

Improving Value-Based Health Care Utilizing Telehealth Strategies

Tranika Brown DNP, FNP-BC, APRN
Augusta University College of Nursing
Nurse-Managed Health Center

DISCLOSURE

The presenter has no actual or potential conflicts of interest to report in relation to this presentation.

OBJECTIVES

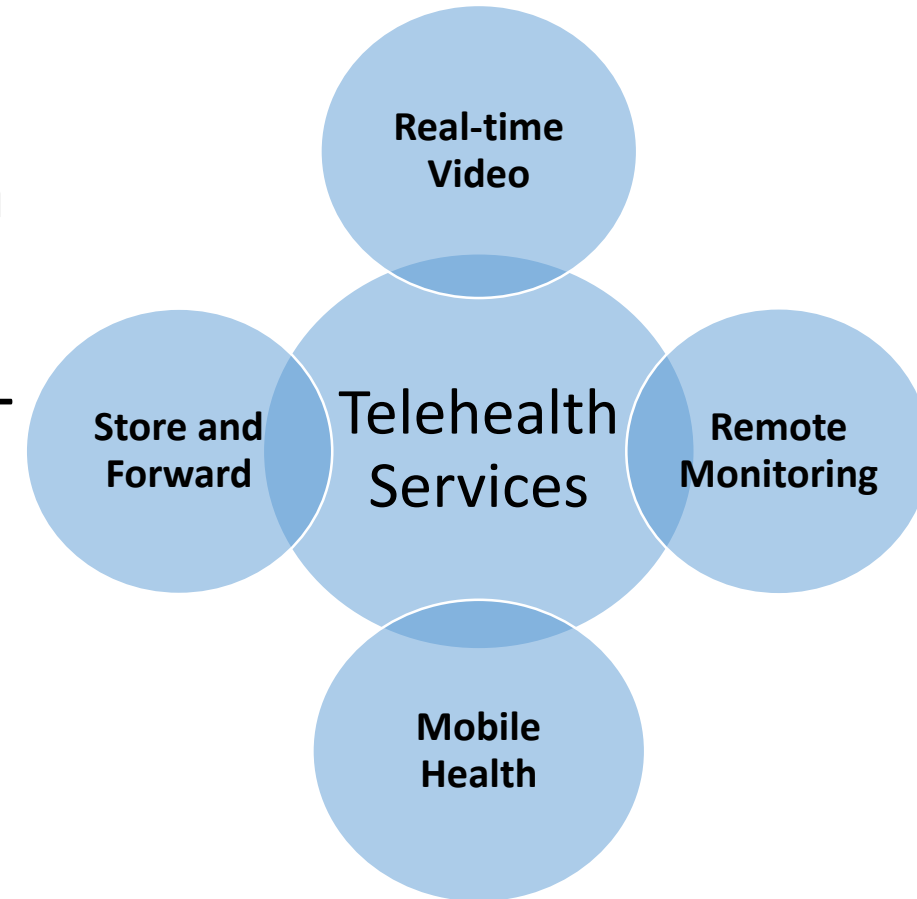
- ❖ Explore the current literature to best support use of telehealth technology in health centers.
- ❖ Discuss the benefits and barriers of incorporating telehealth services into value based health care.
- ❖ Highlight the key considerations for planning and implementing telehealth integration in nurse-managed health centers.



EXPLORING TELEHEALTH

Telehealth Definition:

“Telehealth is defined as the use of electronic information and telecommunication technologies to support long-distance clinical health care, patient and professional health-related education, public health, and health administration.”



(U.S Department of Health and Human Services, 2019)

TELEHEALTH BENEFITS

- ↑ Access to care
- ↑ Patient outcomes
- ↑ Medication adherence
- ↑ Patient self-awareness
- ↑ Patient satisfaction

Good modality for education

- ↓ Missed appointments
- ↓ Wait times and delays in care
- ↓ Overall healthcare costs
- ↓ Readmissions and ED utilization

(Kruse et al., 2017)

TELEHEALTH BARRIERS

Regulatory Barriers:

- ❖ Reimbursement
- ❖ Licensure and credentialing
- ❖ Prescriptive authority
- ❖ Legal liability potential
- ❖ Malpractice coverage

