



# Telemedicine Introduction

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# Conflicts and Disclosures

- ▶ I have no business conflicts or disclosures
- ▶ I do want to state that some of this information that I am presenting, I am intentionally presenting to you how the patients and investors will see and read it. I do not endorse any of these products.
- ▶ After reviewing this information for a few months, it is very hard to cover every exception in insurance and company protocols, please use this a guideline.

# Telemedicine Outline

- ▶ What
  - ▶ Definitions
  - ▶ Illnesses okay to be treated
- ▶ Why
  - ▶ RVU
  - ▶ Reimbursement
  - ▶ Continuity
  - ▶ Preferred by patients
- ▶ Who
  - ▶ Out of state providers
  - ▶ Corporations
  - ▶ Us
- ▶ How
  - ▶ What is needed
  - ▶ Some things to

# What is Telemedicine

- ▶ Definitions
- ▶ Illnesses to treat

# What is Telemedicine?

- ▶ Medicaid Definition:
- ▶ For purposes of Medicaid, telemedicine seeks to improve a patient's health by permitting two-way, real time interactive communication between the patient, and the physician or practitioner at the distant site. This electronic communication means the use of interactive telecommunications equipment that includes, at a minimum, audio and video equipment.
- ▶ Telemedicine is viewed as a cost-effective alternative to the more traditional face-to-face way of providing medical care (e.g., face-to-face consultations or examinations between provider and patient) that states can choose to cover under Medicaid. This definition is modeled on Medicare's definition of telehealth services (42 CFR 410.78). Note that the federal Medicaid statute does not recognize telemedicine as a distinct service.

# What is Telemedicine?

- ▶ Medicare Definition:

- ▶ Telehealth services include office visits and consultations that are provided using an interactive 2-way telecommunications system (with real-time audio and video) by a doctor or certain other health care provider who isn't at your location.
- ▶ These services are available in some rural areas, under certain conditions, but only if you're located at one of these places:
  - ▶ A doctor's office
  - ▶ A hospital
  - ▶ A critical access hospital (CAH)
  - ▶ A [rural health clinic](#)
  - ▶ A [federally qualified health center](#)
  - ▶ A hospital-based or critical access hospital-based dialysis facility
  - ▶ A skilled nursing facility
  - ▶ A community mental health center

# What is Telemedicine

- ▶ Florida House of Representatives Definition
- ▶ Section 1. Section 456.47, Florida Statutes, is created to read:
  - ▶ 456.47 Use of telehealth to provide services.— (1) DEFINITIONS.—As used in this section, the term: (a) "Telehealth" means the use of synchronous or asynchronous telecommunications technology by a telehealth provider to provide health care services, including, but not limited to, assessment, diagnosis, consultation, treatment, and monitoring of a patient; transfer of medical data; patient and professional health-related education; public health services; and health administration. The term does not include audio-only telephone calls, e-mail messages, or facsimile transmissions.

# What is Telemedicine?

- ▶ Illnesses to Treat:

- ▶ 1) Acid Reflux /Heartburn
- ▶ 2) Conjunctivitis
- ▶ 3) Seasonal allergies (not with dizziness or fever)
- ▶ 4) Depression (not a new diagnosis)
- ▶ 5) Follow up Care for
  - ▶ Minor wound
  - ▶ Burn
- ▶ 6) Bronchitis /Asthma /COPD (without acute symptoms)
- ▶ 7) Rashes

# What is Telemedicine?

- ▶ Illnesses to treat
  - ▶ 8) Constipation
  - ▶ 9) Diabetes (not a new diagnosis)
  - ▶ 10) Hypertension (not a new diagnosis)
  - ▶ 11) Muscle strain or Joint Sprain
  - ▶ 12) Migraine Headache (not a new diagnosis and no new symptoms)
  - ▶ 13) UTI (not pregnant)
  - ▶ 14) Vomiting and/or Diarrhea
  - ▶ 15) Weight Management

