Telehealth In Practice

April 22, 2021

Value Metrics 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

Webinar Series Topics

- Marketing Your Telemedicine Practice
- **Value Metrics in Telemedicine**
- Disparities in Care: Telemedicine Potential
- Hardware in Telemedicine
- Literature Review in Telemedicine
- Special Considerations in Telemedicine
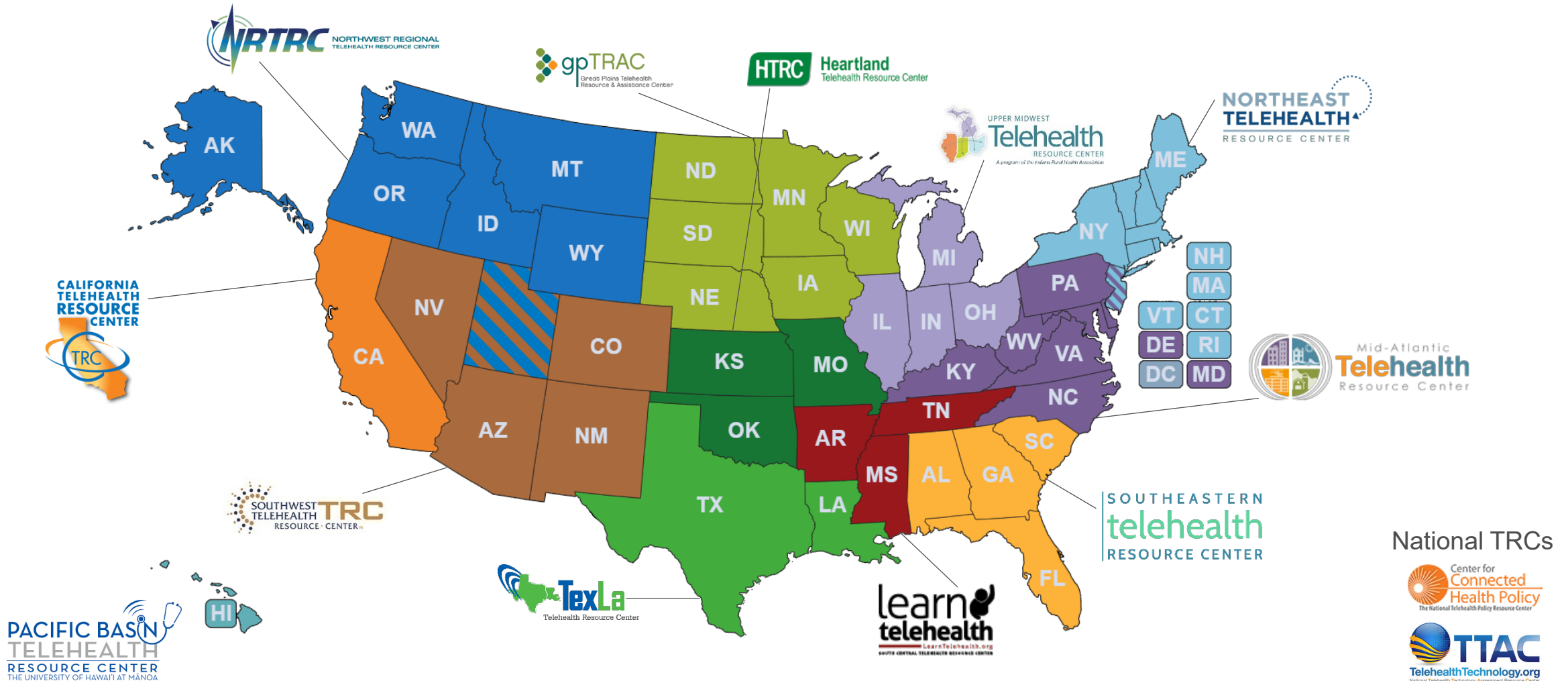
Webinar Series Topics: On Demand

- 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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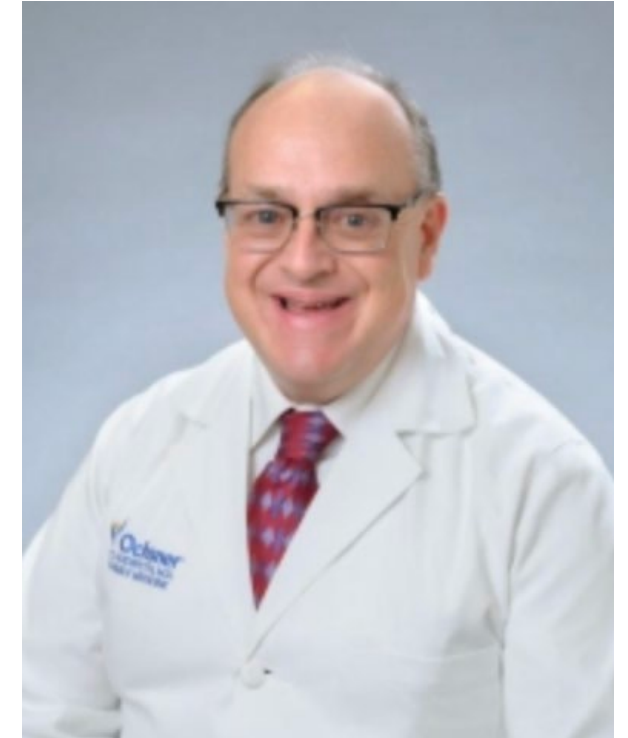
Speaker