Provider Perception Barriers:

- ❖ Provider resistance to change
- ❖ Perception of impersonal care
- ❖ Poor implementation models
- ❖ Change in staff efficiency

(Center for Connected Health Policy, 2019; Kruse et al., 2018)

TELEHEALTH BARRIERS

Financial Barriers:

- ❖ Technology costs
- ❖ Personnel costs
- ❖ Return on investment

Technological Barriers:

- ❖ Computer literacy
- ❖ Privacy and security of data
- ❖ Interoperability
- ❖ Broadband and bandwidth
- ❖ Availability of technical support
- ❖ Use of outdated technology

(Kruse et al., 2018)



AUGUSTA UNIVERSITY
COLLEGE OF NURSING

Nurse-Managed Health Center

987 St. Sebastian Way, Suite 1500
Augusta, GA 30912

RSING

STRATEGIC PLANNING

Academic medical center affiliation
Internal staffing resources
Existing telehealth infrastructure
Adequate start-up funding

Inexperienced telehealth
coordinator
Unestablished reputation
Limited eConsults

SWOT ANALYSIS

Favorable trends for telehealth
Internal telepsych interest
Emerging telemedicine devices
Main focus on chronic care
management

Reimbursement limitations
APRN state legislation
Market competition

STRATEGIC PLANNING

Identify the target
patient population

Design the care model

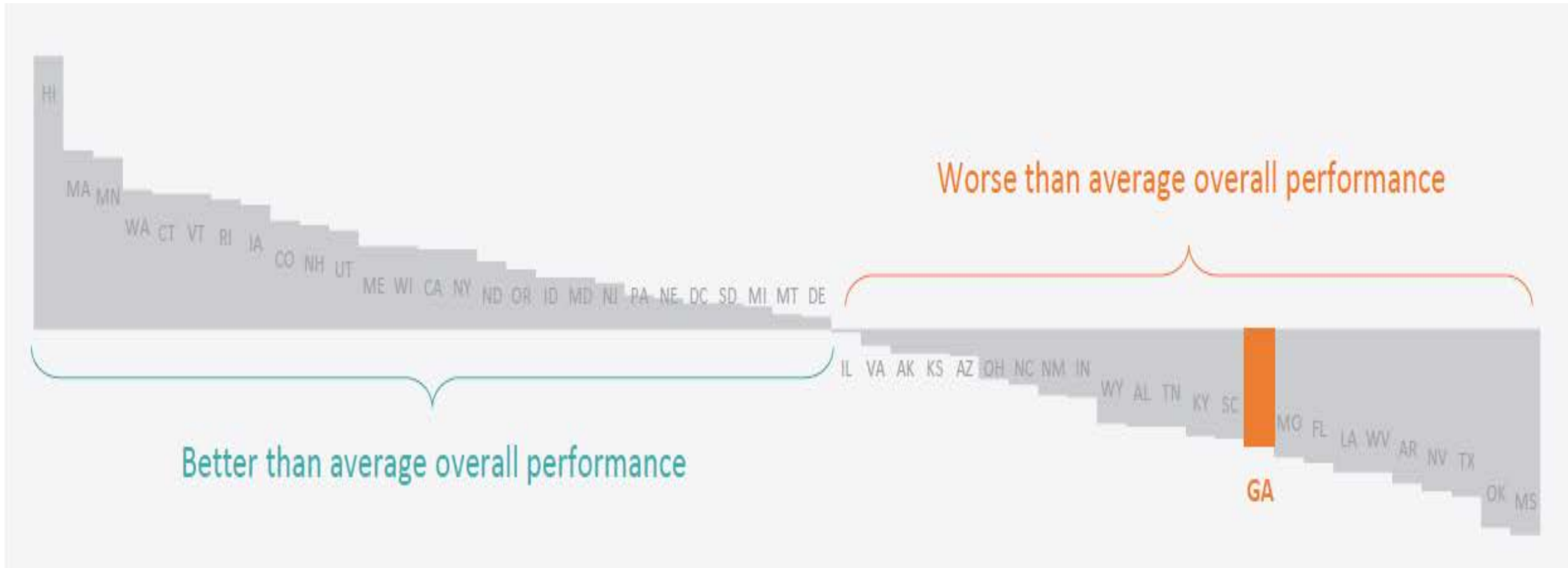
Partner for success

Drive appropriate utilization

Quantify the impact
and monitor progress

(American Medical Association, 2019)

National Health Rankings



Commonwealth Fund. (2019).



