

Provider Adoption of Telemedicine



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DISCLOSURE

- The F Marie Hall Institute for Rural and Community Health at Texas Tech University Health Sciences Center is partnered with Well-Ahead Louisiana with the Louisiana Department of Health to form the TexLa Telehealth Resource Center (TRC).



- The TexLa Telehealth Resource Center is a federally-funded program designed to provide technical assistance and resources to new and existing Telehealth programs throughout Texas and Louisiana.

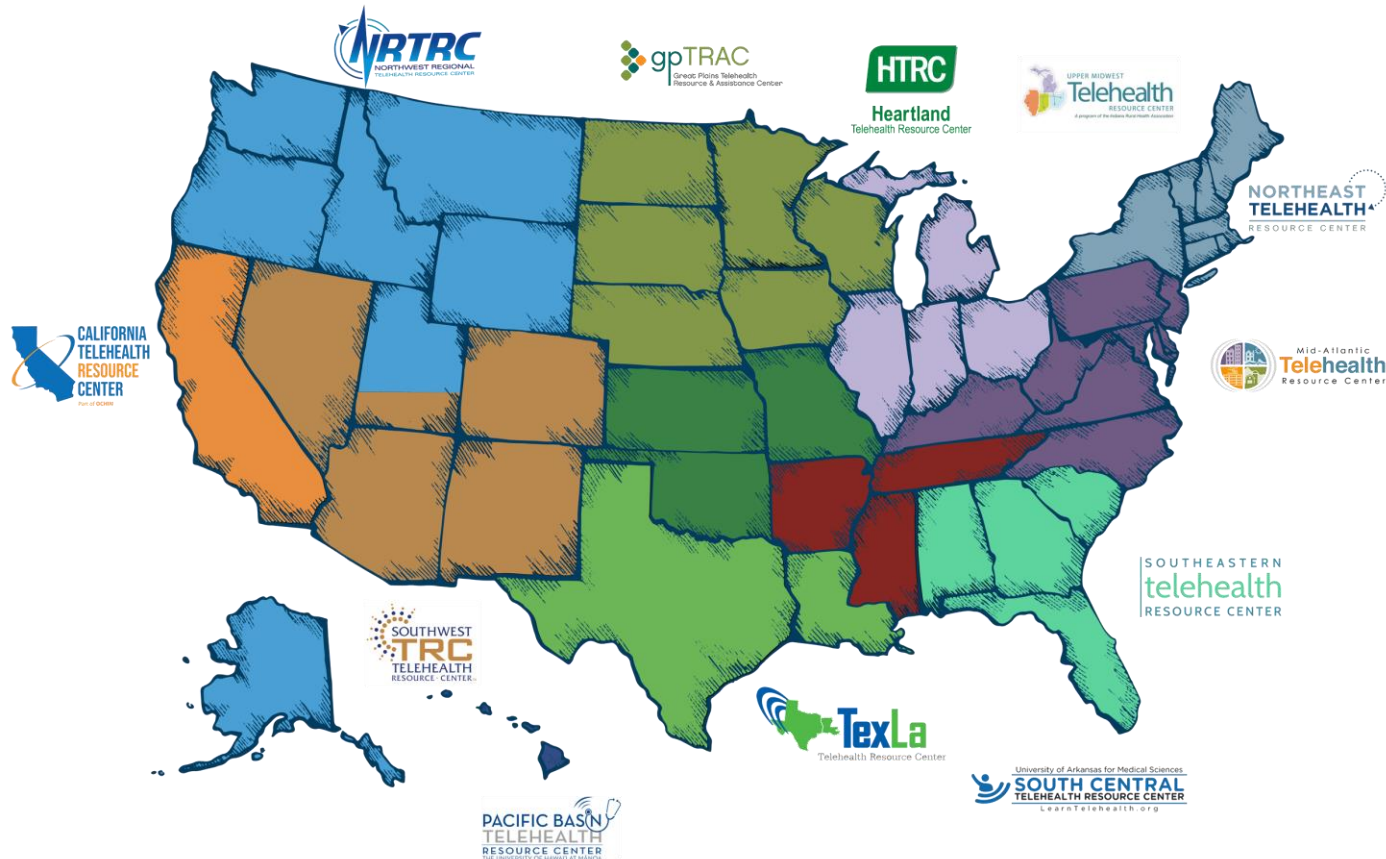
This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number G22RH30359, the TexLa Telehealth Resource Center, in the amount of \$325,000.00. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS, or the U.S. Government.