- 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

*"Price is what you pay
and value is what you get."*

—Warren Buffett

OVERVIEW

Overview

- What is value in healthcare?
- Industry and consumer changes
- Drivers of
  - Patient perception of value
  - Patient outcomes
  - Provider resilience
- Hypertension and diabetes value-driven telemedicine visit workflow

VALUE

What is Value?

- **Absolute Value**: independent of its relation to other things
- **Relative Value**: rated compared to similar things
- **Perceived Value**: perception of a product or service's merit or desirability to them

What Is Value In Healthcare?

- Value is created when someone's health improves, rather than when costs are reduced or workflows are improved (though those are important, too)

- My goal is to focus on the root of what drives value to patients and providers, no matter what metric you are trying to affect a change on

What Value Can Be Achieved For Patients Through Telemedicine?

- Convenience
  - Time
  - Transportation
  - Location

- Greater satisfaction

- Better quality

- Reduced costs

- Greater access

What Value Can Be Achieved For Providers Through Telemedicine?

- New patient acquisition and current patient retention

- Increased access and convenience for patients
  - Rural and underserved
  - At work, home, school, leisure
  - In disaster situations

- Job flexibility, new payment mechanisms, lower overhead costs for providers

- Utilize the appropriate level of clinical service

- Harness new technology and tools to maintain or improve quality outcomes

- Increased opportunity to connect people to service needs

INDUSTRY AND CONSUMER CHANGES

Our Industry is Changing

New Payment Models

Payment Cuts

New Delivery Options

Employer Benefit Changes

Transparency

Higher Out-of-Pocket Cost

Changing Decisions

- As deductibles go up and people have increased options of how to receive the care they want or need, patients are becoming engaged in deciding how and where to receive their healthcare based on the value they receive

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How Do You Decide Where to Do Business?
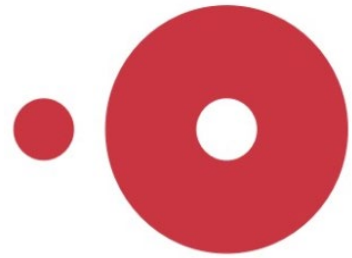
What Makes a Company Valuable and Best-in-Class to You?

	Safety & Quality	Access	Customer Experience	Best-in-Class
Hotel	"My room was clean"	"I could book my room online"	"The staff were very attentive and planned for every detail"	THE RITZ-CARLTON®
Airline	"I arrived safely"	"I could easily change my flight and it was on time"	"The flight attendants were cheerful and funny"	SOUTHWEST AIRLINES
Fast Food	"My food was cooked"	"I didn't have to wait in line"	"The cashier greeted me and always said 'my pleasure' when I said 'thank you.'"	Chick-fil-A®

How Do Patients Decide Where to Receive Healthcare?

Perception vs. Reality

"People place more importance on doctors' interpersonal skills than their medical judgment or experience; and doctors failings in these areas are the overwhelming factor that drives patients to switch doctors."

Specialized Knowledge vs. Human Engineering

- Published in 1936
- Studies on career success & financial rewards revealed that:
    - 15% attributable to "specialized knowledge" in the field
    - 85% due to skill in "human engineering" (relating well to people)
- **Emotional Intelligence**
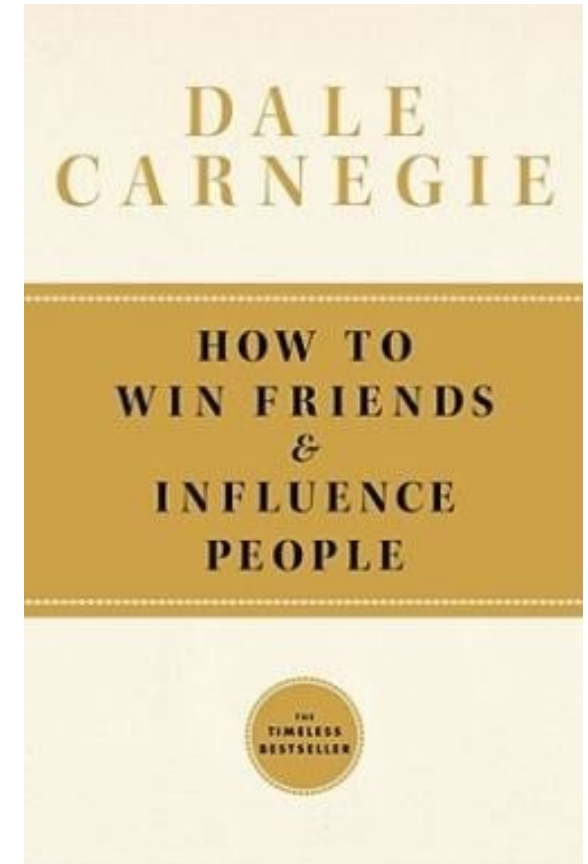
Emotional Intelligence and Empathy Drive Perception of Value