# What is Telemedicine?

- ▶ Illnesses

- ▶ 16) Insomnia
- ▶ 17) Hyperlipidemia (not a new diagnosis)
- ▶ 18) Contraception
- ▶ 19) CHF Management (not a new diagnosis and no new symptoms)
- ▶ 20) Smoking Cessation Counseling
- ▶ 21) HIV Management (not a new diagnosis, no new symptoms)
  - ▶ Current study reviewing benefits in process

# Quick Break for Random Facts:

- ▶ Volvo gave away the 1962 patent for their revolutionary three-point seat belt for free, in order to save lives.
- ▶ In 1974, the *Journal of Applied Behavior Analysis* published a paper titled "The Unsuccessful Self-Treatment of a Case of 'Writer's Block.'" It contained a total of zero words.
- ▶ A solar eclipse helped end a six-year war in 585 BCE. When the sky suddenly darkened during a battle between the Lydians and the Medes in modern Turkey, soldiers took it as a sign to cease fighting.

# Who is Telemedicine

- ▶ Top 5 Companies
- ▶ EMRs
- ▶ Insurance Companies
- ▶ The physicians

# Top 5 Telemedicine Companies

- ▶ CareClix:

- ▶ Founded in 2010, CareClix coordinates with board-certified physicians around the world to provide a variety of telehealth services, including high-definition video examinations and remote consultations. CareClix also operates a provider care group, allowing physicians to offer their patients general and specialized services on demand around the clock
- ▶ On the patient side, the CareClix platform allows you to file and track claims online. You can also schedule telemedicine visits online and update them anytime through the self-scheduling feature

# Top 5 Telemedicine Companies

- ▶ Doctor On Demand:

- ▶ Doctor On Demand takes the house call virtual, making it possible for doctors and patients to connect via live video conferences. Doctors treat patients for a range of minor medical conditions, including sore throat, sports injuries, rashes, and flu symptoms
- ▶ In June 2015, the company announced a \$50 million [Series B funding](#) round, designed to allow Doctor On Demand to expand its range of services and grow its customer base in the process. In April 2018, the company closed a \$74 million round of Series C financing.

# Top 5 Telemedicine Companies

## ▶ MyTelemedicine

- ▶ Recently named as one of the best entrepreneurial companies in America by Entrepreneur magazine's Entrepreneur 360™, MyTelemedicine has emerged as a frontrunner in the industry. The platform allows patients to call or go online to schedule a consultation with a physician licensed in their state. A triage nurse takes note of their symptoms and updates the patient's electronic health record
- ▶ The patient consults with the physician, who recommends a treatment plan. There's no waiting in line at an urgent care facility or emergency room, and you don't have to miss work to get medical care. In terms of options, patients can speak to a physician, pediatrician, or even a behavioral therapist if needed

# Top 5 Telemedicine Companies

- ▶ Teladoc
- ▶ When time is of the essence, Teladoc ([TDOC](#)) connects you to the medical advice you need. Patients can speak to a physician via the web, phone, or mobile app in less than 10 minutes.
- ▶ The company has tens of millions of users who are served by thousands of licensed healthcare professionals, with decades of experience on average. In July 2016, the company announced that it had secured \$50 million in [capital](#) from Silicon Valley Bank to further its growth efforts.

# Top 5 Telemedicine Companies

- ▶ iCliniq
- ▶ If you're looking for a virtual hospital while you're away from home, look no further than iCliniq. The company offers online access to thousands of doctors in a large number of specialties, and the platform caters specifically to expatriates and travelers.

