

# Delta Region Community Health System Development (DRCHSD) Program



Delta Regional Authority

U.S. Department of Health & Human Services



**HRSA**

Federal Office of Rural Health Policy

*This project is supported by the Health Resources and Services Administration ([HRSA](#)) of the U.S. Department of Health and Human Services ([HHS](#)) as part of a financial assistance award totaling \$10,000,000 with 100% funded by [HRSA/HHS](#) and \$0 amount and 0% funded by non-government sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by [HRSA/HHS](#), or the U.S. Government.*



# Delta Region Community Health System Development (DRCHSD) Program

## DRCHSD Telehealth Series

### **Sessions:**

- February 25, 2021- Expanding Telehealth to Support Post-Acute Care
- March 4, 2021- Telemental Health for Rural-based Long-term Care Facilities
- March 11, 2021- Post-COVID Patient Transitions
- March 18, 2021- Industry-based Telehealth Programs
- March 25, 2021- Analytics to Measure your Telehealth Outcomes

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# DRCHSD Telehealth Series Part 2

Expanding Telehealth to Support Post-Acute Care



# Facilitators



**Kim Mayo**

National Rural Health  
Resource Center  
Sr. Program Specialist



**Donna McHale**

Huron Consulting Group  
Senior Director  
Health Care Practice



**Jessica Duke**

Huron Consulting Group  
Manager  
Health Care Practice



**Mark Saxon**

Virtual Healthcare Consulting  
President

# Agenda

Topic	Facilitator	Time
Introductions	Kim Mayo	5 min
Session Learning Objectives	Donna McHale	2 min
2021 Digital Health Trends and Challenges	Donna McHale	3 min
Access Barriers – Technology and Equitable Technology	Donna McHale	3 min
Consumer Priorities	Jessica Duke	2 min
Telehealth Across the Care Continuum	Jessica Duke	2 min
Transitional Care Management Programs	Jessica Duke	2 min
Care Management Programs	Jessica Duke	2 min
Virtual Complex Chronic Care Management Program	Mark Saxon	15 min
Participant Discussion	Kim Mayo	20 min
Strategies to Remain Ahead	Donna McHale	4 min

# Session Learning Objectives

- Learn about the 2021 Digital Health trends on CIO's minds
- Understand access barriers and approaches to resolve the barriers
- Discuss strategies to engage consumers in healthcare
- Review how patients and providers benefit from post-acute telehealth programs
- Hear the story of a successful virtual complex care management program
- Network, make new connections and have fun!

# Polling and Asking Questions Just Got Easy!

The Zoom logo is centered within a light gray rectangular box. The word "zoom" is written in a lowercase, blue, sans-serif font.

Answer the polling questions via the Polling Box

Ask your questions and/or raise your hand via the Chat Box

# 2021 DIGITAL HEALTH TRENDS

## BECKER'S TOP HEALTH IT TRENDS ON THE CIO'S RADAR



### CIO / IT Team Evolution

Acceleration of digital transformation will cause the CIO to oversee organizational strategies and risk management. IT teams will evolve to include clinical and data experts as well as senior security leaders.



### Cybersecurity

Health systems will be investing in their cybersecurity technology and talent. Health systems are planning for cyberattacks.



### Telehealth and Remote Care

In 2021, health systems will continue to invest in their telehealth strategy. With advances in payer reimbursement, health systems are utilizing a hybrid care model to provide services their patients.



### Evolving EHRs

EHR systems like Epic and Cerner are focusing on digital voice assistance. Much like Amazon Alexa and Google Home, the EHR systems will create a virtual assistant. EHR's also advance with interoperability and standardization. Many health systems are focused on migrating to the cloud.



### Predictive Analytics

With the increase of digital transformation, more health systems will have the capacity to practice precision medicine. Precision medicine can be utilized for identifying high risk patients and likelihood of mortality for patients with COVID.