www.texlatrc.org

HRSA Funded Telehealth Resource

www.telehealthresourcecenter.org



NRTRC	gpTRAC	NETRC
CTRC	HTRC	UMTRC
SWTRC	SCTRC	MATRC
PBTRC	TexLa	SETRC
12 REGIONAL RESOURCE CENTERS		

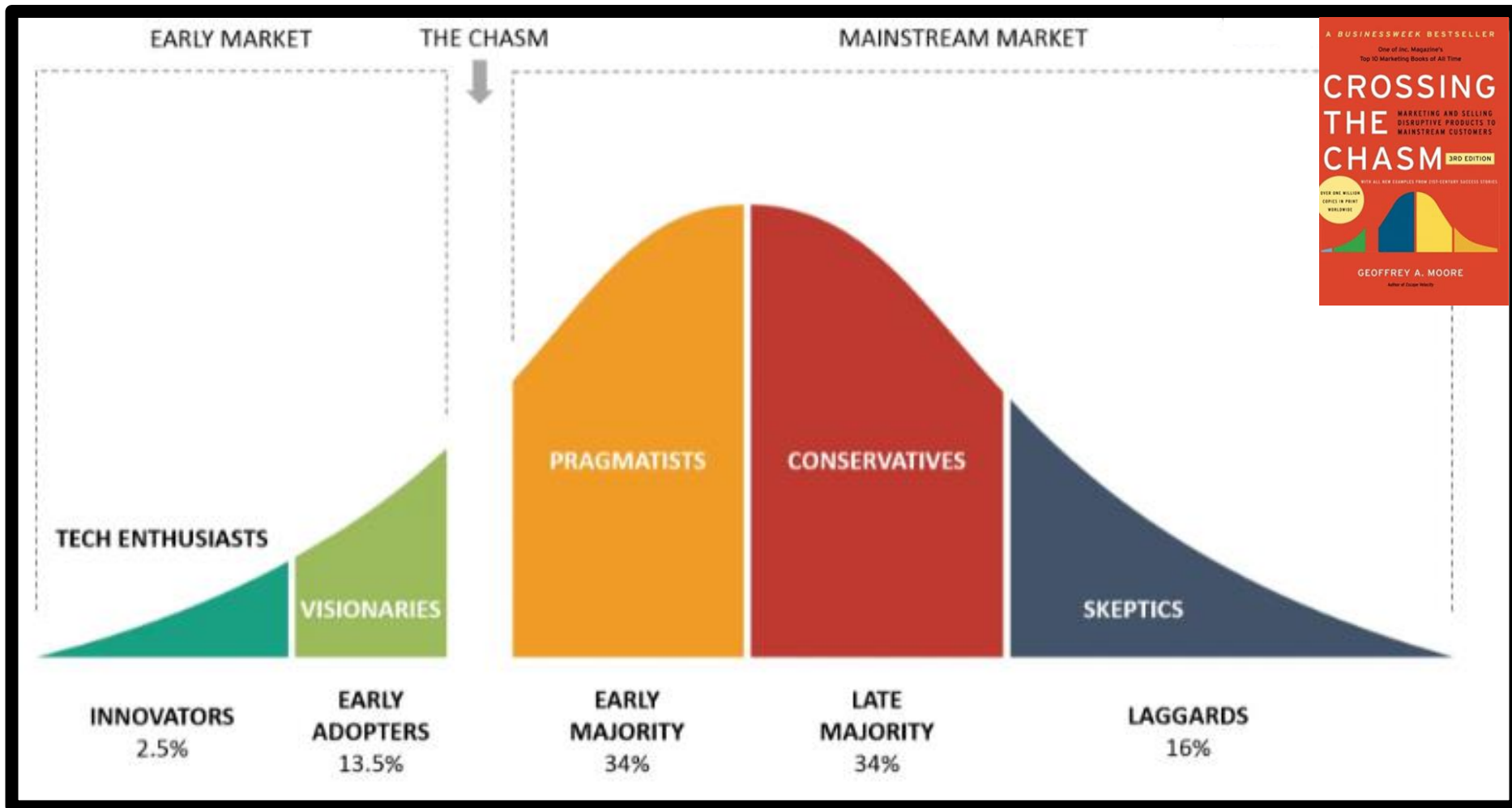
TTAC TelehealthTechnology.org	Center for Connected Health Policy The National Telehealth Policy Resource Center
2 NATIONAL RESOURCE CENTERS	



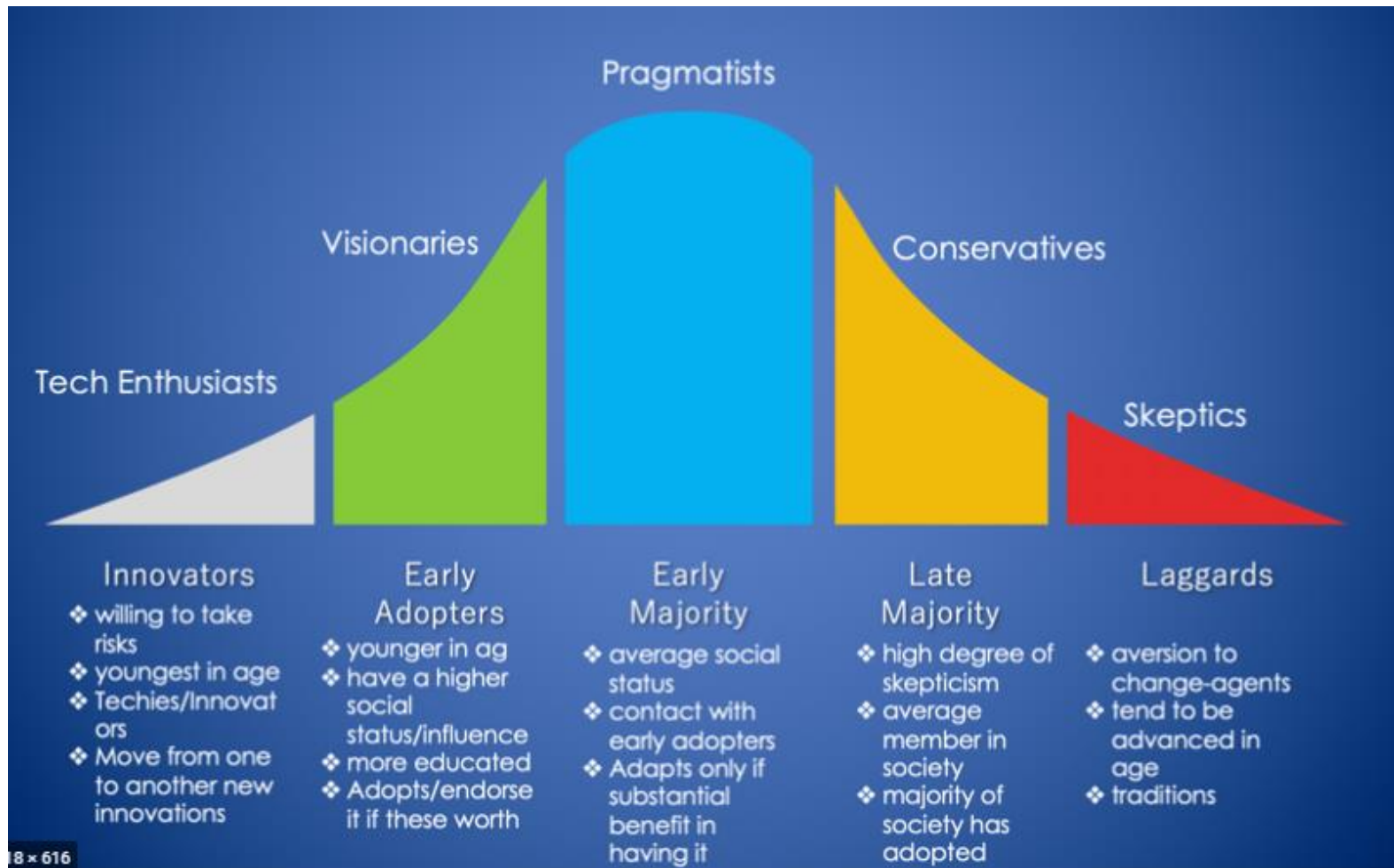
Learning Objectives

1. Describe the state of telehealth adoption among practitioners
2. Identify barriers to telehealth adoption.
3. Discuss possible strategies to bridge the chasm of telemedicine adoption and promote its adoption.

