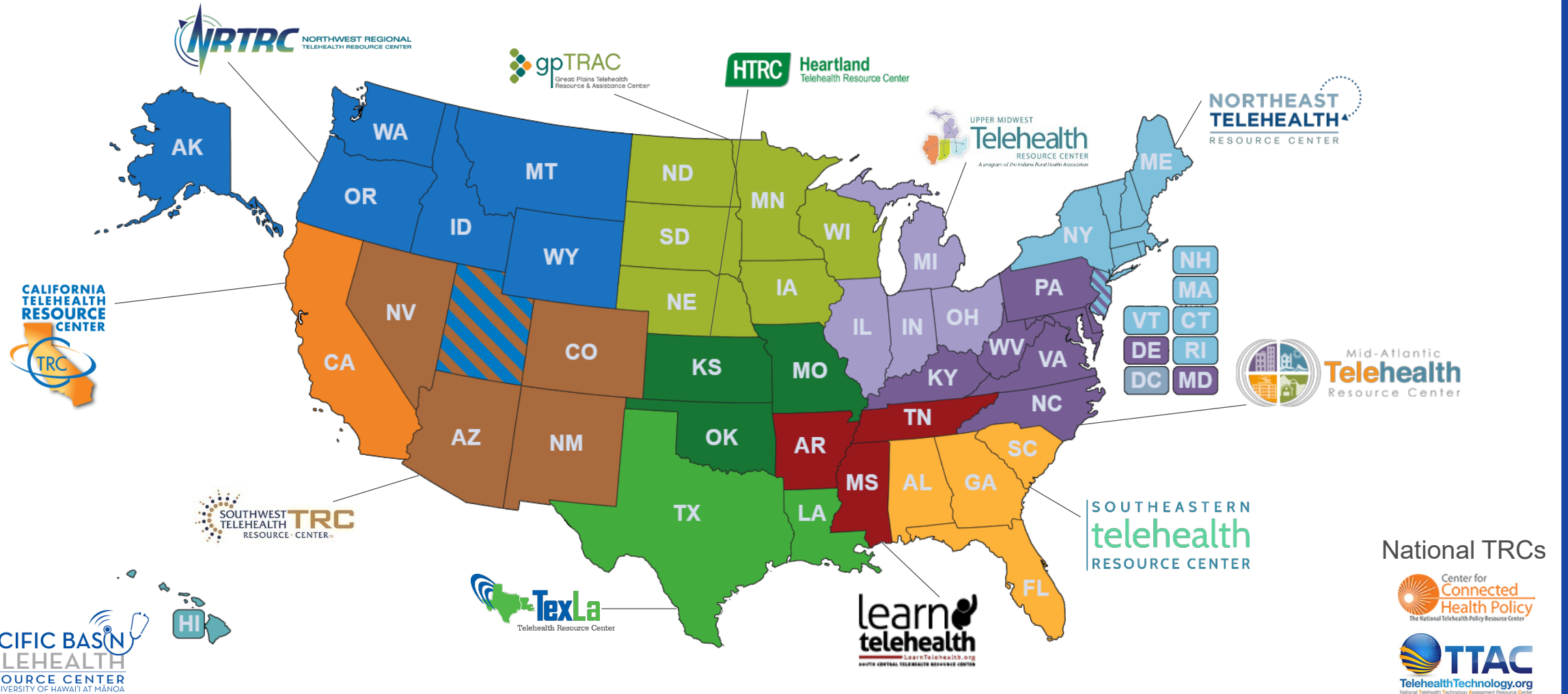
- On Demand: Team Troubleshooting
- On Demand: Professionalism & Legal Considerations
- On Demand: Best Practices & Caring Communication
- On Demand: Telemedicine Billing

TexLa Telehealth Resource Center

- The TexLa Telehealth Resource Center is a federally-funded program designed to provide technical assistance and resources to new and existing Telehealth programs throughout Texas and Louisiana.
- The F. Marie Hall Institute for Rural and Community Health at Texas Tech University Health Sciences Center is the support representative for Texas. Well-Ahead Louisiana, the chronic disease prevention and healthcare access arm of the state Department of Health, is the support representative for Louisiana.