### Digital Front Door

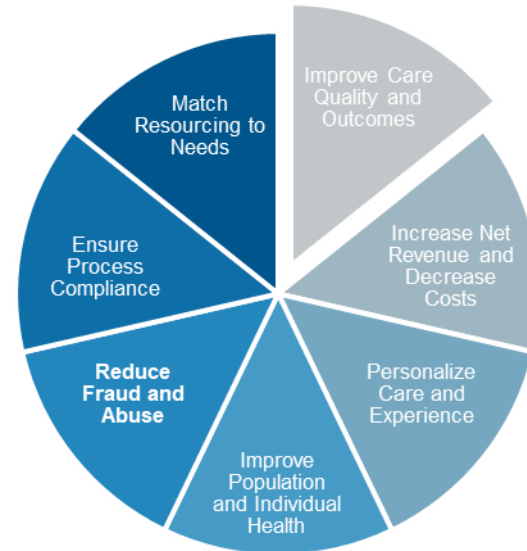
Focusing on the digital experience of a patient, many health systems believe online experience can be critical component for their overall reputation. Digital front door investments include the organization's website, mobile app, patient portal, scheduling, telehealth visits, and educational resources.



# Digital Health Challenges

Our clients continue to have challenges on enabling technology, from engagement through interoperability:

- Clinician resistance to adopting new solutions (51%)
- Difficulties integrating legacy systems with new digital/mobile technologies (50%)
- Availability of skilled IT staff (48%)
- Identification/remediation of cybersecurity threats (45%)



# Access Barriers – Technology

## \$8M

was awarded by Health Resources and Services Administration (HRSA) to fund the Telehealth Broadband Pilot (TBP) program. This program will access capacity for providers and patients in rural America ([fiercehealthcare.com](https://www.fiercehealthcare.com))

## 42 million

US residents lack access to broadband ([Broadband Now, 2020](https://www.broadbandnow.com))

## 955 satellites

have been **launched into low orbit by SpaceX for beta testing internet services with consumers**. The company plans to launch their commercial services in 2021 ([broadbandnow.com](https://www.broadbandnow.com))

## 22 states

have enacted barriers or bans to setting up municipally owned nonprofit networks that are like public utilities. States in the Delta include Missouri, Tennessee, Alabama, Louisiana. (<https://www.broadbandnow.com/report/municipal-broadband-roadblocks>)

## 41%

of **Medicare patients lack access** to a computer with high-speed internet connection at home and almost 41% don't have a smartphone with wireless data plan ([University of Pittsburgh](https://www.universityofpittsburgh.edu) and [Harvard Medical Research](https://www.harvard.edu))

## Reliable connection

provides better job opportunities, improved educational resources, and competitive economies for rural communities ([americanbar.org/advocacy](https://www.americanbar.org/advocacy))

# Access Barriers – Equitable Technology

Many consumers lack the digital technology needed for a virtual visit

*What are healthcare organizations doing to resolve the barriers?*

Connecting patients with Lifeline Support – to lower phone costs

Installing telehealth capabilities in central areas, e.g., community center, library