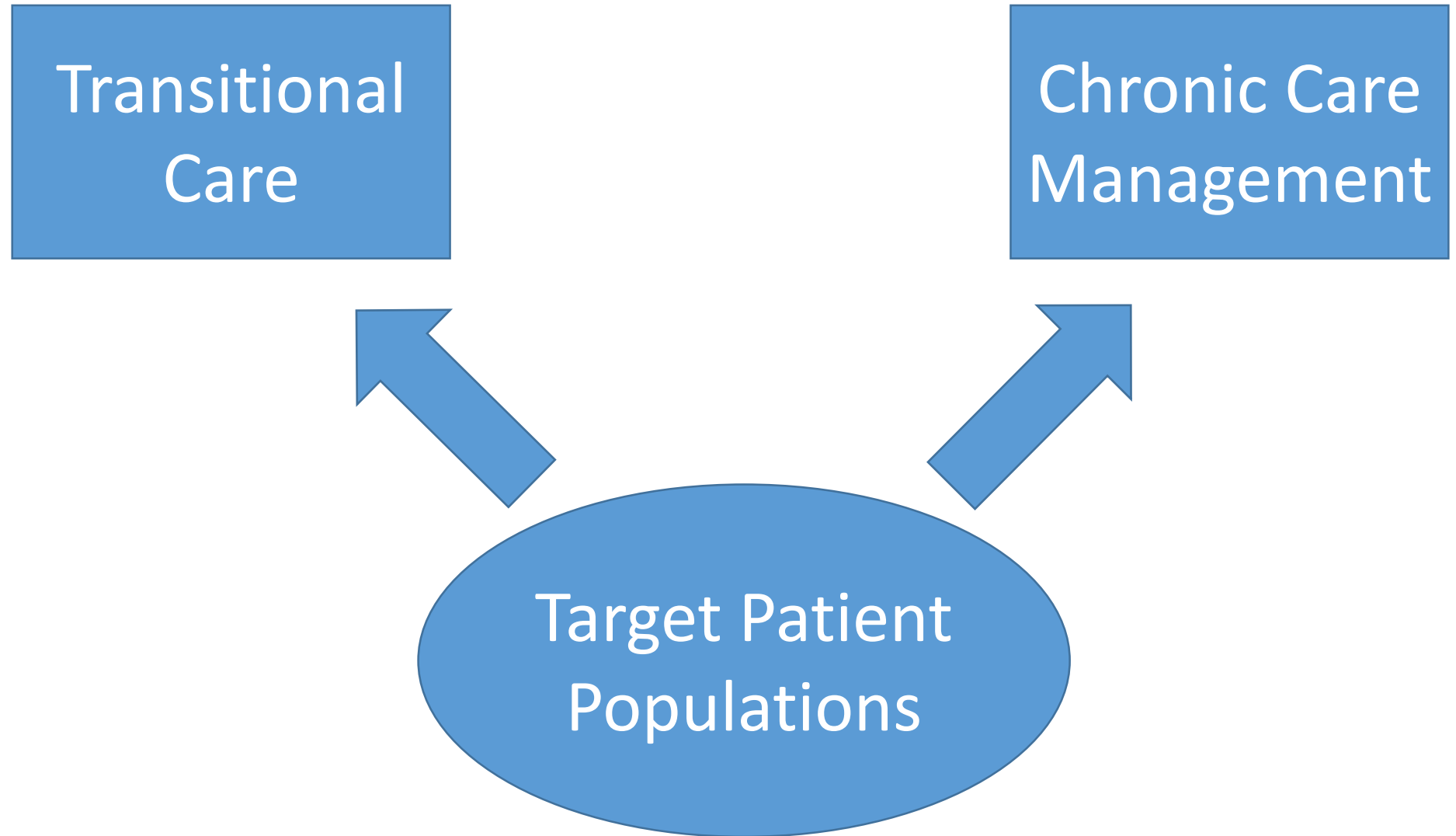
Georgia Health Ranking

	National Rank		Rank Among Southeastern States	
	2019	Change from baseline	2019	Change from baseline
Overall	42 of 51	-3	7 of 12	-2
Access & Affordability	46	-4	11	-2
Prevention & Treatment	40	-2	7	+1
Avoidable Use & Cost	32	0	5	0
Healthy Lives	37	-3	4	0
Health Care Disparities	43	+2	6	+4

