Telehealth 101

Elizabeth A. Krupinski, PhD
Associate Director of Evaluation ATP
Co-Director SWTRC
Department Radiology & Imaging Sciences
Emory University
Emory Virtual Patient Care Team
Objectives

• Provide overview basic considerations starting TM program
  • Administrative
  • Technical
  • Clinical
• Review resources available to help
• Build excitement & confidence to just do it!
Project ECHO: A Revolution in Medical Education and Care Delivery

Project ECHO is a lifelong learning and guided practice model that revolutionizes medical education and exponentially increases workforce capacity to provide best-practice specialty care and reduce health disparities. The heart of the ECHO model™ is its hub-and-spoke knowledge-sharing networks, led by expert teams who use multi-point videoconferencing to conduct virtual clinics with community providers. In this way, primary care doctors, nurses, and other clinicians learn to provide excellent specialty care to patients in their own communities.

People need access to specialty care for their complex health conditions. There aren't enough specialists to treat everyone who needs care, especially in rural and underserved communities. ECHO trains primary care clinicians to provide specialty care services. This means more people can get the care they need. Patients get the right care, in the right place, at the right time. This improves outcomes and reduces costs.

http://echo.unm.edu/
Define your TM practice/mission

What exactly do you want to do?
- Emergency Evaluations
- Treatment
- Consultation Only
- Correctional Services
- Other

To?
- Physicians
- Patients
- Non-physician providers

What technology do you want to use to do it?
- Phone, email etc.
- Video Conferencing
- RPM

Through a facility or established program?
- Yes
- No

You are responsible for choice of technology

TO DO: Determine appropriate technology

Adapted from: (PRMS), Professional Risk Management Services, Inc. 2010 & Robert Caudill
ADMINISTRATIVE & REGULATORY ISSUES

- Regulatory
  - Malpractice
  - Licensure & Credentialing
  - Standard of Care
  - Ryan Haight/Prescribing

- Administrative
  - Protocols and procedures
  - Workflow
  - Economic models (Billing and re-imbursement)
REGULATORY – MALPRACTICE

• Need as usual for TM
• TM vs. traditional
  • Some carriers cover TM as part of standard coverage; others have additional policies & may require additional coverage for TM services
  • Check if specific services are covered by existing malpractice carrier

• **Standard of care = TM does not alter SOC to which physician held – same SOC would apply if patient was in physician's office or facility**
REGULATORY - LICENSURE

• Need state license where patients located regardless where provider located
• Some states have conditions like documentation & in-person exam requirements
• Must be familiar with & conform to SOC specified by state license where practice
• Some exceptions & variations
  • Some states offering special TM licenses (AL, LA, MN, NV, NM, OH, OR, TN)
  • Special considerations for physician-physician consultations & federal (VA & HIS)
• In Federal physicians with single state license can be credentialed in federal systems to practice across multiple states
• Licensure & billing are separate considerations
  • http://www.cchpca.org/state-laws-and-reimbursement-policies
Prescribing

• Controlled & non-controlled substances (CSs)
• Federal vs. State law
• EPCS (Electronic Prescribing of Controlled Substances)
• Ryan Haight Act
  • Prohibits distributing, dispensing, delivery CSs by Internet without valid prescription
  • Requires practitioner conduct at least 1 in-person medical eval before remote prescribing CS
  • “in-person medical eval” = patient physical presence with practitioner
• Exemptions for TM
  1. Treatment in hospital or clinic
  2. Treatment in the physical presence practitioner
  3. Indian Health Service or tribal organization
  4. Public health emergency declared by Secretary HHS
  5. Special registration (still doesn’t exist)
  6. VA medical emergency
  7. Other circumstances specified by regulation
WORKFLOW

- Evolving – need to reimagine workflow! TM not direct substitution for usual care
  - Clinical vs. non-clinical settings
- Modifications to treatment as usual
- Adjunctive technologies & personnel
  - Secure Communications with scheduling
  - Electronic prescribing/EPCS
  - Use of telefacilitators
- Prior to initiating shall have set SOPs that should include (but not limited to):
  - Roles, responsibilities (i.e., coverage), communication, emergency issues
  - Agreements to assure licensing, credentialing, training, authentication practitioners as well as identity authentication of patients according to local, state, national requirements
  - Systematic quality improvement & performance management process (assessment) that complies with any organizational, regulatory, or accrediting, requirements for outcomes management
4 Key Features Technical Aspects TM