Providing patients with iPad/tablet and a hotspot

Conducting telephone visits versus video visits

Completing a pre-visit telehealth readiness survey with the patient

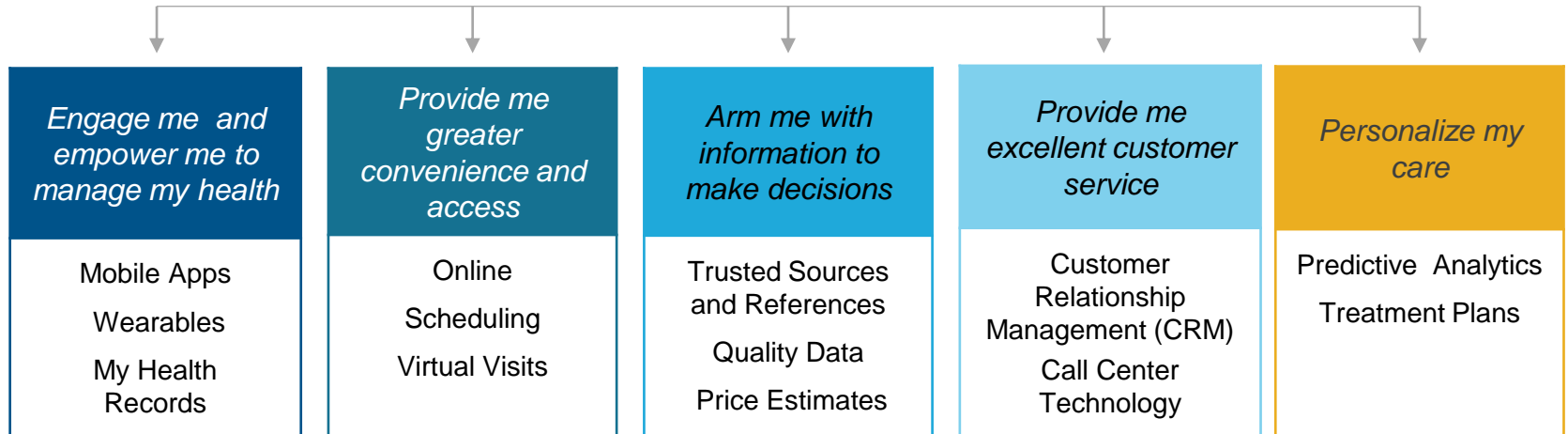
Working with their states to develop legislation for telehealth, e.g., reimbursement, internet access for all

# Consumer Priorities

Patients are acting as consumers, using technology now more than ever to gather information and meet their healthcare needs and preferences.

