Optimizing Your Telehealth Services

The 6 Hallmarks of Excellent Telehealth Services

Christian Milaster
Founder & President
Ingenium Digital Health Advisors
Welcome to the Telehealth Community

CSI Solutions and its partners have launched this community to enable rapid access to telehealth information and resources. Join the conversation to learn and contribute to this important work.

Meet Our Community Facilitators

- Roger Charters, MHA, CEO of CSI Solutions
- Kathy Reins, WEL, PA, FAPP
- Christian Mitro, MS, Founder and President, Inheritance Digital Health
- Kathy Lemire, MHA, Organizational Excellence Advisor, Inheritance Digital Health
- Tom Davis, MD, Physician Telemedicine Advisor, Inheritance Digital Health

Join the Telehealth Forums to share insights and questions. Once you login, you can choose the Subscriptions option to receive email notifications of new posts.

Participation is free. We will not share your contact information with vendors or other third parties. Some products and services recommended by peers may have associated costs.

Join us at telehealth.community
Making the most out of Zoom

➢ Please keep your video on if you can (it’s much nicer to present to real people)
➢ We will keep everyone muted
➢ Use the Chat function to
  ✓ post your questions for the Q&A
  ✓ report technical questions to Laurel
➢ Provide feedback via the Participants’ window
➢ We are recording this session
Optimizing Your Telehealth Services

The 6 Hallmarks of Excellent Telehealth Services

Christian Milaster
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Rapid Rural Remote Care

Telemedicine Visit Volume Growth

- 200 visits/day
- Decision Made
- Launch

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1. What type of organization do you represent?
- Academic Medical Center
- Health System (regional)
- Health System (multi-state)
- Multi-Specialty Group Practice
- Physician Offices
- Community Health Organization / FQHC
- Skilled Nursing Facility
- Consulting Firm
- Technology Vendor
- Other (please note in chat)
2. Where do you need to optimize your telehealth service? (check all that apply)

- Patient Interest/Acceptance
- Physician Satisfaction
- Billing/Reimbursement
- Regulatory Compliance
- Workflows
- Telehealth Technology – Internal
- Telehealth Technology – Patients
- More video, less telephonic care
- Other (note in chat)
About Christian

33 years

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Creating Telehealth Success

- Telehealth Defined
- 6 Hallmarks of Success
- Optimizing Telehealth
- Q&A
- Wrapup & Bonus
Telehealth Defined

Everybody agreed, until somebody defined it.
Everybody agreed, until somebody defined it...

**Telehealth**
Delivering Care at a Distance

**Telemedicine**
Practicing Medicine at a Distance

**Remote Care**
Connecting with Patients at a Distance
Serving the Modern Healthcare Consumer

- Convenience
- Value
- Quality
- Confidence
Telehealth is about

**Care**

delivering **CARE** at a distance

**Patients**

putting the **PATIENT** in the center

**Clinicians**

workflow design for **PHYSICIAN** efficiency

**Optimization**

OPTIMIZING the delivery of care
The 6 Hallmarks of Telehealth Success
Start with the End in Mind

What does Successful Telehealth Look Like?

- Satisfied Patients
- Satisfied Clinicians
- Satisfied Staff
- Pre-Covid Volume
- 100% Reimbursement
- Excellent Clinical Quality

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6 Critical Hallmarks for TH Success

1. New Clinical Service Mindset
2. Workflow drives Technology
3. Physician & Staff Training
4. Pre-Visit Telemedicine TechCheck
5. Metrics driving Quality
6. Internal Pre-Auth
New Clinical Service

- Select Clinical Leadership
- Designate Operational Leader *(Telehealth Director/Manager)*
- Engage the Whole Team
- Define Workflows, Policies, Marketing, Training, Support, Change Management
Workflow drives Technology

☑️ Don’t put the horse behind the cart

☑️ First, design your clinical, operational, and financial workflows

☑️ Then select the technology that best fits your needs

Everybody Practices on Top of their License

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Physician & Staff Training

☑ Design Training for Everyone
  • Schedulers, PSRs, Front Desk
  • Physicians, Clinicians, Allied Health
  • Billing Staff

☑ Create “Cheat Sheets”

☑ Create brief videos
Pre-Visit TechCheck

☑ Evaluate the video-readiness for every new patient!
☑ Designate tech-savvy staff with great customer service skillset
☑ Train & Support!
☑ Build self-service page for patients
☑ Track success and audit process
“YOU CAN'T MANAGE WHAT YOU DON'T MEASURE.”