✓ Videoconferencing application
✓ Device characteristics
   Mobility
✓ Network or connectivity features
✓ How privacy & security maintained
TECHNICAL REQUIREMENTS

• Will depend on use case(s)
• Much easier today & less expensive
• Videoconferencing platform requirements
• SF & hybrid requirements
• Integration VTC into other technology & systems
  • Privacy, Security, HIPAA
• Physical Location/Room Requirements
  • Privacy
  • Camera placement
  • Asynchronous set ups
PERSONAL EQUATION

• 110% increase animation
• Be aware how come across (body language, space, perception)
• Increase small talk
  • Ask everyday questions (activities, current events, weather, home environment)
  • Slight increase appropriate self-disclosure (bridge virtual gap)
• Increased inquiry on patient status & active listening
• Gaze angle & eye contact
• Framing
  • Close up to empathize & emphasize
  • Far back to create space, distance, perspective
• Background, lighting, noise etc.
  • Clothes (solid colors, appropriate dress to clientele, not distracting)
  • Backgrounds (balance between over busy & bland/neutral)
CLINICAL CONSIDERATIONS

• **CULTURE:** Be culturally competent to deliver services to populations serve so familiarize self with cultures & environments; use site visits & cultural facilitators to enhance knowledge

• **TECH SKILL:** Assess patient’s previous exposure, experience, comfort with tech & conduct ongoing assessment patient’s level comfort over course treatment

• **COMMUNICATION:** Clear policies for communications; describe boundaries patients communicate with provider; which content appropriate to share over different tech platforms; anticipated response times; how & when contact provider; impact different tech on rapport

• **EMERGENCIES:** ID platforms acceptable for communication emergency & expected response times; be familiar with local resources
  • 9-1-1 local call; *know emergency number for where patient is located*
  • Understand where patient located *during each session*
  • Keep list emergency contacts
  • Document where patient is or claims to be located
  • Identify process engaging others *while* connecting with patient &/or emergency personnel
CLINICAL CONSIDERATIONS

• For DTC written & verbal instructions should be provided about how best configure computer to maintain privacy & confidentiality
• Use simple easy-to-understand language & document all aspects instruction
• Acknowledge patients may intentionally or unintentionally fail to follow instructions
• Document, document, document!
  – Patient appropriateness for online health
  – Emergency management plan
  – Plan for technical disruptions
  – Protection health information by provider & education patient about same
  – Billing for sessions where technical difficulty
INFORMED CONSENT & INFO

• Standard Consent
  • Consistent with consent procedures for same-room care

• Consent related to videoconferencing
  • Fully inform patient beforehand of special conditions related to conducting health care via videoconferencing

• Nature privacy when using technology
  • Description encryption in lay terms

• Process by which treatment data stored & kept secure

• Contact between session- frequency, nature (including technology), expected response time

• Procedures for coordination of care with other providers

• Possibility & conditions under which provider may determine TM may be inappropriate & referral for same room care made
USEFUL PRACTICE GUIDELINES

• Operating procedures for pediatric telehealth
• Practice guidelines for telestroke
• Practice guidelines for telemental health with children & adolescents
• Practice guidelines for teleburn care
• Practice guidelines for teledermatology
• Practice guidelines for live, on demand, primary & urgent care
• Clinical guidelines for telepathology
• Guidelines for teleICU operations
• Core operational guidelines for Telehealth services involving provider-patient interactions
• Practice guidelines for video-based online mental health services
• Telehealth practice recommendations for diabetic retinopathy
• Practice guidelines for videoconferencing-based telemental health
• Evidence-based practice for telemental health
Table 1. Lexicon of Assessment and Outcome Measures for Telemental Health (TMH)