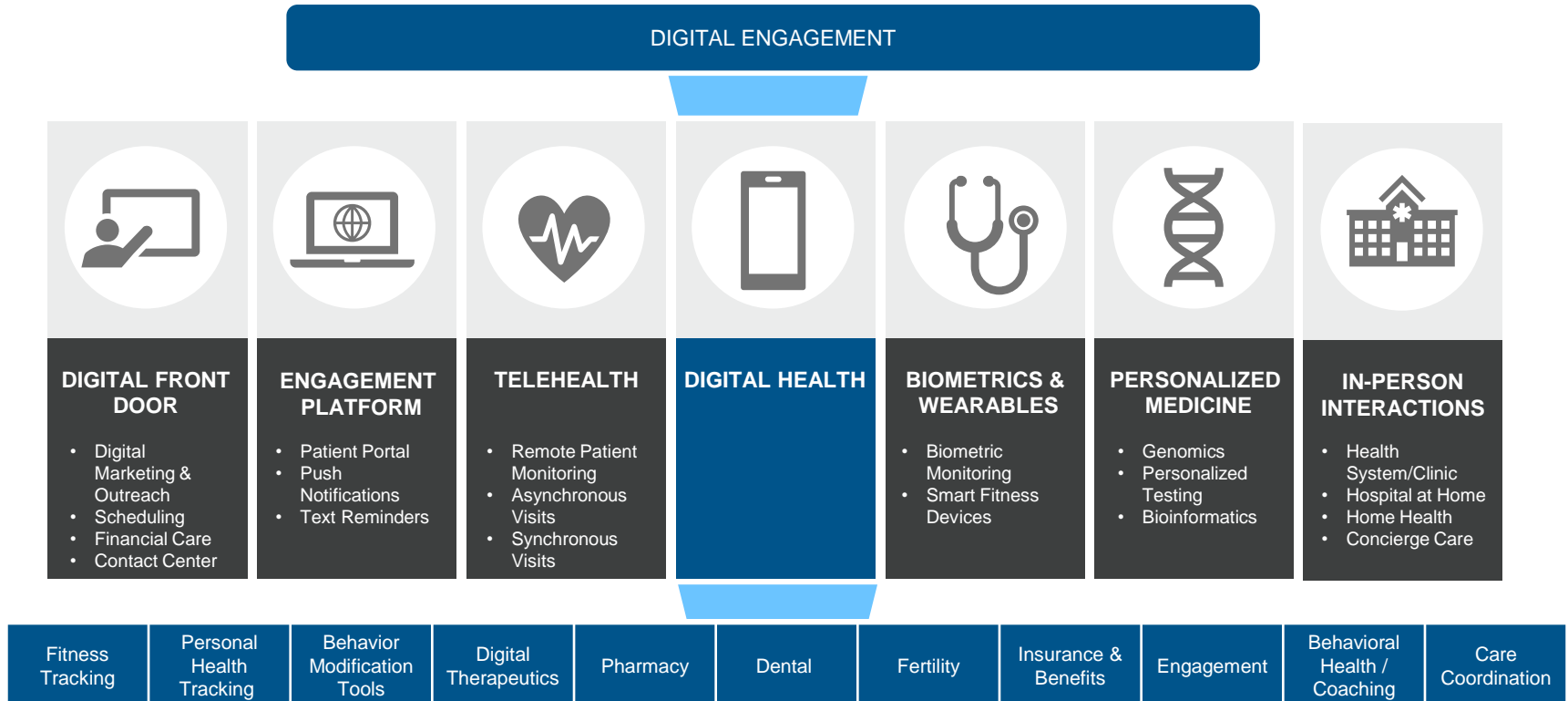


*Support my health and wellness*



# How do we engage consumers in healthcare?

Healthcare organizations today can engage with both patients and consumers via a range of digital technology offerings



# Telehealth Across the Care Continuum

Telehealth solution maturity is measured in part by how far the strategy is implemented across the organization. A truly transformational solution, driving the greatest value for the organization and for consumers, will typically reach at least 65% of the organization.

## ACUTE CARE

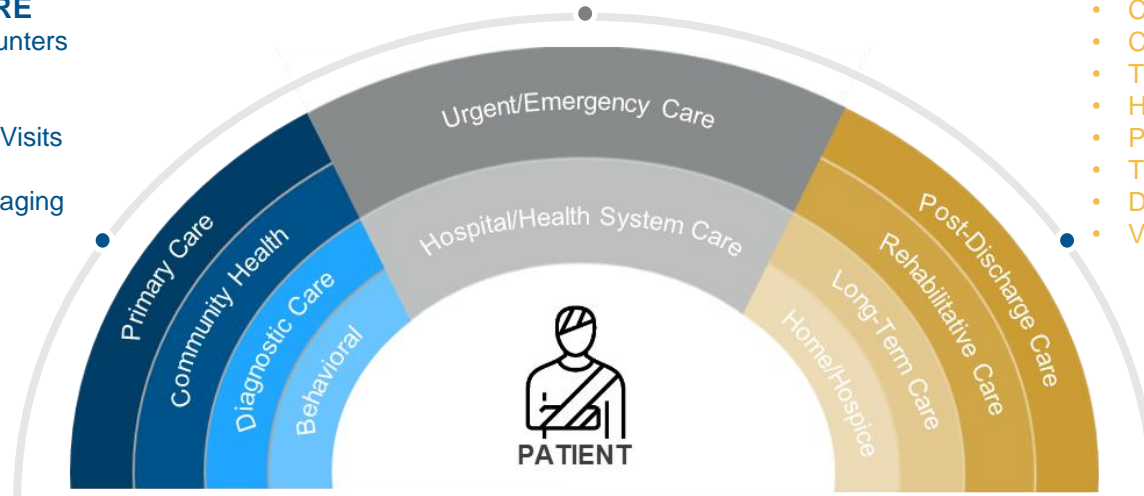
- Telestroke
- eICU
- Telepsych
- TeleNICU
- TelePICU
- Teleradiology
- Provider to Provider Consults
- Ambulance Triage / Early Intervention