(Commonwealth Fund, 2019)



STRATEGIC PLANNING



STRATEGIC PLANNING

Transitional
Care

Chronic Care
Management

Telehealth Outcomes in Older Adults

- ❖ Lower ED usage rates
- ❖ Fewer hospitalization days
- ❖ Better understanding of their conditions
- ❖ Modest improvement in perceived well-being
- ❖ Improved management of depression

(Gellis, Kenaley, and Have, 2014; O’Cathain et al., 2018)

STRATEGIC PLANNING

Transitional
Care

Chronic Care
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Originating Sites:

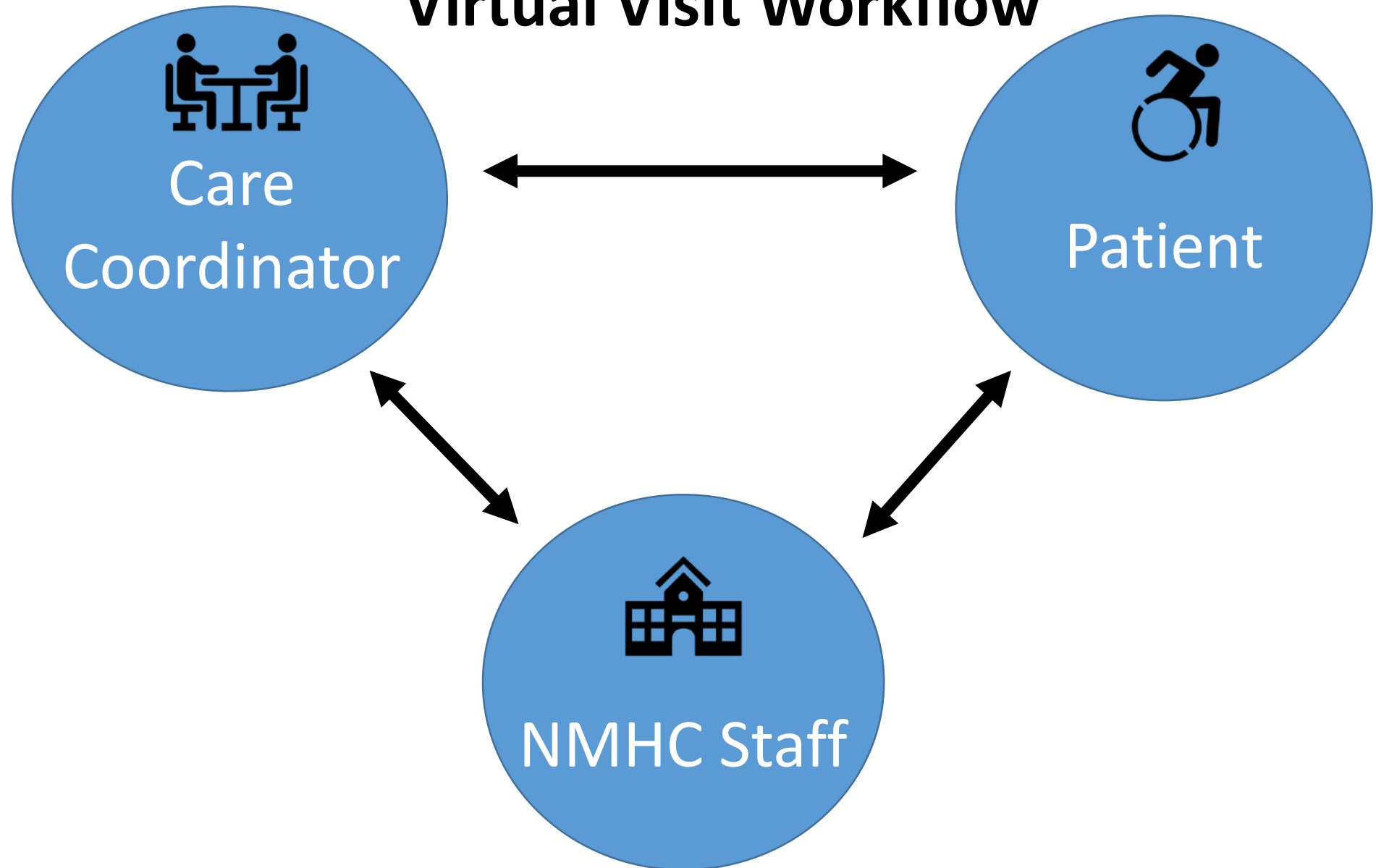
- ❖ Rural Health Clinics
- ❖ Federally Qualified Health Centers
- ❖ Skilled Nursing Facilities
- ❖ Assisted Living Facilities