- W. Edward Deming
Metrics driving Quality

☑ Identify Key Success Indicators

- Satisfied Patients
- Satisfied Clinicians
- Satisfied Staff
- Pre-Covid Volume
- 100% Reimbursement
- Excellent Clinical Quality

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Metrics driving Quality

- Identify Key Success Indicators
- Quantitative Data Collection is Crucial
  - surveys of patient, provider, staff
  - best way to engage clinicians
- Set targets and pre-define actions
- Act on the data!
Internal Pre-Authorization

Current Reimbursement is available for almost all or many telehealth services. But Reimbursement Regulations will change.

☑ Establish centralized authority to stay abreast of legislation

☑ Implement preemptive pre-authorization for any scheduled telehealth visit NOW.
Success in Telehealth

1. New Clinical Service Mindset
2. Workflow drives Technology
3. Physician & Staff Training
4. Pre-Visit Telemedicine TechCheck
5. Metrics driving Quality
6. Internal Pre-Auth

- Satisfied Patients
- Satisfied Clinicians
- Satisfied Staff
- Pre-Covid Volume
- 100% Reimbursement
- Excellent Clinical Quality
Optimizing Telehealth
Optimization Areas

- Workflow
- Billing/Regulatory
- Technology
- Clinician Satisfaction
- Clinician Engagement
- Patient Satisfaction
- Patient Demand

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Every System is perfectly designed to get the results it gets.

Don Berwick, MD  via  Paul Batalden, MD
Workflow

• Document Your Workflows
  ▪ Scheduling, Testing, Preparing, Visiting, Post-Visit; Billing

• Identify a Workflow Owner
Workflow

• Document Your Workflows
  ▪ Scheduling, Testing, Preparing, Visiting, Post-Visit, Billing

• Identify a Workflow Owner

• Measure your Workflows
  ▪ Problems, Satisfaction

• Act on the Data:
  Continuously Optimize

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• Internal Pre-Authorization for every telehealth visit
  ▪ Even if the answer is “YES” for all
• Stay abreast of changing regulations
  ▪ Not just billing - consent, HIPAA, licensing
Technology

• Gather feedback from ALL users
  ▪ patients, providers, staff
• Act on the Data
• Train all Users
• It’s not about the Technology
• ...unless it is:
  ▪ No WebEx, GoTo Meeting, Facetime
  ▪ Use designed-for-telehealth solutions
Clinician Focus

• Telehealth MUST BE clinician-led
• Capture Satisfaction
• Performance, Clinical Quality
• Engagement
• Physician Training & Support
• Optimize Clinical Quality of Visit

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Patient Focus

• Satisfaction
  ▪ Post-Visit Polls are Critical
  ▪ Act on the Data

• Optimizing Patient Demand
  ▪ Be on social media and news outlets
  ▪ Make Your online front door telehealth-centric
  ▪ Conduct proactive outreach
  ▪ When your clinicians love telehealth, your patients will too

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It takes a Village

Teles Health

PR
IT
Pts
MDs
RNs
MAs
§§§
§§§
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Send me an email to request your free copy of our
Telehealth Project Health Checkup!
Wrap Up & Bonus

One of Two Things that will Dramatically Improve The Value you are getting out of Telehealth.
Key Takeaways: Telehealth

Telehealth is Delivering Care at a Distance

Telehealth is a New Clinical Service Offering

Telehealth requires New Workflows & New Policies

Training & Support • Marketing & Publicity

Designated Leadership & Change Management

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Key Takeaways: Optimizing Telehealth Services

Optimizing Telehealth is Starting with the End in Mind

Optimizing Telehealth is Designing a better System

Optimizing Telehealth involves workflow redesign, managing by data, training & support, a village, leadership, change management

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Dramatically Improve
The Value of your Telehealth Services

Success Accelerant A
Decide Who’s In Charge

Success Accelerant B
Manage the Organizational Change

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Success Accelerant A
Decide who’s in charge

Assign & Hold to Account:
Clinical Leadership
Operational Leadership
Technical Leadership
Executive Leadership
# Success Accelerant B

## Leverage Change Management

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- **CHANGE!**
- **Confusion**
- **Resistance**
- **Reluctance**
- **Frustration**
- **Backsliding**

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Thank You!

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Upcoming Webinars

Hybrid Care Delivery: The Best of Both Worlds
Preparing Your Practice to offer safe in-person and virtual care
Thu, Jul 23 @ 12 PM EDT

Measuring Telehealth Success
Establish a simple set of metrics to assess and improve your telehealth services
Thu, Aug 6 @ 12 PM EDT

Telehealth Use Cases for Acute and Post-Acute Care
Virtual Inpatient Care, Remote Patient Monitoring and other valuable use cases
Thu, Aug 20 @ 12 PM EDT

Join us at telehealth.community
Telehealth Community
During the COVID-19 health crisis and beyond, many need access to guidance on telehealth, including clinical, legal, and technical expertise, as well as advice from peers. Participation in this community is free.

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