## AMBULATORY CARE

- Primary Care Encounters
- Specialty Consults
- Behavioral Health
- Pre-/Post- Surgical Visits
- Dermatology
- Non-urgent care/Triaging
- Telepharmacology
- Population Health
- Patient Education

## POST-ACUTE CARE

- Care Management
- Chronic Disease Management
- Transitional Care Management
- Home Health Care
- Palliative Care
- Therapy (PT, OT, Speech)
- Dietary / Nutritional Care
- Virtual Sleep Studies



## Chat Question

- Do you have any post-acute programs currently in place?
- If so, please list your program.

# Post-Acute Telehealth

## Transitional Care Management Programs



### PATIENT BENEFITS OF TRANSITIONAL CARE PROGRAMS

- **Bridges the gap between inpatient and home care**
- **Improves patient outcomes**
- Increases communication with provider
- **Increases confidence in managing disease/condition**
- Improves medication compliance



### PROVIDER BENEFITS OF TRANSITIONAL CARE PROGRAMS

- Support for patients during their transition to home
- Better coordination of care
- **Prevention of readmission rates**
- **Greater patient satisfaction**
- **Prevents deterioration of patient status**



### ELIGIBILITY FOR TRANSITIONAL CARE PROGRAMS

- **Discharged from a qualified setting** (inpatient hospital, psychiatric hospital, skilled nursing facility, inpatient rehab, hospital observation) **to home**



### TECHNOLOGY AVAILABLE

- Two-way audio video interaction platforms
- Zoom, Facetime, etc.
- **Verbal/Audio (synchronous) only communication**
- **Asynchronous (store and forward) platforms**



### BARRIERS

- **Access to technology, e.g., mobile devices, smart phone, and/or internet access**
- Digital literacy, e.g., lack of technology skills
- Language



## Chat Question

- What are your biggest pain points when transitioning patients to home care?
- Where do you see program successes or potential successes?

# Post-Acute Telehealth (continued)

## Care Management Programs



### PATIENT BENEFITS OF CARE MANAGEMENT

- Optimized access to community health programs
- Improved care continuity by bridging care gaps
- Engaged patients with the management of their own health outcomes



### PROVIDER BENEFITS OF CARE MANAGEMENT

- Timely delivery of patient information and education
- Better coordination of care
- Greater provider and patient satisfaction
- More efficient treatment of patients



### EXAMPLES OF CARE MANAGEMENT

- Medication Management
- **Self Management of Complex Chronic Conditions Management, i.e., COPD, HTN, DM, CHF, ESRD**



### TECHNOLOGY AVAILABLE

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### BARRIERS

- Access to technology, e.g., mobile devices, smartphone, and/or internet access
- Digital literacy, e.g., lack of technology skills
- Language

# Guest Speaker

Virtual Complex Chronic Care  
Management Program

Mark Saxon, PA-C, MBA

President

Virtual Healthcare Consulting



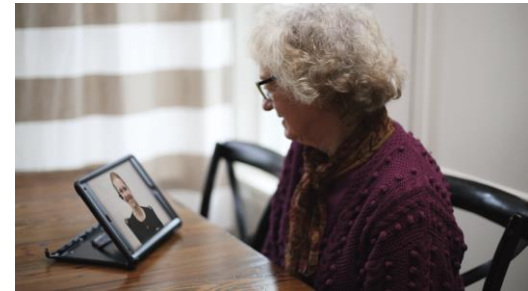
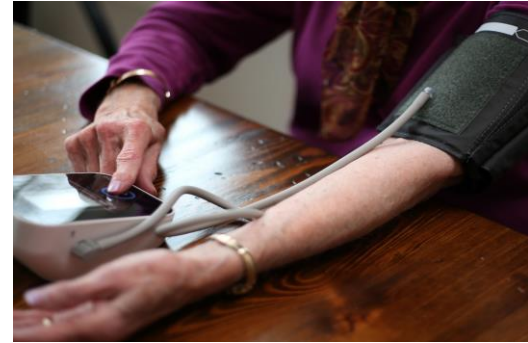
# Virtual CCM Program Goals

