Telemedicine for Rural and Critical Access Hospitals

Improving the Quality of Care for Rural Patients

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Webinar: Telemedicine for Rural and Critical Access Hospitals - April 8, 2015

Featured Presenters

Harry Brockus  
*CEO, Carle Hoopeston Regional Health Center*

Jason Peoples  
*Regional eHealth Coordinator, Carle Foundation Hospital*

Bryan Arkwright  
*Senior Consultant, Subsidium Healthcare*  
(former Director, Center for Telehealth at Mission Health)
Defining Telemedicine

Jason Peoples
Regional eHealth Coordinator, Carle Foundation Hospital
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
  - Neonatalogy (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

Telehealth Funding and Strategy Considerations for Rural Hospitals and Clinics

Bryan T. Arkwright
Senior Consultant
Subsidium Healthcare
(former Director, Center for Telehealth at 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

<table>
<thead>
<tr>
<th>Cost</th>
<th>Quality</th>
<th>Access</th>
<th>Other</th>
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</thead>
<tbody>
<tr>
<td>• Reduced health delivery cost</td>
<td>• Improved health outcomes</td>
<td>• Improved patient access to care</td>
<td>• New revenue streams</td>
</tr>
<tr>
<td>• Fewer patient readmissions</td>
<td>• More effective disease and chronic condition mgmt</td>
<td>• Increased patient access to medical expertise / specialists</td>
<td>• Target higher margin services</td>
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<td>• Improved health system outreach</td>
<td>• More efficient use of health resources</td>
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<td>• Reduced or avoided time in skilled nursing units</td>
<td>• Earlier patient diagnosis and treatment</td>
<td>• Supports ACO care quality guidelines</td>
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<td>• Reduced or avoided patient and provider travel time</td>
<td>• Positive health interventions at earlier times in care</td>
<td>• Increases delivery capacity to meet rising demands</td>
<td>• More efficient care delivery</td>
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<td>• Fewer patient transfers</td>
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**Value:**
- Improved health outcomes
- More effective disease and chronic condition management
- Better management of patient health condition
- Reduced or avoided time in skilled nursing units
- Positive health interventions at earlier times in care
- Improved patient access to care
- Increased patient access to medical expertise / specialists
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- Earlier patient diagnosis and treatment
- Increases delivery capacity to meet rising demands
- 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

Bryan T. Arkwright, Senior Consultant, Subsidium Healthcare

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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

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

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