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Item</th>
<th>Definition</th>
<th>Measurement</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1.1</td>
<td>Patient satisfaction</td>
<td>Patient’s subjective satisfaction and experience with the TMH service provided.</td>
<td>The perception of the patient’s satisfaction during the TMH visit with usability of the technology, patient-provider communication, and convenience of receiving care via this approach. Does the patient believe that the service met her/his health needs? Would patient do this again? Would patient refer others to this service?</td>
<td>There may be overlap with other constructs such as “Satisfaction with Usability of Technology.” Satisfaction does not necessarily require in-person comparison. It could be comparison to no care (i.e., non-inferiority testing). Use of validated measures of TMH satisfaction because measures exist. Measure satisfaction with experience as well as with technology.</td>
</tr>
<tr>
<td>2.1.2</td>
<td>Provider Satisfaction</td>
<td>The extent to which the provider values telehealth when interacting with patients.</td>
<td>The following metrics may serve as surrogate markers: retention and recruitment of providers, ease of transition in technical competency, ease of integration into clinical workflow, perceived value of better diagnosis, treatment and disease management.</td>
<td>Satisfaction metric must be considered longitudinally. Include both referring PCMs and consulting provider satisfaction surveys.</td>
</tr>
<tr>
<td>2.1.3</td>
<td>Coordination of care</td>
<td>Care coordination is the development and implementation of a shared plan to support patient wellness.</td>
<td>Care coordination measurement consists of both the number of telehealth encounters and the number of different participants involved in the shared plan (e.g., consultant-primary care provider, consultant-teacher, etc.) and the type of telehealth interaction (asynchronous and synchronous).</td>
<td>The nature of the communication, external technologies such as electronic health records and quality of encounters can all impact care coordination.</td>
</tr>
<tr>
<td>2.1.3</td>
<td>Integration of care</td>
<td>Integration of care is the efficient assimilation of multiple components within a health system in order to decrease redundancy, delay, and cost.</td>
<td>Measurement of the integration of care includes the type of the telehealth interactions assessed on standardized questionnaires of care coordination or other measures of communication (i.e., participant A to participant B)</td>
<td>The nature of the communication, external technologies such as electronic health records and quality of encounters can all impact integration of care.</td>
</tr>
<tr>
<td>2.1.4</td>
<td>Usability</td>
<td>1) The ease (preference, comfort, fit, readiness) of patients to communicate digitally with their providers. 2) Includes technology availability, simplicity of use, service availability, technology native vs. non-native.</td>
<td>Measurement should include: provider retention rate, patient drop out and rationale, support staff required, technology ease of use, technology down time, and subjective ratings of comfort.</td>
<td>Subjective and objective measurements from both the patient and provider perspective. Part of the evaluation should include how &quot;seamless&quot; the interaction was between people/technology, to include latency and failure of technology. This can be used as both a process acceptability and an access measure, but definition should remain the same. Patient/provider preferences should also be included.</td>
</tr>
<tr>
<td>2.1.5</td>
<td>Rapport</td>
<td>When two or more people feel Self-reported level of direct and or indirect</td>
<td>Transcends cultural, racial, ethnic, religious, gender, age,</td>
<td></td>
</tr>
<tr>
<td>2.1.6 Stigma</td>
<td>Preconceived, often negative, association with an illness, SFRM, therapy, technique etc., that may interfere with the provision and/or acceptance of care.</td>
<td>Measures should evaluate stigma among healthcare providers/staff, patients, and social networks and include the following concepts: Stereotyping/discrimination such as beliefs about mental illness, mental health treatment, TMIH, and the use of technology to deliver care. Labeling/disclosure such as acceptance of diagnosis, willingness to diagnose appropriately, help seeking and delivering care, willingness to use or conduct TMIH sessions.</td>
<td>Perception stigma should not simply focus on the recipient of care but the providers of care and those giving support. Concerns about stigma should focus on both mental illnesses in general and the type of delivery (e.g., TMIH). From a research and programmatic perspective this is best evaluated pre/post introduction of a TMIH service. This can be related to both general access to care and readiness.</td>
<td></td>
</tr>
</tbody>
</table>

| 2.1.7 Motivational readiness | Assessment of an individual’s or organization’s willingness to change and adopt TMIH services. This is different from preparedness, which is an assessment of individual and organizational ability to adopt TMIH sessions. | Includes: stage of change for individuals and organizations, situational self-efficacy (confidence), trans theoretical model-based measures (pros & cons of change, processes/strategies for change, situational self-efficacy). | Defining criteria for moving into the action stage. Relationship between individuals and institutional readiness and motivation. How interrelated are individuals and institutional motivation? Self-report can be inaccurate, but necessary. |

| 2.2.1 No shows | A patient or clinician who does not attend session, or is more than 15 minutes late. | Percent of no shows compared to a disease-state specific comparisons in-person group. No shows defined as 15 minutes late or more to appointment. No shows need to be identified as either clinically related or a systems issue (scheduling, time zones, etc.). | Determine cause of no show, i.e., was it lack of transportation, lack of ability to maintain a schedule, did they show up late and have to reschedule, dissatisfaction with treatment. Examine the reasons for the no shows i.e. technology failed or could not be used, the use of technology (vs. travel) made it easier to keep the appointment, etc. |