Improve	Improve patient satisfaction
Increase	Increase provider satisfaction
Increase	Increase outpatient utilization
Decrease	Decrease inpatient utilization
Decrease	Decrease admission/ER visits

# Complex Chronically Program Insight

- Top 5% spends 50% of healthcare spend
- The top 5% divided into 2 categories
  - Complex Chronically ill-long-term patients (Focused)
    - 3 Categories
      - *Near terminal patients (Need to focus on transition to hospice and palliative care education)*
      - *Wax and Waning Complex patient – need to stabilize (frequent touches)*
      - *Stabilized Complex Chronically (less frequent touches)*
    - Trauma-Surgery (examples, CABG, total hips/knees) high spend for a short period of time
      - Do not enroll

# Program Equipment



# Results

Improve	Improve patient satisfaction: 98.6% satisfaction rating
Increase	Increase provider satisfaction: 97% PCP satisfaction rating
Increase	Increase outpatient utilization: 16% increase in PCP visits
Decrease	Decrease inpatient utilization: 1 day LOS reduction
Decrease	Decrease admission/ER visits: 49% admission reduction/41% ER reduction

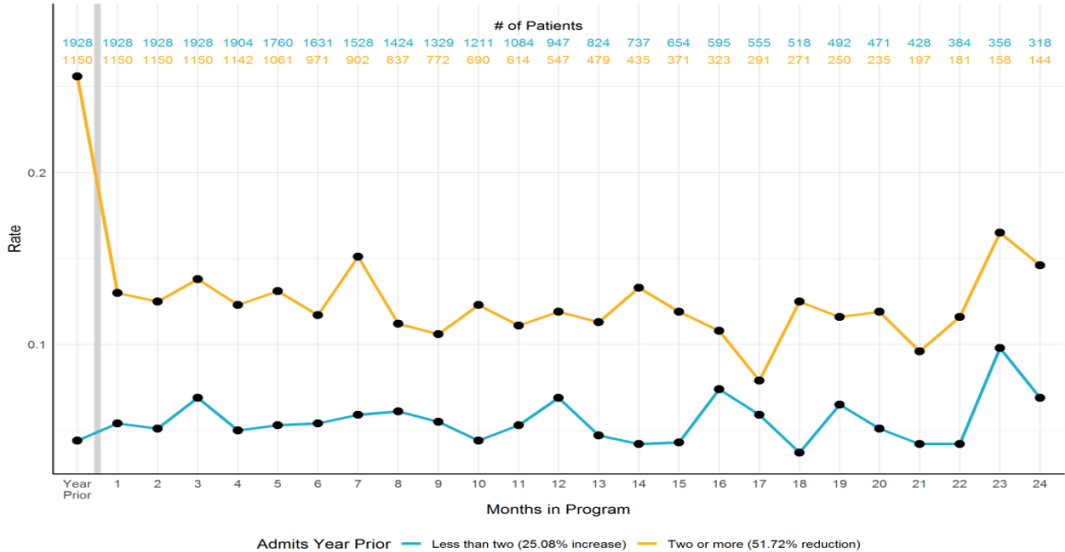
# Complex Chronically Cost Saving Analysis

## Divided into two categories

- >10,000 spend annually
- <10,000 spend annually

## Cost Savings

- \$833 PMPM >10,000
- Rising risk lower base line





# Where to Start

- What problem are you solving?
  - Population Health (Risk)
  - Access
  - Process Improvement
- Establish Clear (SMART) Goals
  - Data analytics are key to success
  - Value propositions
- Identify Clinical Champions
  - Needs to be clinically driven
  - Engagement is the key to success
- Start Simple
  - One solution at a time
  - Get it right
- Leadership Support
  - Senior Leader champion
  - Clearly defined expectations and alignment with KPIs
- Technology Alignment
  - Be agnostic to the technology
  - Focus on the problem you need to solve clinically
- Financial Support
  - Understand this investment
  - Not all are billable services
- Communication
  - Clinical Teams
  - More than you think