- Key skills in empathic communication to patients

- Also drives purpose for providers

- Why is this important to Physicians/APPs?
  - Effectiveness
  - Efficiency
  - Values
  - Fulfillment
    - It makes your life more rewarding through connecting you and your purpose
    - This gives meaning to your work and adds to your resilience

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Engagement and Activation

| Satisfaction | Experience | Engagement |
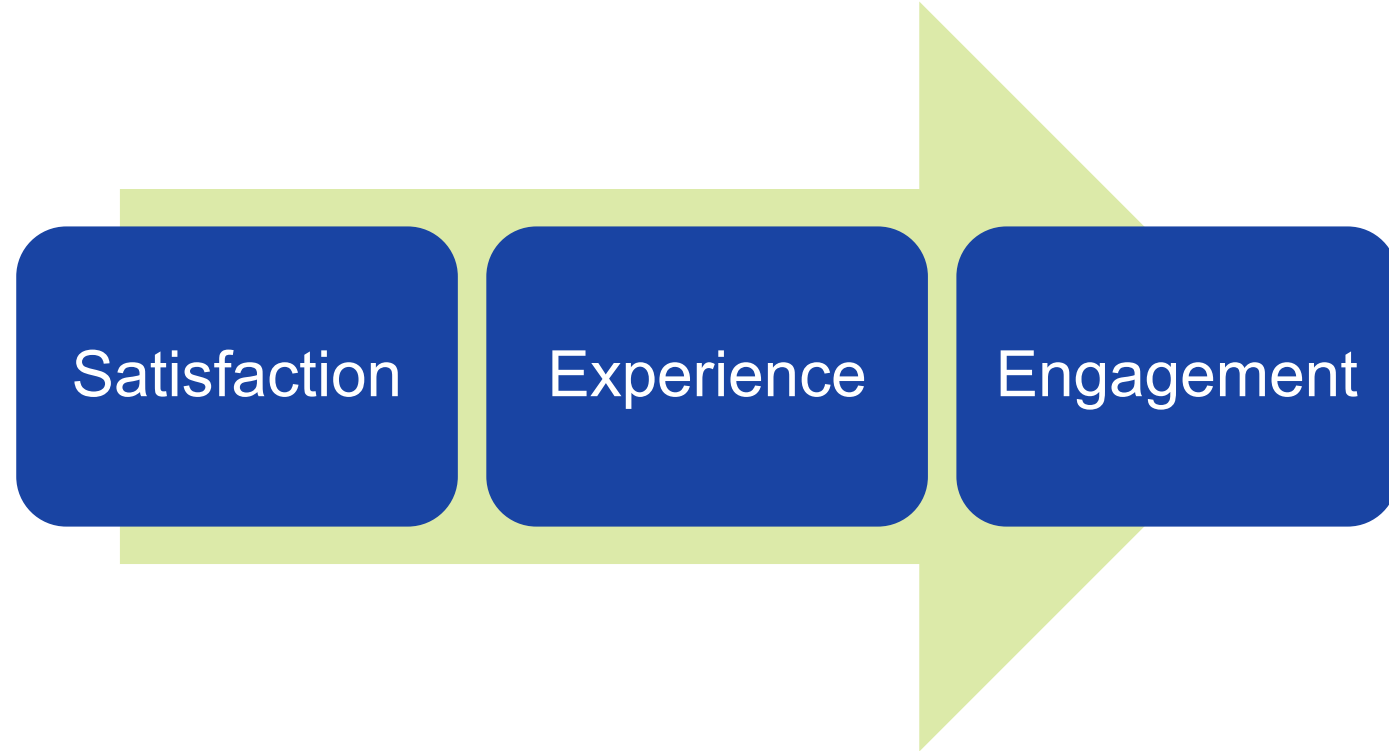
Patient satisfaction increases the experience that they have and engages them to implement your recommendations which leads to improved outcomes

Patient Activation Measure (PAM)