| 2.2.2 Accuracy of assessment | How well the modality of TMIH impacts the reliability and validity of the assessment when compared with the traditional behavioral healthcare standards for the construct in question. | Comparison of standard measures of assessment (reliability, validity) of TMIH vs. in-person (national standard) vs other telehealth modalities. Measurement should also include session time and number of sessions needed for specific assessments comparing TMIH with in-person services at patient site. | Proxy measures to track providers comfort with reliability of assessment through tracking utilization of tests and consults comparing TMIH with in-person services at patient site. |

<p>| 2.2.3 Symptom outcomes | Change in identified clinical symptoms over time. | Use of measures of symptom change that are appropriate and psychometrically sound (validity, reliability data published in the literature). Need to be appropriate for the population being treated/assessed. | How is this information documented so it is meaningful? Include measure used, cutoff criteria, inclusion/exclusion, what they are comparing to, effect size of intervention. Symptom outcomes are part of a larger universe of outcome metrics that need to be considered. Consider adding |
| 2.2.4 Completion of Treatment | Degree to which appointments, treatments and completion of treatment plans occurred within the prescribed time frame. | Average number of visits according to treatment plan, average number of visits in given time period, duration of treatment, number/percentage ofmolules completed; percentage of patients who completed treatment; pre/post functional measures | Third party payers use Axis 5 (Global Assessment of Functioning) to evaluate progress and completion, although this will evolve with the conversion to DSM-V criteria. |
| 2.2.5 Quality of Care | Quality of care represents the process of delivering services and includes both the technical and interpersonal aspects of treatment. Technical quality includes concordance with treatment guidelines, fidelity to evidence based protocols, and system performance measures (e.g., HEDIS). Interpersonal quality includes patient rapport, therapeutic alliance, and cultural competence. | Performance measures (e.g., timely outpatient visit follow hospital discharge) can sometimes be measured from administrative data. Concordance with treatment guidelines and fidelity to evidence based protocols can be measured from chart review. Interpersonal quality should be measured from patient self-report (e.g., therapeutic alliance can be measured using the working alliance inventory). | Quality is defined as the process rather than the outcome of care, because clinical outcomes are measured using other metrics and because high quality care does not necessarily lead to good outcomes. Quality of TMH services should be measured against benchmarks rather than the quality of in-person services which is often sub-optimal. When TMH services are compared to in-person services, it will be critical to choose a similar clinical setting and patient population. |
| 2.2.6 Treatment Utilization | Use of TMH services compared with all other health services related to specific disease processes. | Measurements on number of TMH and non-TMH visits within a health care system to include data on visit duration, frequency, and problem addressed. Measurements on system resources (labs, medications, system funded travel, devices, consultation, number of referrals made and utilized) of TMH vs. non-TMH. Utilization should be correlated with symptom reduction of specific disease processes. | Comparison of digital contacts (mobile phone, e-mail, Web) and its impact on service utilization in non-telemental healthcare. Recommend healthcare systems systematize data on digital contacts. Collect data on both internal utilizations within a system but as possible external service utilizations from outside agencies and providers. As possible during implementation of TMH services collect compare data on pre and post implementation service utilization data. |
| 2.3.1 Number of Services | Degree of access to additional services which are derived from enrollment in telehealth. | The number of clinical care options and auxiliary services offered (e.g., medication management, social services, labs, cardiac care, group therapy); frequency in the use of clinical care options and auxiliary services. | Used for program evaluation, ROI for program expansion, quality, patient/provider satisfaction. |
| 2.3.2 Numbers Served (also referred to as the TMH encounter that is) | The workload credit given for the TMH encounter that is Types of services; complexity of services; time spent with patients; number of | Coding accuracy. Coding training and follow up to ensure coding is done correctly, i.e., no under or over coding. |</p>
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>RVUs (relative value units)</td>
<td>related to the complexity of services provided and the time spent with patients which equates to the level of financial reimbursement.</td>
</tr>
<tr>
<td>2.3.3 Wait Times</td>
<td>Operationally, time to next available appointment, when scheduling, and when the patient actually presents for care. For TMH requiring a referral, wait time could be measured as the difference in the referral date and the date the patient was seen. May want to measure wait time separately to see the preferred provider versus any provider.</td>