# Key Beliefs

- It's not about "Virtual" it's about "Care"
- It's not an "IF" question but rather "WHEN"
- You have choices – Make, Buy, or Partner
- You can't outsource "Leadership" – success requires a supported Virtual Care Champion
- Good execution requires both clinical and business leadership
- Virtual Care could be considered a threat to someone – it shouldn't, but it's real
- It's not a "Push" or "Pull" decision, it requires "Push and Pull"
- Investing in virtual requires vision – benefits can often be hard to see on a traditional P&L
- Leverage government funding and scale

# Virtual HC Client Collaborations

Mark.Saxon@virtualhc.net



# Participant Discussion



**Kim Mayo**

National Rural Health  
Resource Center  
Moderator



**Donna McHale**

Huron Consulting Group  
Senior Director  
Health Care Practice



**Jessica Duke**

Huron Consulting Group  
Manager  
Health Care Practice



**Mark Saxon**

Virtual Healthcare  
President

# Participant Discussion (continued)

## Key Components for Successful Telehealth Adoption

### Digital Health Trends

- Has your CIO/IT team evolved or plan to evolve to focus on digital health?
- What are your concerns about cyber security?

### Challenges In Digital Health

- What are your biggest digital health challenges?

### Equitable Access

- Where do you see issues with access to technology?
- Do you have plans to improve equitable access?

### Consumer Priorities

- What are the consumer priorities in your community?
- How do you engage your consumers?

### Complex Chronic Care

- Where do you see the biggest need for chronic care programs?

### Transitional Care Programs

- Are there any lessons learned you want to share with your colleagues about a transitional care program?

### Care Management Program

- What advice would you give an organization just starting their care management program?

# Strategies to Remain Ahead

## Digital Transformation



### Forward Thinking Strategy

- Evaluate the current state of your organization's digital transformation strategy
- Review your organization's risk management plan to stop a cyber attack
- Push your current digital technologies to meet new and evolving consumer needs/demands
- Determine how you will monitor the success of your digital strategy



### Think Beyond Current Solutions

- Push the limits on solutions outside your current technology
- Develop strategies to engage and enable consumers to manage their health
- Identify /implement consumer-focused digital technologies
- Envision a future where your consumers enter through your digital front door

# Key Session Takeaways

- Digital health trends continue to **evolve**
- Healthcare leaders must continue to develop strategies to **overcome access barriers**, e.g., technology, equitable technology
- Patients are acting as **consumers, using technology** more than ever to **gather information** and **meet their healthcare needs** and **preferences**
- Engage with patients and consumers **via digital technology**
- Post-acute telehealth programs are **bridging the gaps in healthcare**, e.g., **transitional care** and **care management**
- It's not about **“virtual,”** it's about **“care”**
- Telehealth is about **“when,” not “if”**

# Contact Information

## **Kim Mayo**

Mobile 218-216-7018

[kmayo@ruralcenter.org](mailto:kmayo@ruralcenter.org)

## **Donna McHale**

Mobile 847-922-7906

[dmchale@hcg.com](mailto:dmchale@hcg.com)

## **Jessica Duke**

Mobile 843-929-8581

[jduke@hcg.com](mailto:jduke@hcg.com)

## **Mark Saxon**

Mobile 314-596-1243

[Mark.Saxon@virtualhc.net](mailto:Mark.Saxon@virtualhc.net)



# DRCHSD Telehealth Series Part 3

## Telemental Health for Rural-based Long-Term Care

- Date: Thursday, March 4, 2021
- Time: 11 am to Noon CT

Guest Speaker:

Dr. Catherine Dimou, Medical Executive Cigna



# Thank you