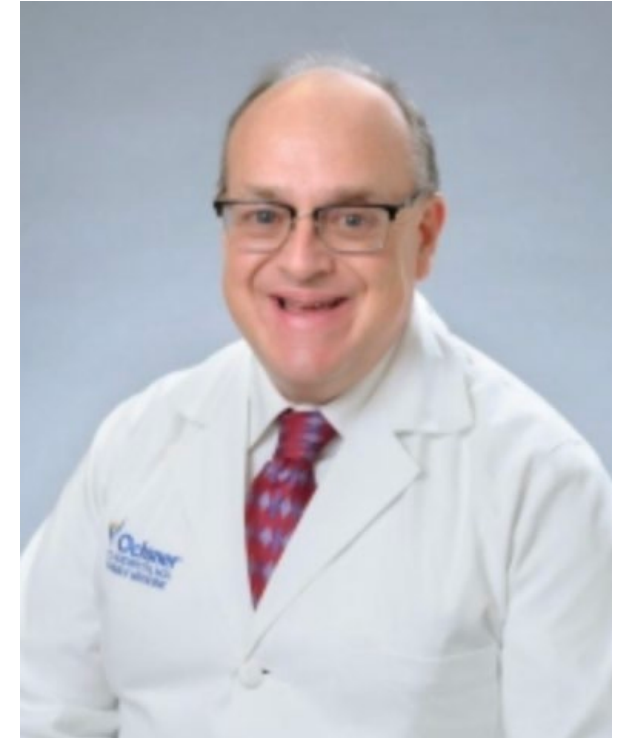
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Telehealth Resource Centers



Speaker

- Ted J. Hudspeth, MD, FAAFP
 - Grew up in Amite, LA
 - BS in Microbiology at LSU Baton Rouge
 - Doctorate at LSUMC in New Orleans
 - Family Practice Residency at LSUMC Shreveport
 - Practices at Ochsner Health Center Hammond and Ochsner Hospital of Baton Rouge since 1993
 - Currently serving as the Ochsner Medical Director of Informatics of the Baton Rouge Region



Q&A FROM PREVIOUS SESSION

*“Content builds relationships.
Relationships are built on
trust. Trust drives revenue.”*

—Andrew Davis

MARKETING TOOLKIT

Toolkit Overview

- Marketing Your Telehealth Program: Toolkit for Rural Providers
 - Getting Started
 - Telehealth Types and Modalities
 - Media Guide
 - Messaging Guide
 - Evaluation Guide
 - Templates
 - References and Resources
 - [Access link](#)

POLL

OVERVIEW

Overview

- Why use social media for marketing?
- Why does it work?
- Approach to social media
- Attraction marketing
- Authenticity/inauthenticity
- Purpose of social media
- Posting

Why Use Social Media for Marketing?

- Two-thirds of Americans are on Facebook
- Social media use by age group:
 - 90.4% Millennials
 - 77.5% Generation X
 - 48.2% Baby Boomers
- 54% of social media users use it to research their products
- 71% of social media users who have had a positive experience with a brand are likely to recommend it to friends and family
- 49% of consumers depend on influencer recommendations

Why Does Social Media Work?

- Posting with authenticity online leads to engagement
- Engagement leads to conversations
- Conversations leads to relationships and trust
- Trust leads to business
- Do what it takes to increase conversations...POST!

Approach To Social Media

- Treat it like a business
- Develop pages with appropriate photos and descriptions of your practice
- Show yourself as a real person
- Content should be consistent across different platforms
- Plan to use social media platforms to engage with people you may or may not have met
- Provide value to people through:
 - Posts
 - Videos
 - Groups

Human-to-Human

- Business-to-Business
- Business-to-Consumer
- It is better to think about social media as an H-to-H business
 - **Human-to-Human**

Attraction Marketing

- Attraction marketing leads others to follow you
- Results when you provide value
- Keeps you “top-of-mind”
- Ask for them to Like and Follow you so that when you post, you will be posted higher in their social media feeds
- Ask for shares of your content to spread your reach
- People who are accustomed to seeing you online through posts won't think twice about seeing you through a telemedicine visit