</tr>
<tr>
<td>2.3.4 Length of Session</td>
<td>How much time the patient spends receiving care. This could include time spent with the provider. Average total clinical encounter time, average total administrative time (set-up time, out-of session contact such as email, text, phone, letters).</td>
</tr>
<tr>
<td>2.3.5 Distance to Service</td>
<td>Distance, time zones, time to appointment. This includes structural barriers, weather.</td>
</tr>
<tr>
<td>2.3.6 Likelihood to Access vs. Traditional Care</td>
<td>Likelihood to use TMH. Measurement should include the following concepts: familiarity (past use), acceptability (cultural and technical), associations with stigma, willingness, and perceived benefit. Measurement should not focus on satisfaction but rather broad willingness to use. When possible this should include baseline comparisons against both available and unavailable treatment as usual (e.g., in-person) Most likely this is assessed through self-report questionnaires.</td>
</tr>
<tr>
<td>2.3.8 Cultural Access</td>
<td>Access to healthcare services that align with cultural expectations. The degree to which an individual perceives the mode of delivery and related processes to align with cultural beliefs and expectations. This should include cultural understanding of technology and expectations of interpersonal communication. It should also consider how technology may better connect cultural expectations, e.g., providing access to same culture providers or allowing for communication with a provider outside of one’s in-group.</td>
</tr>
<tr>
<td>2.4.1 Economic Evaluation that incorporates standard economic models</td>
<td>In general, clear definitions do not exist for many of the cost structures. This may be appropriate as costs are derived and perceived differently. There are several costs factors that were identified as important to measure objectively. Until final definitions are set, each cost factor should be operationalized and reported. Consideration should also be given to what is sunk or similar cost of care as usual (provider time).</td>
</tr>
<tr>
<td>2.4.2 Value proposition</td>
<td>Comparison of clinical and other health service outcomes by overall resources allocated.</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>2.4.3 Travel direct</td>
<td>Direct cost associated with provider and/or patient travel to care site</td>
</tr>
<tr>
<td>2.4.4 Travel indirect</td>
<td>Indirect costs associated with provider and/or patient travel to care site</td>
</tr>
<tr>
<td>2.4.5 Technology direct</td>
<td>Direct patient and provider costs associated with the technology utilized to deliver telehealth services.</td>
</tr>
<tr>
<td>2.4.6 Technology indirect</td>
<td>Indirect patient and provider costs associated with the technology utilized to deliver telehealth services.</td>
</tr>
<tr>
<td>2.4.7 Public vs. private</td>
<td>Payer Perspective. Whether a project, program, or system utilizes public or private funding.</td>
</tr>
<tr>
<td>2.4.8 Cost avoidance</td>
<td>Current or future direct costs avoided due to a specific intervention or program.</td>
</tr>
<tr>
<td>2.4.9 Missed obligations</td>
<td>Indirect Cost: Missed obligations. Should be measured as part of overall indirect costs.</td>
</tr>
<tr>
<td>2.4.10 Burden on social network</td>
<td>Societal resources associated with either the provision of or inadequate access to TMH services.</td>
</tr>
<tr>
<td>2.4.11 Personnel (administrative, provider, provider extender, presenter)</td>
<td>Personnel costs associated with the provision of TMH services.</td>
</tr>
<tr>
<td>2.4.12 Supplies</td>
<td>Direct cost of auxiliary supplies required for TMH services.</td>
</tr>
<tr>
<td>2.4.1 Training</td>
<td>Process by which an individual attains the knowledge and skills required to demonstrate predetermined competencies. A TMH competency set is required.</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>2.4.1 Facilities and maintenance</td>
<td>Direct costs associated with the facilities and maintenance necessary to support telehealth technologies.</td>
</tr>
<tr>
<td>2.4.1 Facilities and maintenance</td>
<td>Resource utilization is the total allotment of resources necessary to provide telehealth services.</td>
</tr>
<tr>
<td>2.4.1 Facilities and maintenance</td>
<td>Resource utilization is the total allotment of resources necessary to provide telehealth services.</td>
</tr>
<tr>
<td>2.4.1 Facilities and maintenance</td>
<td>Resource utilization is the total allotment of resources necessary to provide telehealth services.</td>
</tr>
<tr>
<td>Patient safety</td>
<td>Safety of patients and others during the course of treatment (i.e., during sessions and after).</td>
</tr>
<tr>
<td>Patient safety</td>
<td>Safety of patients and others during the course of treatment (i.e., during sessions and after).</td>
</tr>
<tr>
<td>Patient safety</td>
<td>Safety of patients and others during the course of treatment (i.e., during sessions and after).</td>
</tr>
<tr>
<td>Patient safety</td>
<td>Safety of patients and others during the course of treatment (i.e., during sessions and after).</td>
</tr>
<tr>
<td>Patient safety</td>
<td>Safety of patients and others during the course of treatment (i.e., during sessions and after).</td>
</tr>
</tbody>
</table>
Telehealth Resource Centers
We Are Here For You!
National TRC Webinar Series
The 411 on Telehealth Funding
Register for Webinar