- Dr. Judith Hibbard
- Validated survey tool to gauge patient's level of engagement in their care ("activation")
- Range: PAM 1- PAM 4
- Results suggest that highly activated patients (PAM 4) have more favorable clinical outcomes and cost less to manage than the poorly activated cohort

Medication Adherence

- For each 10-point decrease in HCAHPS doctor communication rating the prevalence of poor adherence to medications increased

- Compared with patient offering higher ratings, patients had poorer adherence lower provider ratings

- Therefore, improve adherence by:
  - involving patients in decisions
  - understanding their problems with treatment
  - elicit confidence and trust in your plan

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Physician Empathy

- Higher Empathy Good Control
- Lower Empathy Poor Control

"Our results show that physicians with high empathy scores had better clinical outcomes than other physicians with lower empathy scores."

Empathy

good control* (A1c<7.0 percent)

good control* (LDL<100mg/dL)

moderate control* (A1c≥ 7.0% and A1c≤ 9.0%)

moderate control* (LDL≥ 100 and ≤ 130 mg/dL)

poor control* (A1c>9.0 percent)

poor control* (LDL>130 mg/dL)

Personal Experience

- 27 years in Primary Care Practice/2 days Endo/week
- 3000+ panel
- Very driven on value metrics
- Lead physician in Ochsner Health Center-Hammond
- Medical Director of Informatics for Ochsner Baton Rouge
- Supervise APPs

- Currently in a master's program at Tulane
- Small town practice (never "off the clock" to decompress)
- Married father of 5
- Scoutmaster of our local BSA Troop
- My personal burnout therapy (Investing In "That Thing")

Patient Experience=Provider Experience

- Family Physicians experiencing burnout is currently over 50%
- I believe that the experience of providers and patients is intimately tied to each other
- Investing in better experiences with our patients will help our overall enjoyment of our jobs which in turn will improve our added rewards and shift our resilience
- Reconnecting providers with their purpose improves provider experience and reduces burnout
- Value to patients=Value to providers

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Model for Deconstructing Burnout

- Salary and Stature
- Good working conditions
- Satisfaction for helping people
- Connecting with others
- Learning new things

Added Reward

Inherited Reward

Added Stress

Inherited Stress

- Working with the sick and dying
- Managing complex problems
- Keeping up with education
- Time constraints
- Insurance forms
- Redundant paperwork/EMR
- Staffing/Clinic issues

Resilience Capacity to Cope

Engagement

?

Burnout

"That Thing"=Purpose

Drivers of Value Summary

- Patients have choices and seek value

- Choices are driven by experiences

- Experiences are driven by connection

- Connection is driven when providers use <u>Caring Communication</u> and patients
  - Feel like you know them
  - Know that you care

- People know that you care and are more engaged when your emotional intelligence and use of empathy is high

Drivers of Value Summary

- Engagement drives patient activation and compliance
- Compliance drives better outcomes and therefore, better <u>value</u>
- Providers gain purpose when they successfully employ these techniques with patients
- Purpose drives resilience
- Resilience reduces burnout

DISEASES WHERE VALUE MATTERS

Hypertension and Diabetes Value-Driven Care Via Telemedicine

- Scenario: the patient's blood pressure or glucose is out of control and a change is made on the medicine/therapy. We need to plan a follow up

- Script
  - "I usually follow up on this type of problem in 2 weeks. I now offer for this to be done through our Telemedicine service which is like doing a FaceTime visit. You can do this from anywhere and don't have to come to my office. If you want to do this, I can have my nurse arrange this for you."

- Send them an order for blood pressure and pulse or glucose entry into your patient portal or have them plan to write their values down on a log

Hypertension and Diabetes Value-Driven Care Via Telemedicine

- Schedule for a Telemedicine Visit in 2 weeks

- See them in 2 weeks

- Evaluate and manage their problem based on data from 2 weeks of therapy

- Provide added value to reach goals by counseling and reinforcing healthy behaviors

Results of Providing Value-Based Visits

- Closer follow up by reducing barriers to care
- Reimbursed for E&M activities that are already performed
- Offers additional opportunities to counsel and teach
- Helps get patients to goal
- My diabetic patient story

Best Practices and Caring Communication Presentation

- Be sure to watch the <u>Best Practices And Caring Communication</u> presentation that will be posted to give a more in-depth education on how to be more engaged during visits with patients.

"People will not always remember what you say; they may not remember all you do; but they will always remember the way you made them feel."

—Maya Angelou

RESOURCES

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](#)
- [American Health Information Management Association Telemedicine Toolkit](#)

Resources

- AAFP Telehealth Toolkit
- AAFP General Provider Telehealth and 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
- AMA Telehealth Playbook

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)

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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](#)

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
- Cleveland Clinic Digital Health Playbook

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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QUESTIONS?

Thank You for Joining Us!

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