# EMRs with Telemedicine

- ▶ EPIC Ambulatory
- ▶ Athena Health
- ▶ eClinicalWorks
- ▶ Care Cloud
- ▶ AdvancedMD
- ▶ Allscripts
- ▶ Many others

# Companies Providing Telemedicine as a benefit.

- ▶ To their employees:
  - ▶ Wal-Mart
  - ▶ Several Truck-Driving Companies
  - ▶ Pharmaceutical companies
  - ▶ Disney
  - ▶ Most Major corporations
- ▶ To anyone who wants:
  - ▶ CVS MinuteClinic
  - ▶ Walgreens MD live (\$59, 14 minute average wait time)
  - ▶ Ascension Health (\$49-no appointment needed)
  - ▶ Advent Health eVisit (\$49 average cost)

# Insurers that provide their own Telemedicine

- ▶ Cigna
  - ▶ Cigna Telehealth Connection
- ▶ BCBS
  - ▶ MDLIVE
  - ▶ Doctor on Demand
  - ▶ Depends on the BCBS program
- ▶ UnitedHealthcare
  - ▶ Doctor on Demand
  - ▶ amwell
- ▶ Humana
- ▶ Aetna
  - ▶ Uses Teladoc

# Insurers that DON'T cover Telemedicine

- ▶ Tricare for life
- ▶ Medicare
- ▶ Medicare HMO
- ▶ Didn't get official response from:
  - ▶ UHC
  - ▶ Cigna
  - ▶ Aetna

# Insurers that Cover Telemedicine

- ▶ Wellcare Medicare
- ▶ Tricare Prime and Standard
- ▶ Aetna (programs vary)
- ▶ Blue Cross Blue Shield
  - ▶ MyBlue
  - ▶ Blue Select
  - ▶ GatorCare
  - ▶ Many other BCBS programs vary
- ▶ Medicaid
  - ▶ Florida
  - ▶ Wellcare
  - ▶ Magellan
  - ▶ Simply Health

# Health Care Corporations providing telehealth to their own patients

- ▶ Mayo Clinic Express Care Online
- ▶ Ascension health
- ▶ Advent Health (eCare App)
- ▶ UF Health (patient Portal, myChart)
- ▶ HCA Healthcare (HCA Telehealth Provider Network)

# Who can do telemedicine in FL?

- ▶ Fully Licensed state physician
- ▶ FL licensed Nurse Practitioner
- ▶ Out of state provider
  - ▶ (4) REGISTRATION OF OUT-OF-STATE TELEHEALTH PROVIDERS.— (a) A health care professional not licensed in this state may provide health care services to a patient located in this state using telehealth if the health care professional registers with the applicable board, or the department if there is no board, and provides health care services within the applicable scope of practice established by Florida law or rule.
  - ▶ (b) The board, or the department if there is no board, shall register a health care professional not licensed in this state as a telehealth provider if the health care professional:
    - ▶ 1. Completes an application in the format prescribed by the department;
    - ▶ 2. Is licensed with an active, unencumbered license that is issued by another state, the District of Columbia, or a possession or territory of the United States and that is substantially similar to a license issued to a Florida-licensed provider specified in paragraph (1)(b);
    - ▶ 3. Has not been the subject of disciplinary action relating to his or her license during the 5-year period immediately prior to the submission of the application;
    - ▶ 4. Designates a duly appointed registered agent for service of process in this state on a form prescribed by the department; and
    - ▶ 5. Demonstrates to the board, or the department if there is no board, that he or she is in compliance with paragraph (e). The department shall use the National Practitioner Data Bank to verify the information submitted under this paragraph, as applicable.

# Who can do telemedicine in FL?

## ▶ Out of state provider

- ▶ (c) The website of a telehealth provider registered under paragraph (b) must prominently display a hyperlink to the department's website containing information required under paragraph (h).
- ▶ (d) A health care professional may not register under this subsection if his or her license to provide health care services is subject to a pending disciplinary investigation or action, or has been revoked in any state or jurisdiction. A health care professional registered under this subsection must notify the appropriate board, or the department if there is no board, of restrictions placed on his or her license to practice, or any disciplinary action taken or pending against him or her, in any state or jurisdiction. The notification must be provided within 5 business days after the restriction is placed or disciplinary action is initiated or taken.
- ▶ (e) A provider registered under this subsection shall maintain professional liability coverage or financial responsibility, that includes coverage or financial responsibility for telehealth services provided to patients not located in the provider's home state, in an amount equal to or greater than the requirements for a licensed practitioner under s. 456.048, s. 458.320, or s. 459.0085, as applicable.
- ▶ (f) A health care professional registered under this subsection may not open an office in this state and may not provide in-person health care services to patients located in this state.