Education and Training
From webinars to training events, TRC offers what you need
Upcoming webinars
Past webinars
Calendar of events

About Us
Two national and twelve regional resource centers
are here to serve you.
Find your TRC

Who Is Your TRC?

Visit us at the HIMSS17 Conference
We'll be at Booth 9000 in the Interoperative Showcase
Learn more about the conference

Guidance Documents
Telehealth Definition
HIPAA and telehealth

http://www.telehealthresourcecenter.org/
For a decade the Telehealth Resource Centers (TRCs) have provided the nation with comprehensive, unbiased telehealth information & education. The non-profit TRCs facilitate the expansion of telehealth & the availability of health care to rural & underserved populations.

Full Report can be found at http://southwesttrc.org/
TRC Webinars

- Monthly since 2011
  - 3rd Thursday every month
- Calendar [http://www.telehealthresourcecenter.org/calendar](http://www.telehealthresourcecenter.org/calendar)
- All TRCs participate
- Variety regional & national topics
SWTRC Services Offered

• 1 Day Training Program – 2 tracks
  • Developing a TM Program
  • TM Applications
• On-line Learning Modules
• Help Desk
• Technical Assistance
• Tools & Templates
• Program Development & Operation
• Business Models
• Evaluation
• Best Practices & Clinical Operations
• Sustainability
• Equipment Recommendations
Didactic UAMS & UofA

Simulated Patient

Simulated Counselor

Observers
Virtual Healthcare

What Should I Know?

Virtual care may not be the best option for everyone. Here are some things to consider when deciding whether Virtual Care is the right fit for you.

Potential Challenges/Risks

Your virtual care provider may not know your medical history or have access to your medical record. If there is something important for your provider to know, it becomes your responsibility to share it. However, you may not know what is important for your virtual care provider to know.

You may experience connectivity and/or other technology challenges. If the quality of the video/audiot is insufficient, your virtual care provider may misinterpret your symptoms. You and your provider may choose to discontinue the visit if there are video/audiot quality issues.

Your virtual visit is often disconnected from your medical record. You are responsible for reporting your virtual care visit to your primary care provider (PCP) to make sure there is coordination of care.

Other Considerations

Virtual care providers may not be able to order lab tests to confirm your diagnosis or treatment.

Virtual care providers may choose not to file insurance claims through your insurance company, so you’ll need to pay for these services up front and submit the claim yourself.

In some states, virtual care providers may note that they prescribe medications. If they prescribe, it is your responsibility to notify your PCP.

You may or may not get the same virtual care provider each time you request a virtual visit.

If the alternative to virtual care is getting no care at all, then by all means, get care virtually.

If you’ve decided that Virtual Care might be an option for you, here are some things to help you be prepared for your first visit:

How Can I Be Prepared for a Virtual Visit?

Consider asking your provider:

- Your city and state are you located in? (you may need this information if you will be submitting for reimbursement)
- What is your name and what is your credential, type of license, area of specialty, and status (license)
- Will there be any kind of follow-up visit, and if so, what is the process for that? How often may I contact you if it’s needed?
- What should I do if there is an emergency?
- Will you be communicating with my PCP? If not, what will be most important for me to tell my PCP about this visit?

Be ready for your provider to tell you:

- How to comply with privacy and confidentiality laws, including computer security arrangements and limitations
- How personal healthcare information will be used, stored, and shared
- That if the encounter will be recorded, whether you consent to being recorded, and these recordings would be available to you upon request
- To verify your name, contact information, location and share a government-issued photo ID
- To provide the name and contact information for someone in case of an emergency

More Information:

http://www.TelehealthResourceCenter.org/

3 Reasons For Its Growing Popularity

1. More Convenient
2. Better Patient Experience
3. Lower Cost

Who Pays for Virtual Visits?