Authenticity

- Authentic people possess common characteristics that show they are psychologically mature and fully functioning as human beings. They...
 - Have realistic perceptions of reality
 - Are accepting of themselves and of other people
 - Are thoughtful
 - Have a non-hostile sense of humor
 - Express their emotions freely and clearly and show vulnerability
 - Are open to learning from mistakes
 - Understand their motivations
 - Are true to oneself and others
 - Have qualities that show healthy non-defensive functioning and psychological maturity

Inauthenticity

- Self-deceptive and unrealistic in their perceptions of reality
- Look to others for approval and to feel valued
- Are judgmental of other people
- Do not think things through clearly
- Have a hostile sense of humor
- Are unable to express their emotions freely and clearly
- Are not open to learning from their mistakes
- Do not understand their motivations
- Defensive and self-deceptive approach to life

Purpose Of Social Media Is To Gain....

- Likeability
 - Can only be achieved if you are authentic
- Credibility: the quality or power to inspire belief
 - Leads to you being an influencer
- Recallability
 - Regular posts keeps you top of mind
 - Allows you to stay in touch
- Profitability
 - Filling people's needs leads to business
 - The Facebook algorithm shows the more popular your post is the more it is shown. Likes, comments, and shares brings more exposure
- The purpose of Facebook marketing is to turn strangers into friends
- Look at the posts to find top 5 engagement videos to gain insights into what your audience likes

Posting

Progression in Social Media

BE

BAD

UNTIL YOU'RE

GOOD

AND GOOD UNTIL YOU'RE

GREAT

Methods

- Posture is what leads to your being seen as an authority on health
- Frequent posts keep you top of mind for services you provide
- You do not require acceptance of your actions from others
- Follow up is a key component of social media
- Create curiosity and don't worry if people immediately respond or not
 - Good content will travel and increase your responses from others over time

Curiosity Content Formulas

- Business post formula
 - Start with gratitude. In this world today, there is not enough of this. Giving this in a post is important because it is positive and contagious and is attractive. (attitude of servitude)
 - Focus on the benefits. Tell them what it does. It is not about the service itself. It is about benefits and the story about what it is providing for them.
 - Create curiosity around what your business is doing for you and for others. Leverage other people's stories if possible.
 - Call-to-action is optional

Curiosity Content Formulas

- Service post formula
 - Address the problem. (e.g. person who can't get off work but needs to care for a medical issue). It is about the person and what that person feels something can benefit them at the time. Start with a problem, how you overcame a struggle.
 - The benefit of the service
 - Call-to-action

How To Live-Launch a Business on Facebook

- After introductions, ask people to share where they are watching from to boost your engagement in the Facebook algorithm
- Explain why you are doing what you are doing: Authenticity, Opportunity
- When you do your launch video, review the benefits of what you are offering such as:
 - Less cost
 - Shorter wait times
 - Continuity-care with you instead of an urgent care
 - Less time off of work
 - Less travel costs and time
 - Can help those with mobility challenges
- Ask people to private message you for more information; helps spark engagement
- Ask for shares of post
- Talk about problems you have cared for and results you have had

Types of Posts and Videos

- Brand
- Testimonial video
- Event video: highlight something you are doing in the community
- News story or explaining some recent medical topic
- Feature of your particular services and how they can solve a problem
- Aftercare video
- Problem-specific patient care education that you can utilize in your daily practice to support patient's health needs

Developing a Story

- As a _____, I want _____ so that _____ can happen.
- In this process, you are trying to help a person solve a problem.
- The point when you start contributing and giving more value, that is when things turn around. The right question to ask on social media is, “What could I share on Facebook today that would add the most value to the lives of the people that I am connecting to today?”

How to Follow-Up After Engaging

- After engaging, if the conversation changes to evaluation and management questions, tell the person, “I can’t treat you over social media, but if I can help you with that, would you like to see me virtually?”
- If they say yes, then say, “May I have my nurse schedule an appointment for you?”
- If they say yes, then ask for contact information and forward.
- If they say no, ask why and what are their concerns so you can address them.