# Quick Break for Random Facts

- ▶ The Russians showed up 12 days late to the 1908 Olympics in London because they were using the Julian calendar instead of the Gregorian calendar.
- ▶ During World War I, a Canadian soldier made a black bear his pet and named her Winnipeg. “Winnie” was later a resident of the London Zoological Gardens where she was an adored attraction, especially to a boy named Christopher Robin, son of author A.A. Milne. The boy even named his teddy bear after her.

# How to do Telemedicine

- ▶ What do you need?
- ▶ How do you set it up?
- ▶ How do you charge?
- ▶ What are some of the rules?

# What does the patient need for Telemedicine

- ▶ Wifi or Internet
  - ▶ At home
  - ▶ At work
  - ▶ At neighbors
  - ▶ Public Wifi
- ▶ Privacy
  - ▶ ALWAYS ask if the patient is in a place that they can speak freely
  - ▶ Might be in a public place
- ▶ Typically patient portal access
  - ▶ App (if app based, can use phone's camera)
  - ▶ Internet based (would need camera for the computer)

# What does the provider need for Telemedicine?

- ▶ Computer
  - ▶ Proper EMR
  - ▶ Working Internet
  - ▶ Preferably with two monitors
    - ▶ One for EMR
    - ▶ One for Video link with patient
- ▶ Training
  - ▶ For providers
  - ▶ For staff
- ▶ Privacy (for both patient and provider)
  - ▶ Headphones
  - ▶ Closed office

# Some Provider Tips for Telemedicine

- ▶ Set video camera where you will have the patient's video feed on your computer, to give appearance of looking at the patient
- ▶ Always ask the patient if they are in a place they can talk
- ▶ DON'T use your normal Physical Exam templates
- ▶ Encourage patient to fill out their ROS online through your portal

# Rules and laws of Telemedicine

- ▶ Prohibits the prescribing of controlled substances via telemedicine except for psychiatric conditions
  - ▶ Does not include narcotics for chronic pain. These cannot be prescribed via telemedicine at all.
- ▶ Telemedicine visits must include **Live Video and Audio**
  - ▶ Audio, email, text, fax, or mail alone or in combination with one another do not constitute telemedicine (FL MA)
- ▶ A Telemedicine visit must include:
  - ▶ Documentation of patient evaluation, including H&P
  - ▶ Discussion between the provider and patient regarding treatment options & risks and benefits of treatment
- ▶ Know your patient's physical location during the Virtual Visit.
  - ▶ Most states require that you are licensed in their state to treat a patient located there

# Scheduling Telemedicine

- ▶ No set rules /guidelines on scheduling
  - ▶ Recommend a set start time to not be running late
    - ▶ Beginning of am
    - ▶ First appointments after lunch
    - ▶ Set afternoon full block
- ▶ Most EMR will list as “Telemedicine” or “Virtual Visit” on your schedule
- ▶ Need to be within a certain window
  - ▶ Some video connections open 5-10 minutes prior to visit
  - ▶ Some video connections close

# What to do if patient condition is too complex for Telemed?

- ▶ Notify patient that you cannot adequately treat their medical concern using Telemedicine and give a short explanation of why.
  - ▶ “I cannot treat your chest pain with Virtual Visit because you may need emergent medical treatment.”
  - ▶ “I cannot treat your ear infection with Virtual Visit because I really need to look at your eardrum.”
- ▶ Notify patient that you want to see them in clinic ASAP

# Billing for Telemedicine

- ▶ Chose the E&M CPT associated with the level of service you provided:
  - ▶ 99211, 99212, 99213, 99214
- ▶ Most payers require a modifier on telemedicine services.
- ▶ GT modifier signifies a telemedicine visit with a live video component.