Important Key to Success:

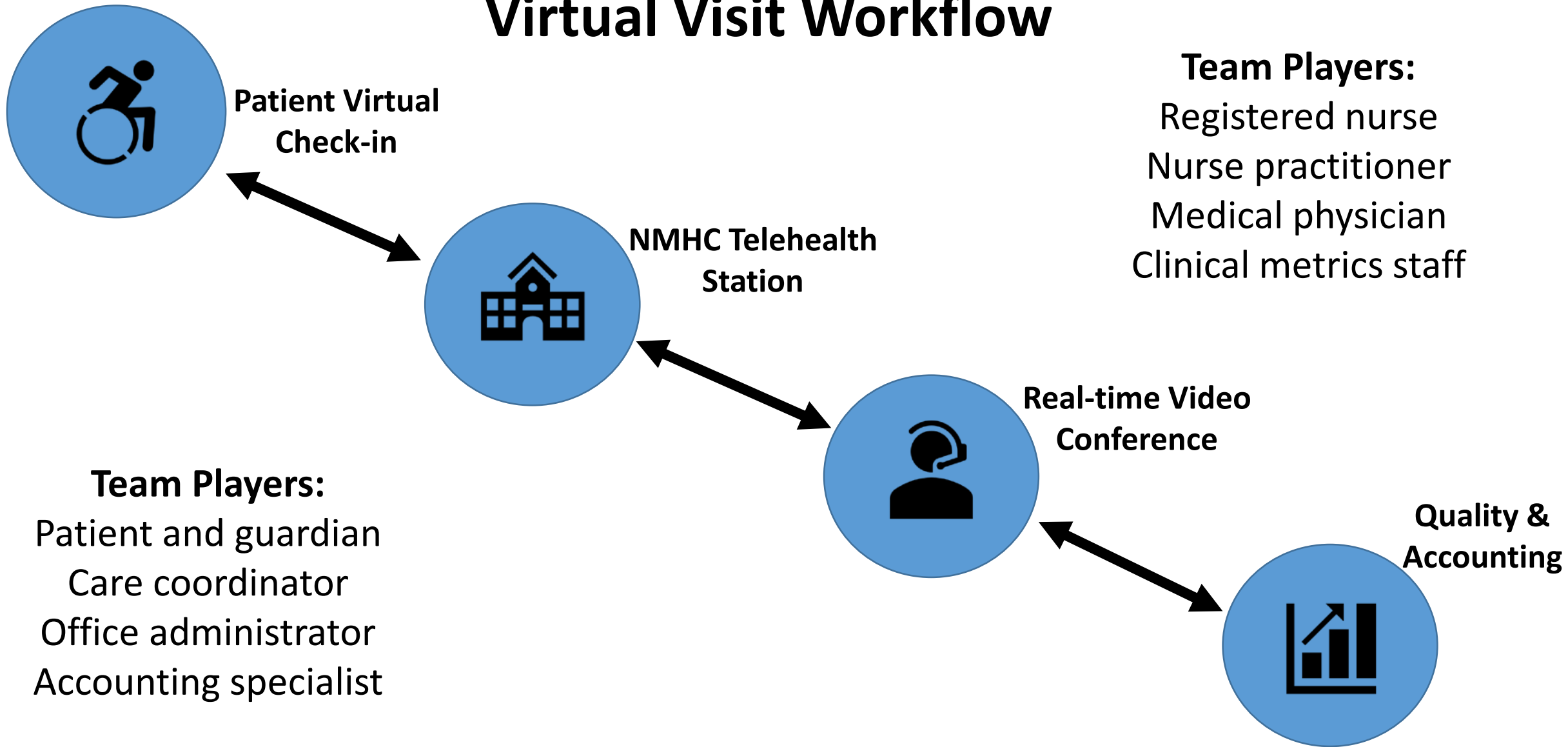
Strong Care Coordination and Collaboration