Social Media Methods of Operation

Best Practices

- Separate your personal and professional activities
- Recommend using a fan page to publish your professional data
- You can set your personal page to private and only except friend requests from personal friends and family
 - Make sure posts on that site are listed as private so that only those on the site will see it
- Before posting, ask yourself if the information could be taken out of context

Social Media Development Workflow

- Follow a weekly pattern
- Batch and block
 - You can batch a bunch of activities together and block out specific time to do these activities.
 - That way you get them done in a timely and efficient manner.

Video Composition

- How do you do this without being a videographer?
- When you are shooting video, don't be shy about having notes.
 - Rule of thirds: if you look at a video, you need to be in $\frac{1}{3}$ of the field
 - Lighting: use an inexpensive option. Use a tripod to keep it from getting shaky. Make sure the light on your face is not too bright or shadowy. You don't want shadows behind you.
 - Background: pay attention to what is behind you
 - Sound: in most cases, if you are shooting with an iPhone or Android, it is pretty good. A lavalier mic is a very good option also, though.
 - Types of shots: tight shot vs wide shot

Medical Facebook Page

- Medical Facebook page is different from my personal page
- Recommend making a Fan Page on Facebook, which allows for metrics tracking



Live Healthy!

Dr. Ted Hudspeth

As a Family Physician, I hope to share information that I use in my medical practice to help people

Posts About Mentions Reviews Services More

Follow

Intro

- 2.7K Followers
- Page · Public Figure
- (985) 543-3600
- ochsner.org/doctors/ted-hudspeth
- Rating: 5.0 (70 Reviews)

Posts

Dr. Ted Hudspeth
March 10 at 6:28 AM ·

For those wanting to get vaccinated for COVID, the eligibility has now been expanded down to age 18 with certain conditions. Read the guideline here.

FILES.CONSTANTCONTACT.COM
files.constantcontact.com

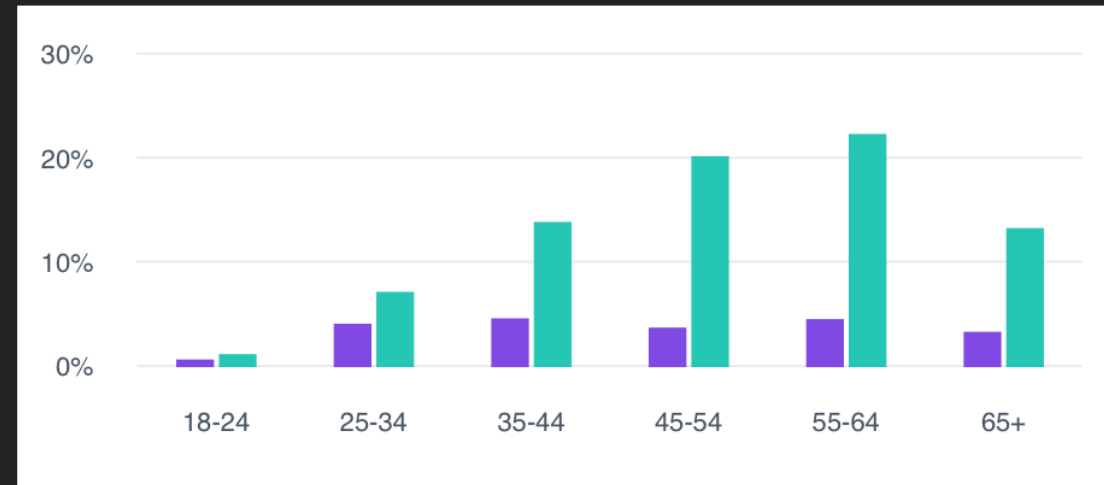
Audience Metrics

- Can view demographics by age and male vs. female viewers
- Can time when your post is released

Audience

Age and Gender

Men 21.51%
Women 78.49%



[See Details](#)

Feature on Facebook Page I Like

- Main Page: [Live Healthy](#)
- Page Reviews: [Review Page](#)
- Playlists: [Weight Loss Series](#)
- Interview Others: [Healthy Food Tips](#)
- Groups: [Dash Diet Group](#)