# FL Billing of Telemedicine

- ▶ 627.42396 Reimbursement for telehealth services.—A contract between a health insurer issuing major medical comprehensive coverage through an individual or group policy and a telehealth provider, as defined in s. 456.47, must be voluntary between the insurer and the provider and must establish mutually acceptable payment rates or payment methodologies for services provided through telehealth. Any contract provision that distinguishes between payment rates or payment methodologies for services provided through telehealth and the same services provided without the use of telehealth must be initialed by the telehealth provider.

# FL New Rules for Billing

- ▶ Section 3. Effective January 1, 2020, subsection (45) is added to section 641.31, Florida Statutes, to read:
  - ▶ 641.31 Health maintenance contracts.
  - ▶ (45) A contract between a health maintenance organization issuing major medical individual or group coverage and a telehealth provider, as defined in s. 456.47, must be voluntary between the health maintenance organization and the provider must establish mutually acceptable payment rates or payment methodologies for services provided through telehealth. Any contract provision that distinguishes between payment rates or payment methodologies for services provided through telehealth and the same services provided without the use of telehealth must be initialed by the telehealth provider.

# FL New Rules for Billing

- ▶ Section 4. Effective July 1, 2020, the Department of Health shall annually review the amount of any fees collected under section 456.47, Florida Statutes, in the prior fiscal year and shall determine whether such fees are sufficient to enable the department and the boards, as defined in section 456.001, Florida Statutes, to fully implement section 456.47, Florida Statutes. If the department determines that the fees collected are insufficient, the department shall so indicate to the Legislature in its annual legislative budget request and shall recommend appropriate adjustments to the applicable fees.

# Quick Break for Random Facts:

- ▶ The first sales pitch for the Nerf ball was “Nerf: You can’t hurt babies or old people!”
- ▶ The annual number of worldwide shark bites is 10 times less than the number of people bitten by other people in New York.
- ▶ Tootsie Rolls were added to soldiers' rations in World War II for their durability in all weather conditions.

# Why Telemedicine?

- ▶ Provides improved access to your patients
- ▶ Keeps us from running from room to room for an little while
- ▶ Allow patients with transportation issues to be seen
- ▶ Keeps waiting room from being too crowded
- ▶ Allows your office/staff/other patients/yourself a break from some patients

# Patients choice/preferences

- ▶ From Healthcare Success

- ▶ **Choice of Physician:** Consumers who have selected a physician in the past three years are more concerned about convenient location (62%); friendly office staff (56%); than success rates (22%).

- ▶ [Source: 2014 Healthgrades American Hospital Quality Report to the Nation](#)

- ▶ Whether my physician is covered by my health insurance plan (72%), The physician's office location (69%), Which hospital he/she is affiliated with (49%), How long it takes to get an appointment with that physician (47%)

- ▶ [Source: Consumer Research: America's Readiness to Choose a Doctor or Hospital; Healthgrades; Prepared by Harris Interactive; October, 2012](#)

- ▶ From Weatherby Health Care June 28, 2017

- ▶ **Is your office easy to get to?** 70 percent of respondents rated the provider's location as critical or very important. They show a significant preference for doctors who work in a facility that's easy to get to from home or work. Although patients tend to stick with an individual doctor more than with a particular facility, the survey indicates that convenience is still important to them.