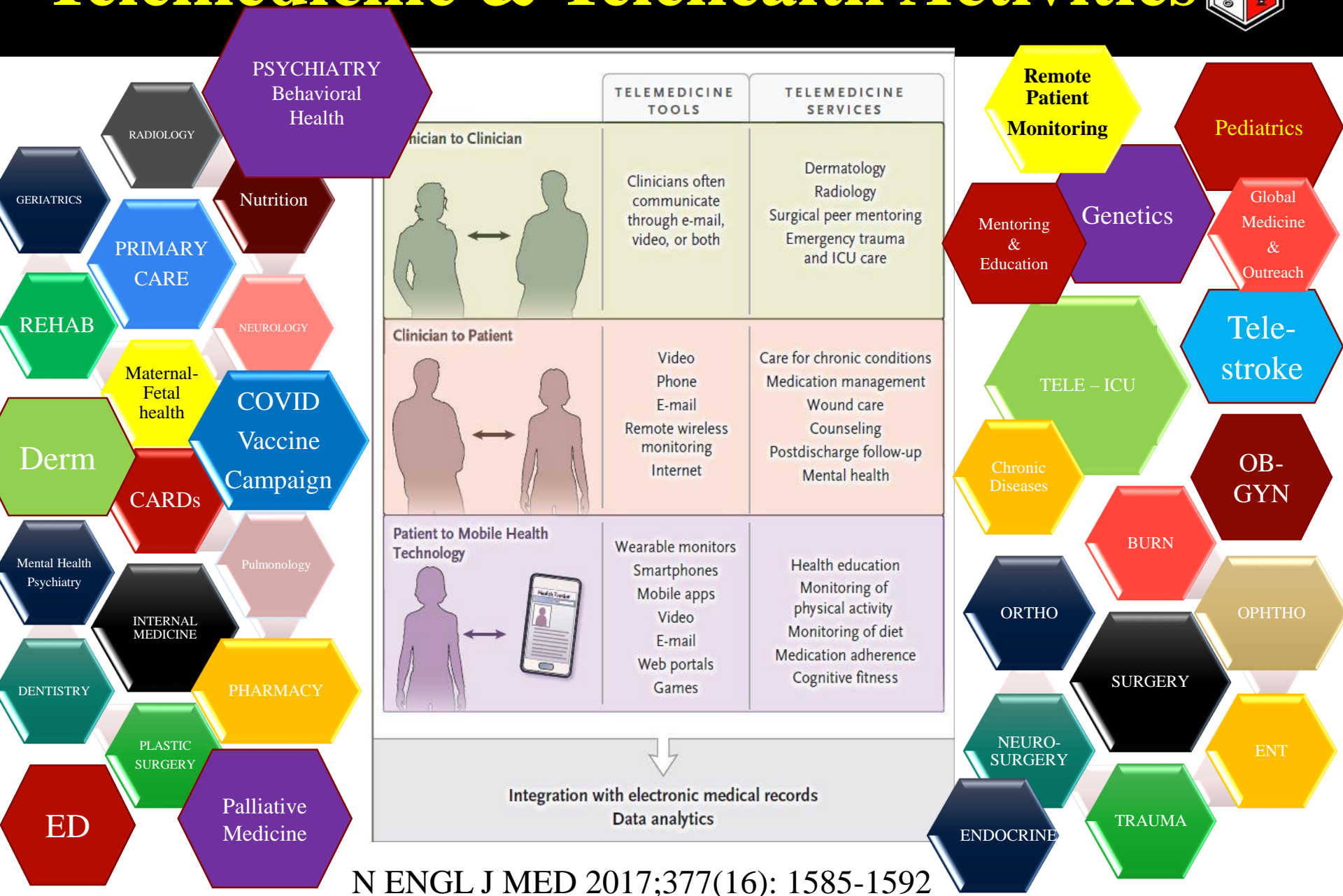
Bell Curve of Technology Adoption



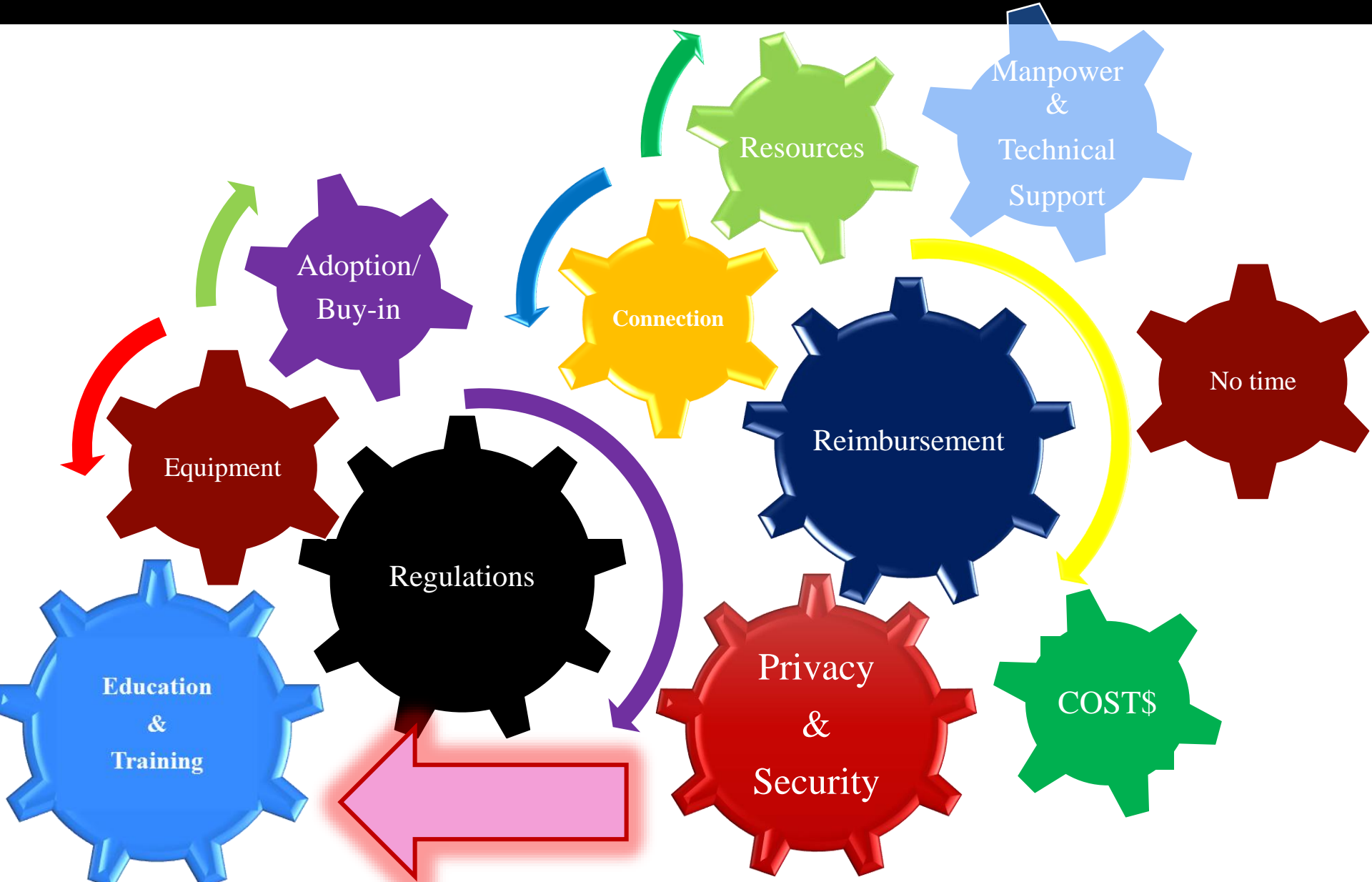
Bell Curve of Technology Adoption



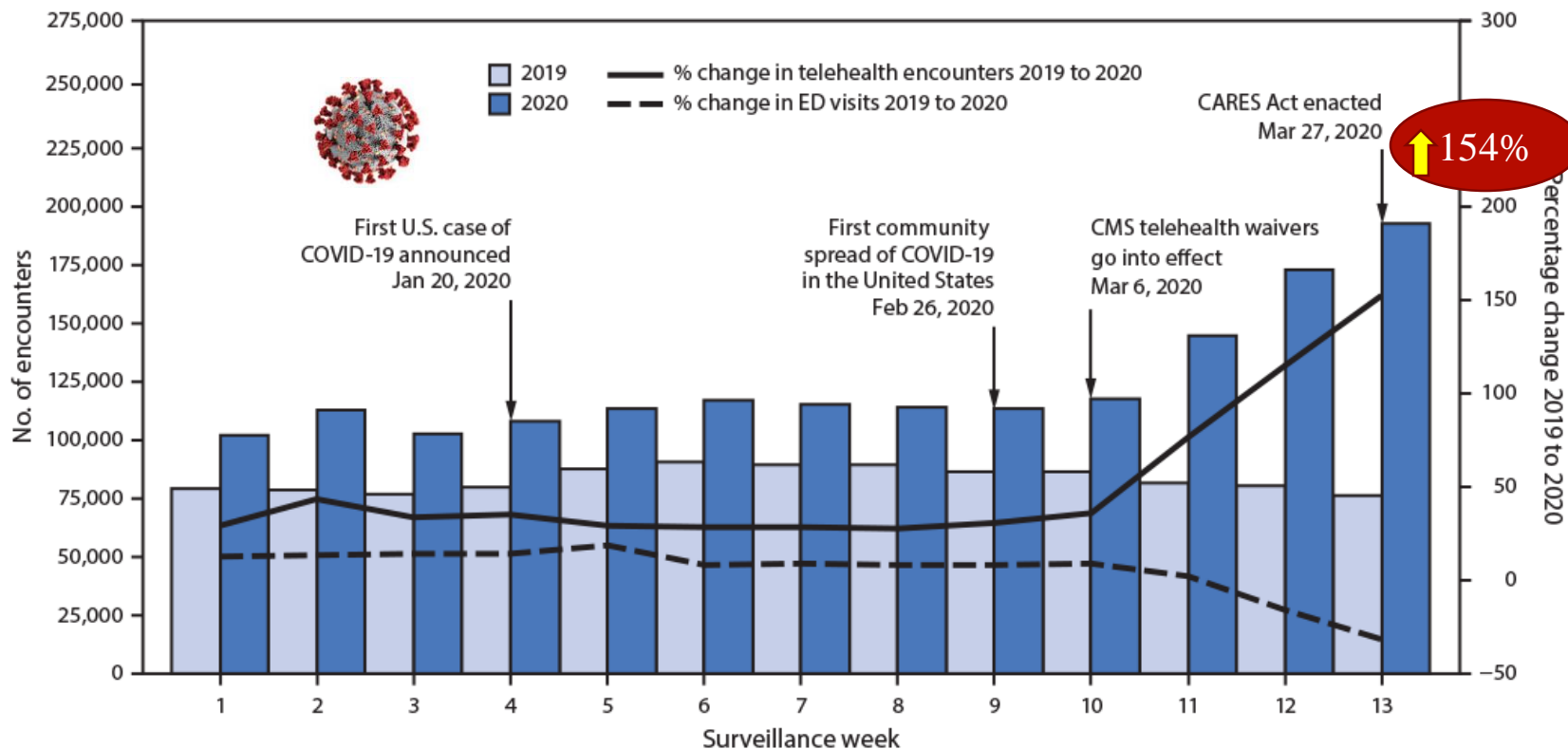
Telemedicine & Telehealth Activities



Provider's Barriers in Telemedicine



Telehealth Adoption During Pandemic



MMWR 69(43);1595-1599

Telehealth Adoption During Pandemic



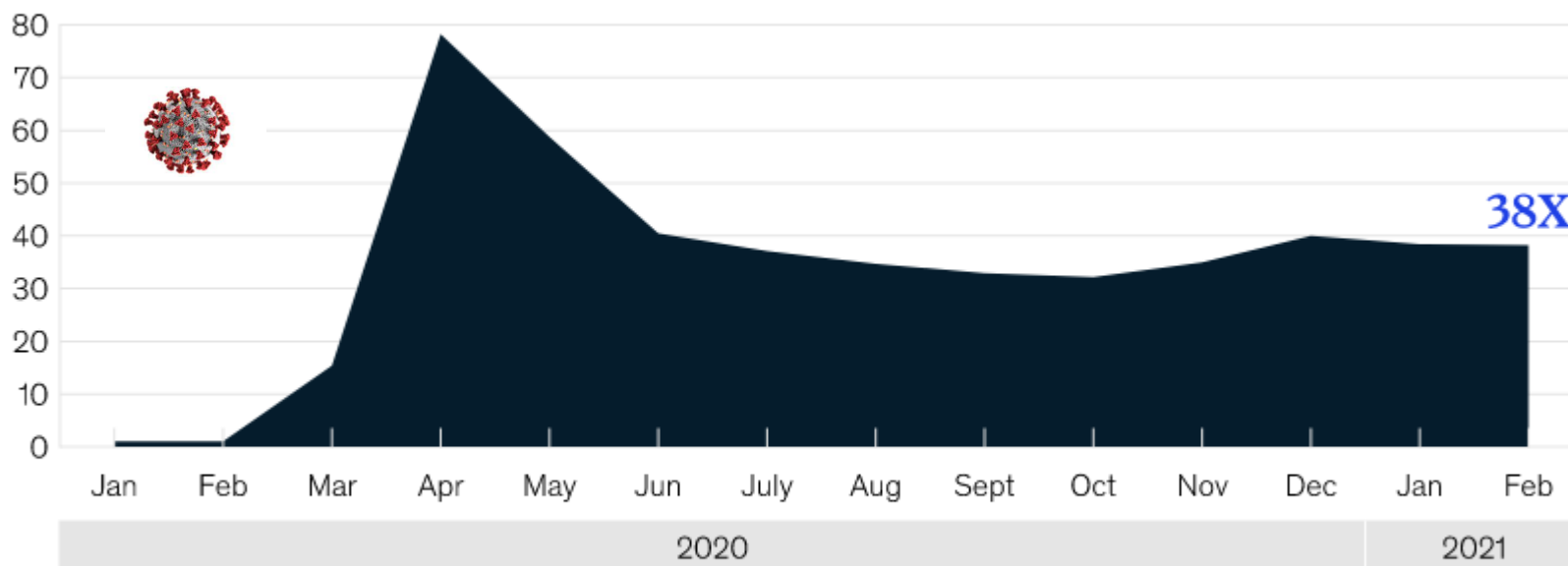
1. Telehealth use increased from 0.3% in 2019 to 23.6% in 2020
2. In person visit ↓ 37%
3. Behavioral visit were 46.1% while medical visit is 22.0%
4. Socially disadvantaged neighborhood used telemedicine 27.4% vs 19.8% in less disadvantaged.
5. Medical care cost decreased by 15%

Telehealth Adoption During Pandemic



Growth in telehealth usage peaked during April 2020 but has since stabilized.

Telehealth claims volumes, compared to pre-Covid-19 levels (February 2020 = 1)¹



¹ Includes cardiology, dental/oral, dermatology, endocrinology, ENT medicine, gastroenterology, general medicine, general surgery, gynecology, hematology, infectious diseases, neonatal, nephrology, neurological medicine, neurosurgery, oncology, ophthalmology, orthopedic surgery, poisoning/drug tox./comp. of TX, psychiatry, pulmonary medicine, rheumatology, substance use disorder treatment, urology. Also includes only evaluation and management visits; excludes emergency department, hospital inpatient, and psychiatry inpatient claims; excludes certain low-volume specialties.

Source: Compile database; McKinsey analysis

WHY TELEMEDICINE ?