Many insurance companies and employer-sponsored health plans will pay.

In some situations, Medicare and Medicaid may pay.

Patients often choose to pay out-of-pocket.

What Technology Is Needed?

Desktop/laptop computer, tablet, or smartphone

Internet connection with at least 3 Mo/MBs down and up

Good quality camera and microphone

To improve image quality, reduce lighting, face mirrors, and face before you.

Have Questions or Need More Information?
HIPAA & Telehealth
A Stepwise Guide to Compliance

Should I Be Concerned?

DOES HIPAA APPLY TO ME AND MY TELEHEALTH PRACTICE? HIPAA applies to you if you are a healthcare provider that transmits personal health information (PHI) in electronic form. If you do, you are a covered entity (CE).

IS THE INFORMATION I AM Transmitting CONSIDERED PHI? Anything that can be used to identify an individual is potentially PHI. There are 18 types of identifiers considered PHI. Examples related to telehealth include names, phone numbers, birthdates, IP addresses, email addresses, device identifiers, and photos/images.

DO I HAVE BUSINESS ASSOCIATES? A business associate is anyone who creates, receives, maintains or transmits PHI on your behalf or has the ability to contact in person with PHI in your practice. See PHI examples above.

OK, NOW I'M WORRIED! Keep Reading To Find Out What You Can Do!

Complying With HIPAA

HIPAA compliance is a combination of physical, administrative and technical safeguards. Technology alone cannot make HIPAA compliant or make you HIPAA compliant. Here are the things you and your Business Associate(s) should do and document:

RISK ASSESSMENT: Conduct a comprehensive review of where you store or access PHI and how secure it is in each case. Take appropriate steps to secure it in a way that fits for your organization. Establish and document your security policies and procedures. Train your employees regularly and consistently.

INFORMATION SYSTEMS ACTIVITY REVIEW: Conduct and document periodic reviews of access logs or other records for unauthorized activity. It might be bad news if you find some, but you want to be the first one to find it. Report the breach and implement a fix immediately.

Learn More About HIPAA
- HHS Office for Civil Rights
- Center for Connected Health Policy
- Electronic Code of Federal Regulations
- HIPAA.gov
- HIMSS/HIPAABC 365
- RHIO Security Best Practices
- TRICARE/DoD Comprehensive Human Care System Security
- American Medical Association and HIPAA

Have questions? Contact a Telehealth Resource Center!

Eye Contact

An American Telemedicine Association Human Factors SIG publication in collaboration with the Home Telehealth and Remote Monitoring SIG

This guide is a quick reference to the importance of eye contact—and the lack of it—in providing healthcare services. Some pointers relate specifically to the provision of remote services, but all are applicable to most healthcare encounters. For more information and details we refer you to the references at the end of the guide.

Why Is Eye Contact Important?

- One of the most important aspects of human (provider-patient) interaction
- One of many non-verbal cues that take time to process remotely
- Fundamental to the REDE (Relationship, Establishment, Development, Engagement) model of patient-provider interaction for optimizing provider-patient relationships
- Important to clinical encounters and used as part of medical skill set checklists
- Impacts patient’s sense of dignity
- Helps establish rapport, trust (keeps participants focused on each other; encourages interaction; facilitates memory; influences likability & attractiveness; affects perceived emotion; creates sense of inclusion when present & sense of isolation when not)
- Allows for the use of non-verbal cues in communication

Eye Contact Etiquette

- “Rules” of direct versus indirect eye contact can differ by culture
- It is important to be aware of possible cultural heuristics:
  - Arabs, Latin Americans & Southern Europeans make more eye contact during conversation than Asians & Northern Europeans
  - Japanese may consider eye contact rude & people are taught to look at a person’s Adam’s apple instead of the eyes; eye contact with superiors is avoided
  - Women generally make more eye contact than men
- Eye contact changes with age
  - Increases from age 4-9
  - Decreases from 10-12
  - Increases again into adulthood.
- Certain mental health, medical, and vision conditions impact the ability or willingness of some patients to make and/or maintain eye contact

Tips for Telemedicine Camera Positions & Viewing Screens

- Locate camera above the face for accurate estimation of gaze
  - Preferably 7 degrees (of viewing angle) or less above from transmitter's position
On-line Education

English
Spanish
Navajo*
Mandarin*
French*

*4 most requested topics
Navajo On-line Education

Telemmedicine and Telehealth Overview (PDF)
Béesh lichii’ii biyi’i doo azee’ áah ál’í dóó béesh lichii’ii biyi’i doo ats’íis bee aa’ áhayá bil haz’á Nél’í. Díí baa ya’áti’igi éi níléé nát’áá’ baa náhane’, dóó hoshdeé’ dóó dijí béesh lichii’ii biyi’i doo bee azee’ áah ál’í dóó béesh lichii’ii biyi’i doo ats’íis bee aa’ áhayá bil haz’á choo’njíigi.