# Patients choice/preference

- ▶ A study by the American Osteopathic Association (AOA)—similarly revealed “location” as one the five most important factors adults consider when choosing a physician for themselves or a loved one:
  - ▶ Acceptance of insurance plan (83.3%)
  - ▶ Bedside manner/empathy (60.5%)
  - ▶ Proximity of office to home, work or school (57.4%)
  - ▶ Convenient office hours (42.9%)
  - ▶ Medical specialty (37.5%)
- ▶ And where do consumer/patients find information? The AOA survey reports that adults use the following top five resources when finding a physician:
  - ▶ Word of mouth, i.e. family, friends, coworkers (65.9%)
  - ▶ Insurance provider directory (51.9%)
  - ▶ Physician rating websites, i.e. Vitals, Healthgrades (22.8%)
  - ▶ Hospital website (10.8%)
  - ▶ Consumer review websites, i.e. Yelp (10.5%)

# Easier for some patients

- ▶ Patients with physical problems
  - ▶ Don't run out of the portable oxygen
  - ▶ Don't need to use wheelchair/walker
- ▶ Patients with transportation issues
  - ▶ Don't need to rely on their car
  - ▶ Don't need to worry about traffic
  - ▶ Don't have to rely on a family member helping them
- ▶ Patients with some psych issues
  - ▶ Don't / can't wait long
  - ▶ Allows patient to be more comfortable in their own home
- ▶ Strict Jobs / Employers
  - ▶ Some jobs only allow for a short break
  - ▶ Shifting schedules (never know when next day is off, but allowed breaks)
  - ▶ Can therefore allow patient to keep PTO time, decrease FMLA use

# May allow providers a “break”

- ▶ Can arrange schedule so immediately after lunch for a set amount of time (1-2) hours
- ▶ Some providers will block an afternoon or two each week
- ▶ Since you are in your office/on main computer can “catch-up” on some busy work as well

# Waiting room and staff ease

- ▶ Some patients that get impatient can:
  - ▶ Be verbally abusive to staff
  - ▶ Cause other patients to leave (we have had a patient state that we called DCF on them because their kid was sick)
- ▶ Patients with psychiatric / dementia type problems
  - ▶ ADHD
  - ▶ Dementia
  - ▶ Anxiety – pacing back and forth
  - ▶ Depression – crying in waiting room
- ▶ Patients with distinct odors
  - ▶ Too much perfume
  - ▶ Smelling of strong cigarettes or other things that you smoke
  - ▶ Patients who work outside
  - ▶ Patients from their farms

# Last Random Facts:

- ▶ Before settling on the Seven Dwarfs we know today, Disney considered Chesty, Tubby, Burpy, Deafy, Hickey, Wheezy, and Awful.
- ▶ My wife's great, great Aunt (Flory Sengelaub Fass) was one of Walt Disney's early employees (Secretary) and a model for Snow White (1 of 7).

# Summary

- ▶ Telemedicine Requires Synchronous video and audio for a visit
- ▶ Your patient likely already has access to Telemedicine, even if you don't offer it
- ▶ Some diagnoses can't be done this way
- ▶ Insurance coverage varies
- ▶ Mostly reimbursed like a regular visit
- ▶ Urgent care clinics have this as well
- ▶ The provider performing this doesn't need a full FL license
- ▶ Not much extra equipment required
- ▶ Laws are still pending and changing in our state and other states

# Questions?

- ▶ Thank you!
- ▶ Any Questions?

# Resources

- ▶ Medicaid.gov
- ▶ Medicare.gov
- ▶ <https://weatherbyhealthcare.com/blog/what-patients-want-to-know-about-doctors>
- ▶ Investopedia.com
- ▶ <https://www.flsenate.gov/Session/Bill/2019/23/BillText/er/PDF>
- ▶ Random facts courtesy of mentalfloss.com
- ▶ [https://members.mdlive.com/humanamedicare/landing\\_home](https://members.mdlive.com/humanamedicare/landing_home)
- ▶ Walgreens.com
- ▶ CVS.com/minuteclinic/virtual-care/video-visit
- ▶ Ascensionhealth.org
- ▶ Reference: 64B8-9.0141 Standards for Telemedicine Practice  
[https://www.flrules.org/Gateway/View\\_notice.asp?id=17199863](https://www.flrules.org/Gateway/View_notice.asp?id=17199863)