Facebook Groups and Events

Facebook Groups

- You can control the interaction
- Groups can be public, private or secret
 - Public: anyone can see who is in a group and what is said
 - Private: group can be seen, but content and members cannot be seen without being accepted into the group
 - You can ask questions and review prior to allowing them in
 - Provide ground rules of interaction in the group
 - Can modify any posts
 - Can remove members
 - Secret: cannot be searched or seen unless you put them in the group
 - You have total control in this environment, and it's safe for members to be in and share
 - It needs to not feel transactional

Facebook Groups

- In building a group page, what do you want them to see?
 - Give it a generic name; nothing related to your business
 - Start with a welcome post; be motivational
 - The pinned post is your welcome and you explain exactly what this group is
 - Be friendly and interact often
 - Share testimonials
 - Members can tag people on posts; this makes it personal
 - You are developing a community and a team of people that are loving and encouraging
 - Make sure that you don't put someone in a group without asking permission
 - Does not have to be medical in nature, e.g. [Tangipahoa Parish Connects](#)

Facebook Group Magic

- Magic occurs when you foster a community that encourages change of what someone's picture of success looks like
- Focus on what has helped others
- Encourage members to follow your main page to get other content you post
- Encourage members to invite friends to the group
 - “Every dud knows a stud!”

Facebook Events

- Events can be videos that you plan and invite people to
- Should provide value to participants
- People can invite friends and family
- Establishes you as an authority on a subject
- Most views occur after the main event
- Can plan event to lead to specific groups you may host and are passionate about
- Call to action should be used because of the niche market that attend and watch

*“Don’t build links.
Build relationships.”*

—Rand Fishkin

RESOURCES

Chronic Disease Data Downloads

- [Spending County Level: All Beneficiaries, 2007-2018 \(ZIP\)](#)
- [Prevalence State/County Level: All Beneficiaries by Age, 2007-2018 \(ZIP\)](#)
- [Prevalence State Level: All Beneficiaries by Race/Ethnicity and Age, 2007-2018 \(ZIP\)](#)
- [Prevalence State Level: All Beneficiaries by Sex and Age, 2007-2018 \(ZIP\)](#)
- [Prevalence State Level: All Beneficiaries by Medicare-Medicaid Enrollment and Age, 2007-2018 \(ZIP\)](#)
- [Utilization/Spending State Level: All Beneficiaries, 2007-2018 \(ZIP\)](#)

Health Professional Resources for Chronic Care Management

- [CMS Connected Care Toolkit](#)
- [Chronic Care Management Services Fact Sheet \(PDF\)](#)
- [Chronic Care Management Outreach Campaign on Geographic and Minority/Ethnic Health Disparities](#)
- [Chronic Conditions in Medicare](#)
- [Chronic Conditions Data Warehouse](#)
- [Searchable Medicare Provider Fee Schedule](#)

Resources

- [Texas Medical Association Telemedicine Vendor Evaluation](#)
- [American Medical Association \(AMA\) Digital Health Implementation Playbook](#)
- [Centers for Medicare & Medicaid Services \(CMS\) General Provider Telehealth and Telemedicine Toolkit](#)
- [National Telehealth Technology Assessment Resource Center](#)
- [TexLa Telehealth Resource Center](#)

Resources

- [American Health Information Management Association Telemedicine Toolkit](#)
- [Center For Connect Health Policy Current State Laws And Reimbursement Policies](#)
- [CMS General Provider Telehealth and Telemedicine Tool Kit](#)
- [Patient Take Home Prep Sheet](#)
- [Consumer Technology Association Digital Health Directory](#)

References

- [The Best 10 Free and Open Source Telemedicine Software](#)
- [Comparing the latest telehealth solutions](#)
- [Technical Specifications for Selected Platforms](#)
- [Telemedicine Vendor Evaluation](#)
- [AMA Telehealth Implementation Playbook](#)
- [Picking The Right Telehealth Platform For a Small or Solo Practice](#)

References

- [Comparing 11 top telehealth platforms: Company execs tout quality, safety, EHR integrations](#)
- [Leading Age Technology Selection Tools](#)
- [Best telemedicine software of 2021](#)
- [National Telehealth Technology Assessment Resource Center \(TTAC\)](#)
- [Videoconferencing–Technology Overview](#)

Contact Information

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 - [Louisiana Health Professionals Facebook group](#)

QUESTIONS?

Thank You for Joining Us!

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