Clinical Applications Overview
Na’alkid Dóó Naaltsoos Bee Ałch’í’ Ya’áti’. Díí baa ya’áti’igi éi binahji’ ée hózhíindo diné bił na’anish biniiyé dóó naaltsoos bee ałch’í’ ya’áti’ bá. Béesh lichii’ii bee na’anishigion éi kódoón binahji’ hane’igi t’áá áköó béesh lichii’ii bil oonish bił haz’áinigii oolłyé, béesh lichii’ii t’áá bi nitsékesigii dóó béesh bee hane’i bita’ nínt’í’igi, béesh lichii’ii doo bida’díít’í góó biyi’i’i’ ja’ahná’igi, dóó naaná la’. Binahji’ al’áá át’éego dahane’igi éi kódaat’é (e.g., internet, satélite, wireless) dóó bee ya’á daat éhíigi’i áadóó doo bée ya’ádaat éhíigi’i éi kwé’i lóóishjíi ádaalyé’ kojí béesh lichii’ii biyi’i’i’i doo bee azee’ áah ál’í/béesh lichii’ii biyi’i’i’i doo ats’íis bee aa’ áhayá bil haz’á bidadeet’i’igi.

Video and Data Communication
Na’alkid Dóó Naaltsoos Bee Ałch’í’ Ya’áti’. Díí baa ya’áti’igi éi binahji’ ée hózhíindo diné bił na’anish biniiyé dóó naaltsoos bee ałch’í’ ya’áti’ bá. Béesh lichii’ii bee na’anishigion éi kódoón binahji’ hane’igi t’áá áköó béesh lichii’ii bil oonish bił haz’áinigii oolłyé, béesh lichii’ii t’áá bi nitsékesigii dóó béesh bee hane’i bita’ nínt’í’igi, béesh lichii’ii doo bida’díít’í góó biyi’i’i’i’ ja’ahná’igi, dóó naaná la’. Binahji’ al’áá át’éego dahane’igi éi kódaat’é (e.g., internet, satélite, wireless) dóó bee ya’á daat éhíigi’i áadóó doo bée ya’ádaat éhíigi’i éi kwé’i lóóishjíi ádaalyé’ kojí béesh lichii’ii biyi’i’i’i’i doo bee azee’ áah ál’í/béesh lichii’ii biyi’i’i’i’i doo ats’íis bee aa’ áhayá bil haz’á bidadeet’i’igi.

Business
Na’anish. Díí baa ya’áti’igi béeso bee áka’á’ a’yee dredíi nél’í’ kojí béesh lichii’ii biyi’i’i’i doo bee azee’ áah ál’í’ biéesh lichii’ii biyi’i’i’i’i doo ats’íis bee aa’ áhayá bil haz’á bida’iniishjíi bá, na’anish bik’ehgo áda’al’í’i’igi hadadiyíi bá áadóó ATP chodayoóf’í, dóó náasgóó t’áá bi deyíilyéédgo bee oonish dóó naanish bináhat’á bika’áhat’í.

Service Provider Showcase

- **October 8-9 Renaissance Glendale Hotel & Spa in Glendale, AZ**
- **Registration**: $495 early & SWTRC states; $595 regular, $395 group (5+), $250 student
- **National conference** focus on linking TM/TH service provider companies with hospitals, healthcare systems, clinics & others who need their services
- **Expo hall** offers range medical specialty services, ancillary patient services & supporting technology, latest trends clinical TH
- **Bringing better healthcare** to patients, communities, populations; improving outcomes; reducing costs; helping hospitals & healthcare systems thrive through partnerships with TM providers
Service Provider Directory

- [http://telemedicine.arizona.edu/servicedirectory](http://telemedicine.arizona.edu/servicedirectory)
Thank you!

• For more information
  • swtrc@telemedicine.arizona.edu
• Call toll free 1-877-535-6166
• ekrupin@emory.edu