Geographic Location

Physician Shortage & limited resources

Savings

Infection control

Convenience & Increase Access

Healthcare for special population

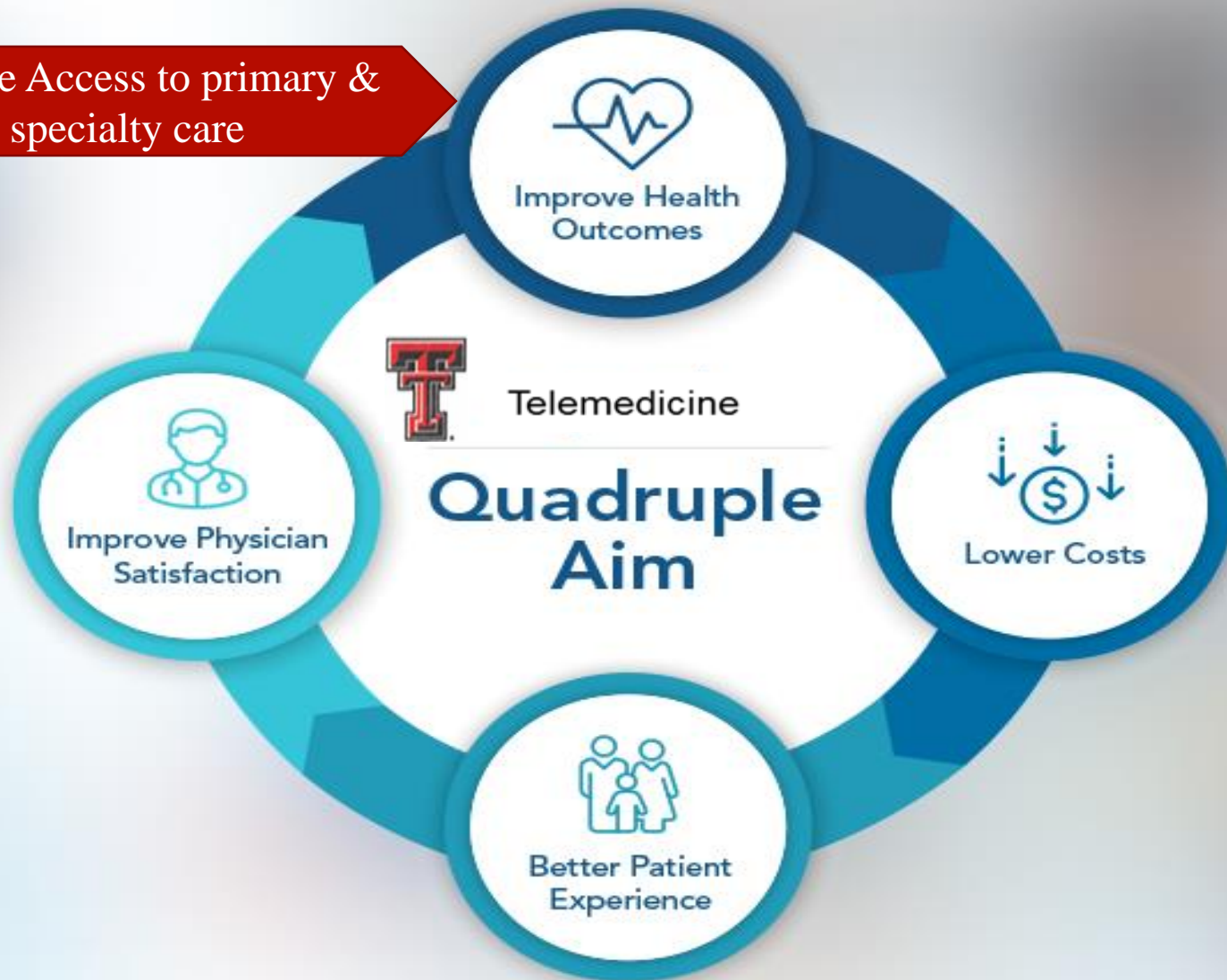
CORRECTIONAL FACILITY

SCHOOL

RESERVATIONS / REMOTE AREAS

GOALS OF TELEMEDICINE

Increase Access to primary & specialty care

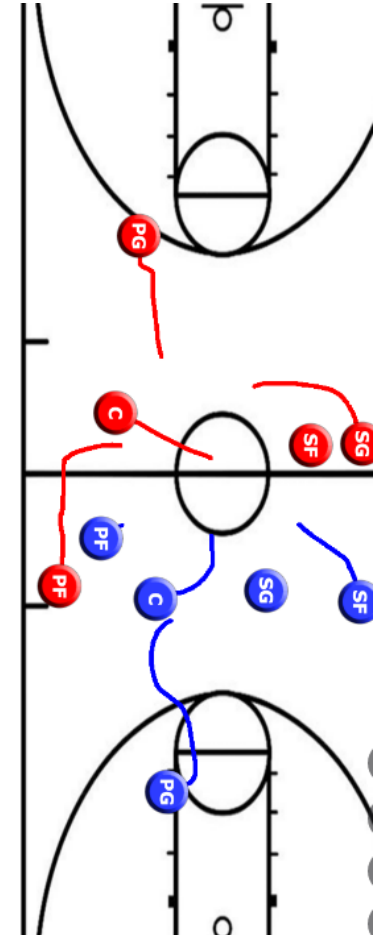




- Warm Up: Telemedicine 101

Pre-Game

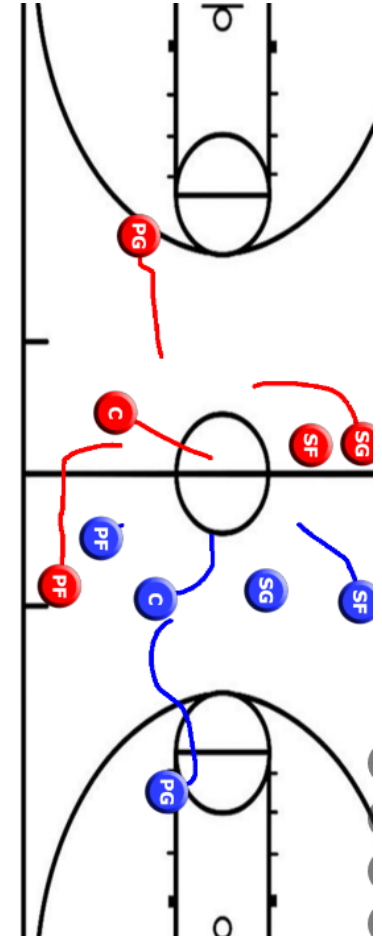
1. Identify a need
2. Form a Team
3. Define success
4. Evaluating a vendor
5. Making the Case
6. Contracting