STRATEGIC PLANNING

Virtual Visit Workflow



Virtual Visit Workflow



Telehealth Infrastructure



- ❖ HIPAA-compliant platform
- ❖ EHR integration
- ❖ Broadband internet
- ❖ Video conferencing unit
- ❖ Equipment maintenance
- ❖ IT departmental support
- ❖ Staff competency



FINANCIAL PLANNING

Telehealth Costs Considerations

- ❖ Staff labor and training
- ❖ Equipment and maintenance
- ❖ Outsourced IT software
- ❖ Space remodeling
- ❖ Marketing and advertisement
- ❖ Billing and insurance processing
- ❖ Business consultant retainment
- ❖ Legal advisory team

FINANCIAL PLANNING

Telehealth Reimbursement

- ❖ Medicare and Medicaid
- ❖ Private insurance plans
- ❖ Contractual agreements
- ❖ Self-pay payment model
- ❖ Grants opportunities

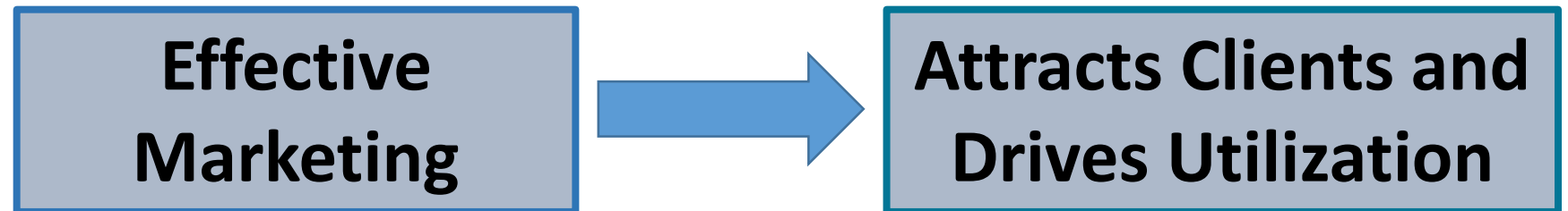
Important Consideration:

Explore Value-based Reimbursement Options

Telehealth Program Promotion

- ❖ Care coordinator partnership
- ❖ Direct-to-consumer marketing
- ❖ Local and regional print media
- ❖ Sponsored events and vendor showcase
- ❖ Social media and digital campaigning

Important Key to Success:



EVALUATE OUTCOMES

- ❖ Regular reporting and re-evaluation
- ❖ Meetings with key stakeholders
- ❖ Surveys to assess patient satisfaction
- ❖ Practitioner feedback on overall satisfaction
- ❖ Evaluation of encounter costs and staff labor
- ❖ Assessment of workflow efficiency
- ❖ Routine staff training and updates
- ❖ Value-based care metrics

Key Considerations

- ❖ Understand how telehealth services affect value-based reimbursement
- ❖ Seek opportunities for collaboration and care coordination
- ❖ Identify an effective nurse-led workflow for virtual visits
- ❖ Establish a clear marketing and recruitment plan for participants
- ❖ Determine best practices for measuring effectiveness of interventions
- ❖ Explore affordability and long-term sustainability



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Questions and Discussion

Contact Information:

Tranika Brown DNP, FNP-BC, APRN
Nurse Managed Health Center
Augusta University College of Nursing
Practice Phone: (706) 721 - 1225
Email: Trabrown@augusta.edu

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