Examining Health Care Competition
Federal Trade Commission
March 20, 2014
Overview

- What is Telehealth?
- Telehealth Policy, with a Focus on California
- Types of Telemedicine/Telehealth
- Deeper Dives into a Few Examples
- Issues and Challenges Ahead
What is Telehealth?

- The Institute of Medicine defines **telemedicine** as "the use of electronic information and communication technologies to provide and support health care when distance separates the participants."
- Telemedicine is associated with direct patient clinical services.
- **Telehealth** is often associated broader definition of remote healthcare and is sometimes also perceived to be more focused on other health related services.
A doctor's diagnosis "by radio" on the cover of the February, 1925 issue of Science and Invention magazine
Policy Across the States

- Every state has its own unique set of telehealth policies
- Some states have incorporated policies into law, while others have addressed issues such as definition, reimbursement policies, licensure requirements, etc. in their Medicaid Program Guidelines
Telehealth Resource Centers

Established in 2006, funded by the Office for the Advancement of Telehealth

Twelve regional centers

One national technology assessment center

One national policy center

Collectively form a network of telehealth program expertise and experience

Independently serve a designated region

TelehealthResourceCenter.org
State Laws and Reimbursement Policies

Select a state to view telehealth-related laws, regulations, and Medicaid programs. You can also view a list of pending laws, or do an advanced search.
NTPRC Searchable Database

California

Use these filters to view specific areas or types of law. Use the “status” filter to view pending law.

Area of Law
- Telemedicine/Telehealth Definition
- Live Video Reimbursement
- Store and Forward Reimbursement
- Remote Patient Monitoring Reimbursement
- Email / Phone / Fax
- Online Prescribing
- Consent
- Location
- Cross-State Licensing

Law Type
- Medicaid Program

Status
- Current

Apply

STORE AND FORWARD REIMBURSEMENT

Medicaid Program
Medi-Cal will reimburse for store and forward services for tele-dermatology and tele-ophthalmology.

Source:

iHEALTHBEAT
3.13.14
NIST Outlines Steps To Improve Integration of EHRs into Workflow »

3.13.14
Global HIE Market To Reach $878M by 2018. Report Estimates »
CA Policy Activity – AB415

AB 415:
- Removes ban on email & telephone
- Removes restrictions on locations where telehealth may take place
- Removes CA Medicaid rule that providers document barrier to in-person services before using telehealth
- Replaces written, telehealth-specific patient consent form with verbal consent

AB415 Does not:
- require telehealth use by public or private insurers
- change scope of practice for any licensed CA health professional
- change any interstate licensure laws
Telehealth and the Triple Aim – CCHP

- Report to the field to be published in June 2014
  - Meta analysis of telehealth studies done to date classified by Triple Aim goals
  - Profiles of maturity for teledermatology and tele-mental health
  - Short and long term recommendations to accelerate adoption

- State focused telehealth conference in CA Winter 2014 with an aim to provide a model for other states

- Telehealth Research Conference Spring 2015

- Catalogues of research classified by Triple Aim objectives, including:
  - Peer Reviewed Meta Analysis Research to date
  - Teledermatology and Tele-mental health Research to date
  - Projects in the field
Telehealth Technologies

- Store & Forward
- Live video
- Remote patient monitoring
Store & Forward technologies electronically transmit patient information between primary care providers and medical specialists. Information could include digital images, X-rays, video clips and photos.
Real Time Video Consultation

- Variety of high-speed digital telecom platforms
- Outpatient or Inpatient specialty consultation

Live Video is used for real-time patient-provider consultations, provider-to-provider discussions, and language translation services.
Remote Patient Monitoring (RPM)

- Hospital emergency departments and intensive care units
- At-home management of patients with chronic conditions

RPM uses telehealth technologies to collect medical data from patients in one location and electronically transmit it to health care providers in a different location, either real-time or store and forward.
Tele-Dermatology Overview

- Primary care provider or medical assistant takes picture of skin condition
- Uploads photo and sends w/patient info to dermatologist via secure email
- Dermatologist reviews image and patient info; sends back treatment advice

- Treatment is provided in patient’s primary care “medical home”
Providers and patients can use off-the-shelf cameras; program is turnkey

Software is HIPAA compliant

Pay per use pricing model

Reduces patient wait times from 3-12 months to within 48 hours

$85 per consult vs. $150 to $400 per consult
Case Example: 12-year old girl

Before DirectDerm

Two weeks after DirectDerm

8 PCP visits for same problem spanning 6 months
10 prescriptions given; no improvement

DirectDerm saw patient in: 1 day
Diagnosis: Contact dermatitis
Two weeks after follow up: Complete resolution
Pediatric Clinical Care Telemedicine

- UC Davis Pediatric Critical Care Department connects with remote sites across the state
- Offers remote clinicians access to academic medical center resources
- Allows patients to be treated near home and support system
Mental/Behavioral Health Consults

Therapy from your own couch
Live video therapy from expert therapists.
Start feeling better wherever you are.

Find a therapist
Watch the video

Our mental health experts are here to help, wherever you are.
Mental/Behavioral Health Consults

Telepsychiatry in Correctional Facilities: Using Technology to Improve Access and Decrease Costs of Mental Health Care in Underserved Populations

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Abstract

Related citations in PubMed

Growth of mental health services in state adult correctional facilities, 1988 to 2000. [Psychiatr Serv. 2004]

Telepsychiatry and e-mental health services: potential for improving access to mental health care. [Psychiatr Q. 2006]


Empirical evidence on the use and effectiveness of telepsychiatry via videoconferencing: implications for forer [Behav Sci Law. 2008]
RPM – Propeller Health

- Asthma and COPD are the 5th and 6th most costly conditions in the US – est. cost of $50 billion annually each
- Improved self management reduces the cost of treating asthma and COPD by eliminating unnecessary hospitalizations, ED and office visits
- Providers who remotely monitor asthma and COPD symptoms and the use of medications by their patients can better identify those in need of additional attention
Looking Ahead

Medical tricorders

The dream of the medical tricorder

Medical technology: The hand-held diagnostic devices seen on “Star Trek” are inspiring a host of medical add-ons for smartphones

Dec 1st 2012 | From the print edition

WHEN aliens seize and torture Dr McCoy in “The Empath”, an episode of the science-fiction series “Star Trek”, Captain Kirk and Mr Spock rush to his aid. They are able to
Issues and Challenges

- EHR integration (or lack thereof) – how does the evolving EHR landscape impact telehealth?
- Evolving reimbursement models:
  - How do we reimburse for a specialist to PCP “cognitive consult”
  - When do we expect the shift from FFS to capitated models to be widespread enough to encourage prevention-focused efforts?
- Taking advantage of mobile – how do telehealth programs evolve to incorporate mobile platforms and technologies?
Contact information and resources:

- Margaret Laws, Director, Innovations for the Underserved, California HealthCare Foundation, mlaws@chcf.org

- Center for Connected Health Policy: http://cchpca.org/

- ROI of RPM Calculator for Heart Failure Monitoring: http://www.telemedroi.com/#home