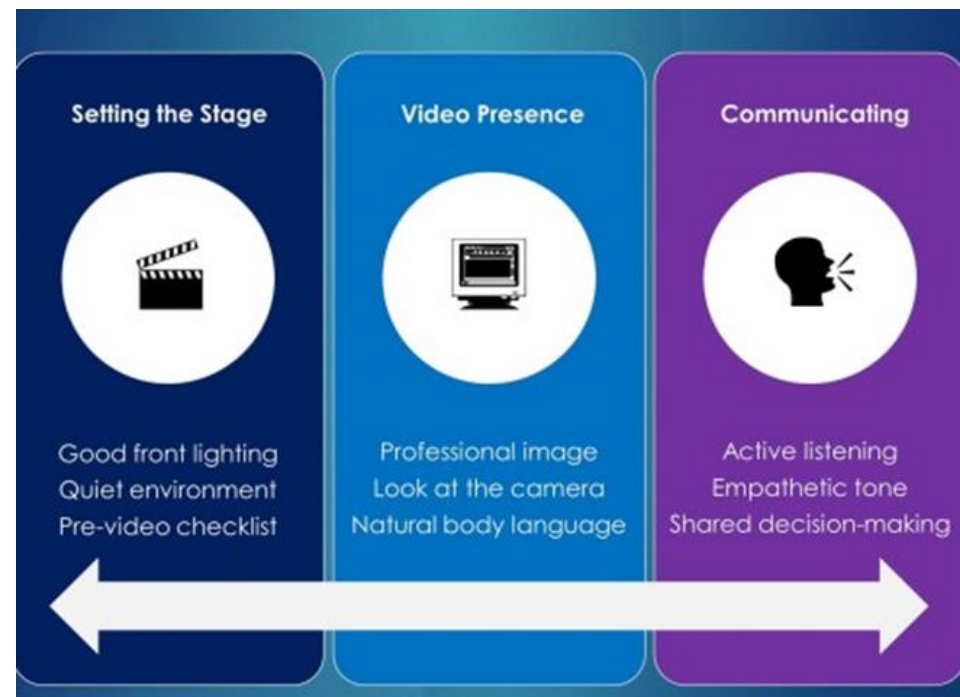
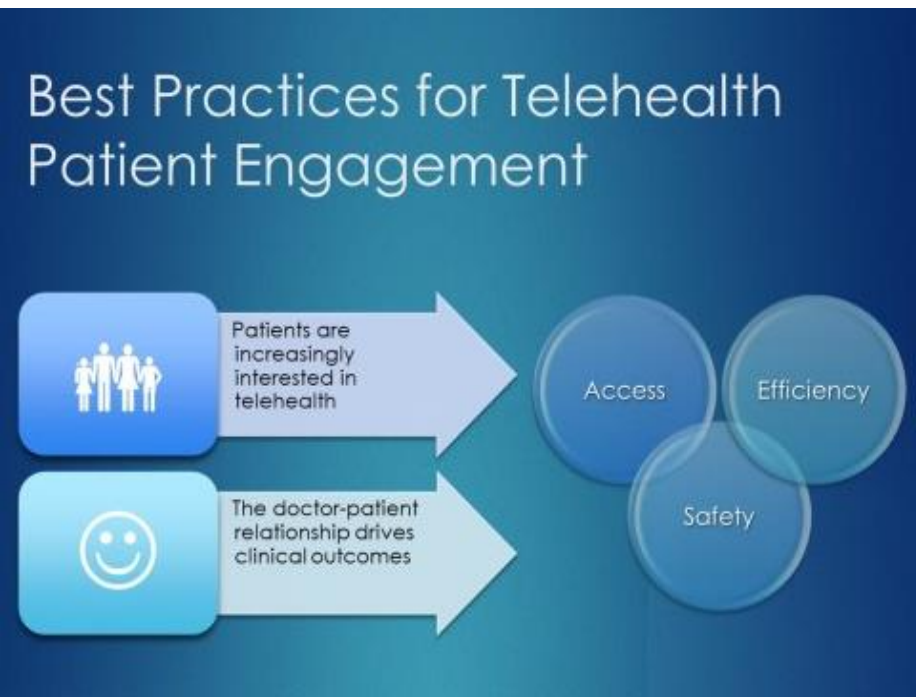


Game Time

7. Designing work flow
8. Prepare the care team
9. Partnering with the patient
10. Implementation
11. Evaluating success
12. Scaling



Best Practices for Telehealth Patient Engagement



Setting the Stage



1. Test Equipment's
2. Adequate lighting
3. Adjust Camera
4. Review chart in advance
5. Turnoff notification
6. Dress professionally
7. Neutral background
8. Quiet place
9. Alternate communication

Video Presence/Webside Manner



1. Introduce yourself
2. Be natural
3. Eye contact
4. No background noise
5. Undivided attention
6. Empower them to speak up
7. Appropriate gestures
8. Scribe/pen to write plans

Address the Patient & Physician's Concerns



Deloitte.
Insights

Deloitte 2018 Surveys of US Health Care
Consumers and Physicians
Spotlight: Virtual care

Consumer interest in virtual care outpaces physician adoption:

CONSUMERS



Top reasons consumers did not opt for a virtual visit:



Similarly, consumers are embracing wearables and other technologies to track their health information...



PHYSICIANS



Top physician concerns about virtual care technologies:



...but doctors' ability to use patient-generated data is lagging behind consumer interest.

Inclusive Technology & Platform

- 13% or 30 million people ages 12 and older have hearing loss
- 7.5 million in US have voice problem
- 7.3 million in US have significant vision lost
- 1 out of 5 people in US speaks a non English language
- 46 M Americans 65 yrs and older

Auxiliary aids and services

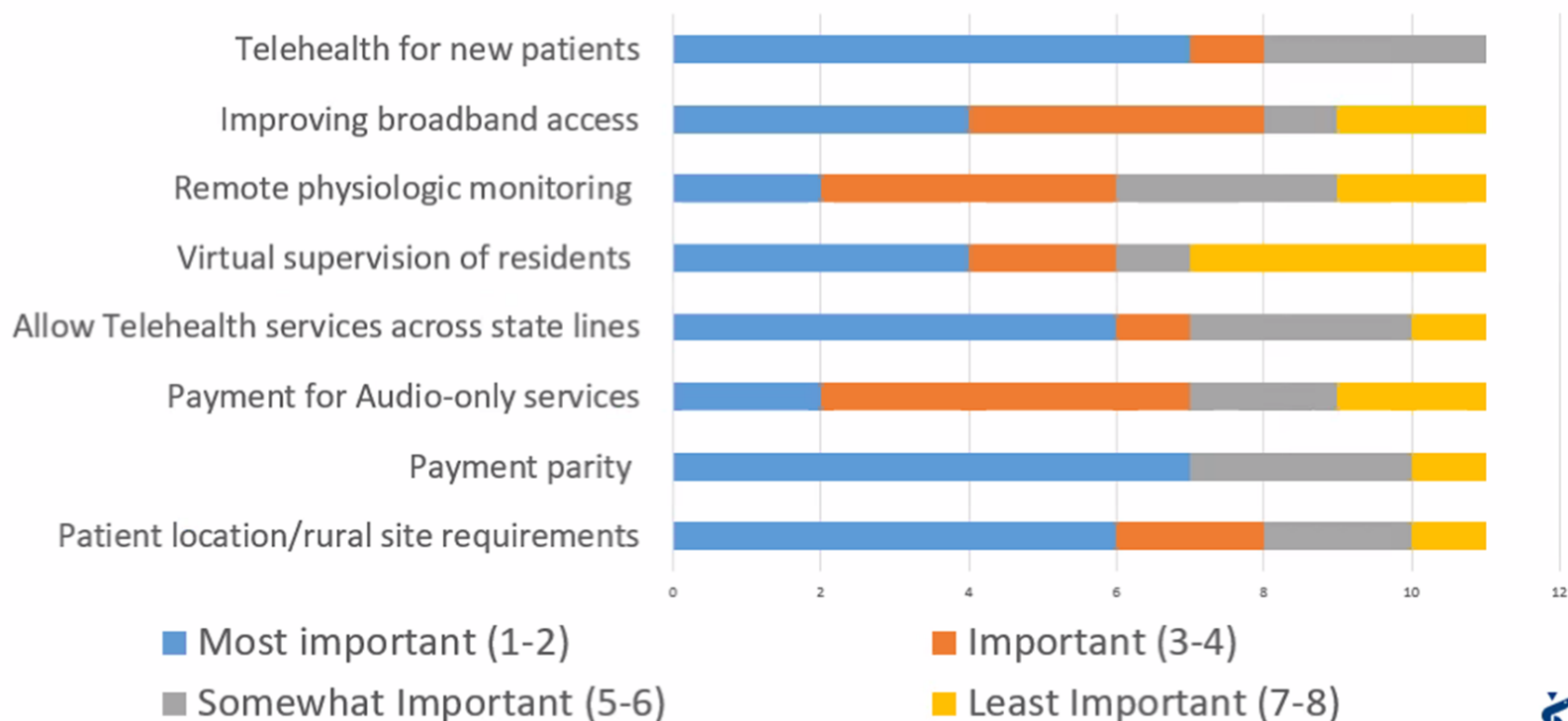
Examples of auxiliary aids and services for people who are deaf or have hearing loss:

- Qualified sign language interpreter
- Qualified cued-speech interpreter
- Qualified tactile interpreter
- Real-time captioning (CART)
- Video remote interpreting (VRI)
- Written materials



AAMC Top Telehealth Policy Issues

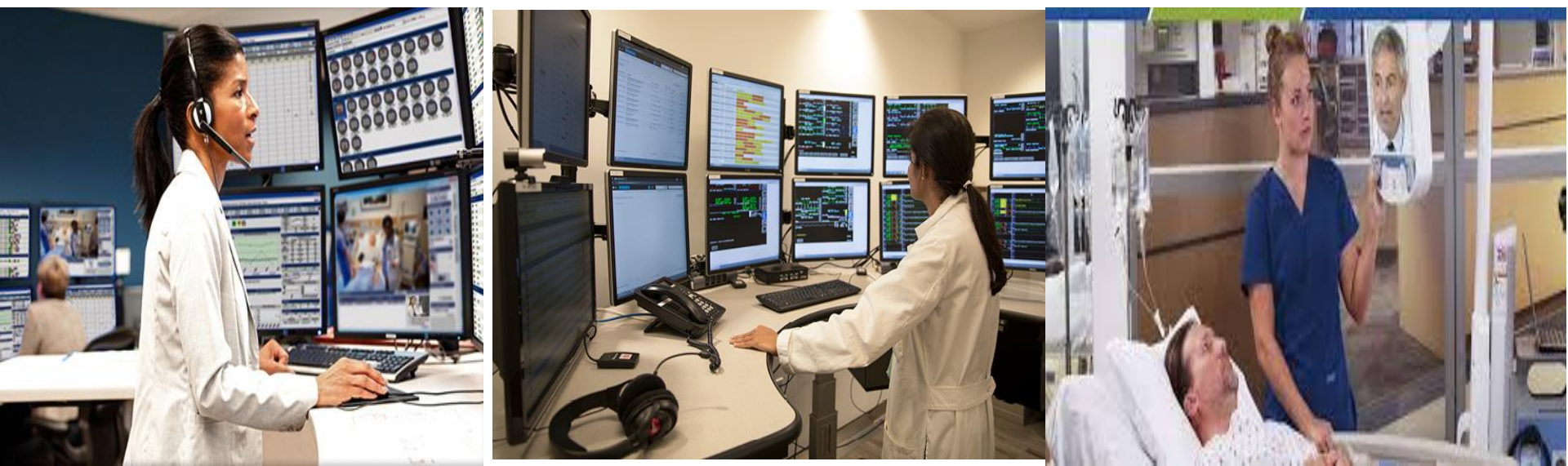
Survey results—top telehealth policy issues



Delivery of Medical Care



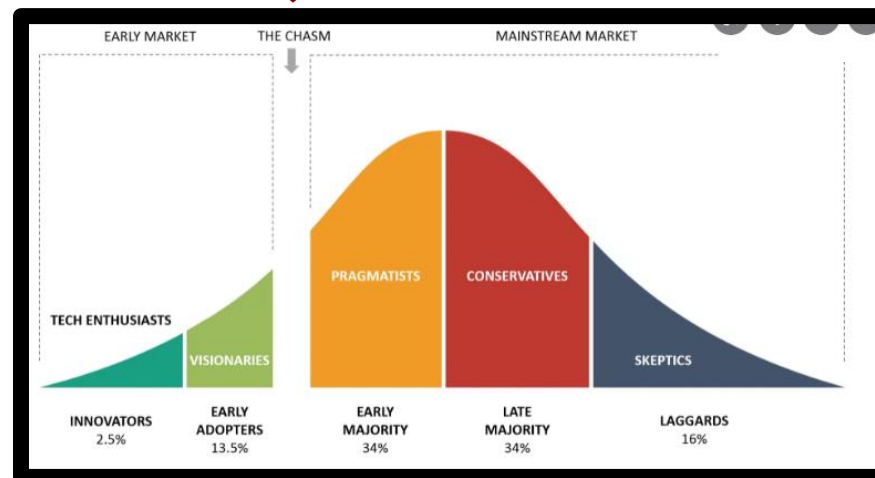
EVOLUTION





Summary

1. Research and education to magnify its importance as possible main or alternative way on providing care
2. Include providers early in the discussion during adoption and make the process easy, simple and worthwhile
3. IT support & Patient navigator support
4. Improvement on patient side: RPM & broadband



QUESTIONS



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TEXAS TECH
UNIVERSITY.
From here, it's possible.



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