Direct to Consumer Telehealth During COVID-19
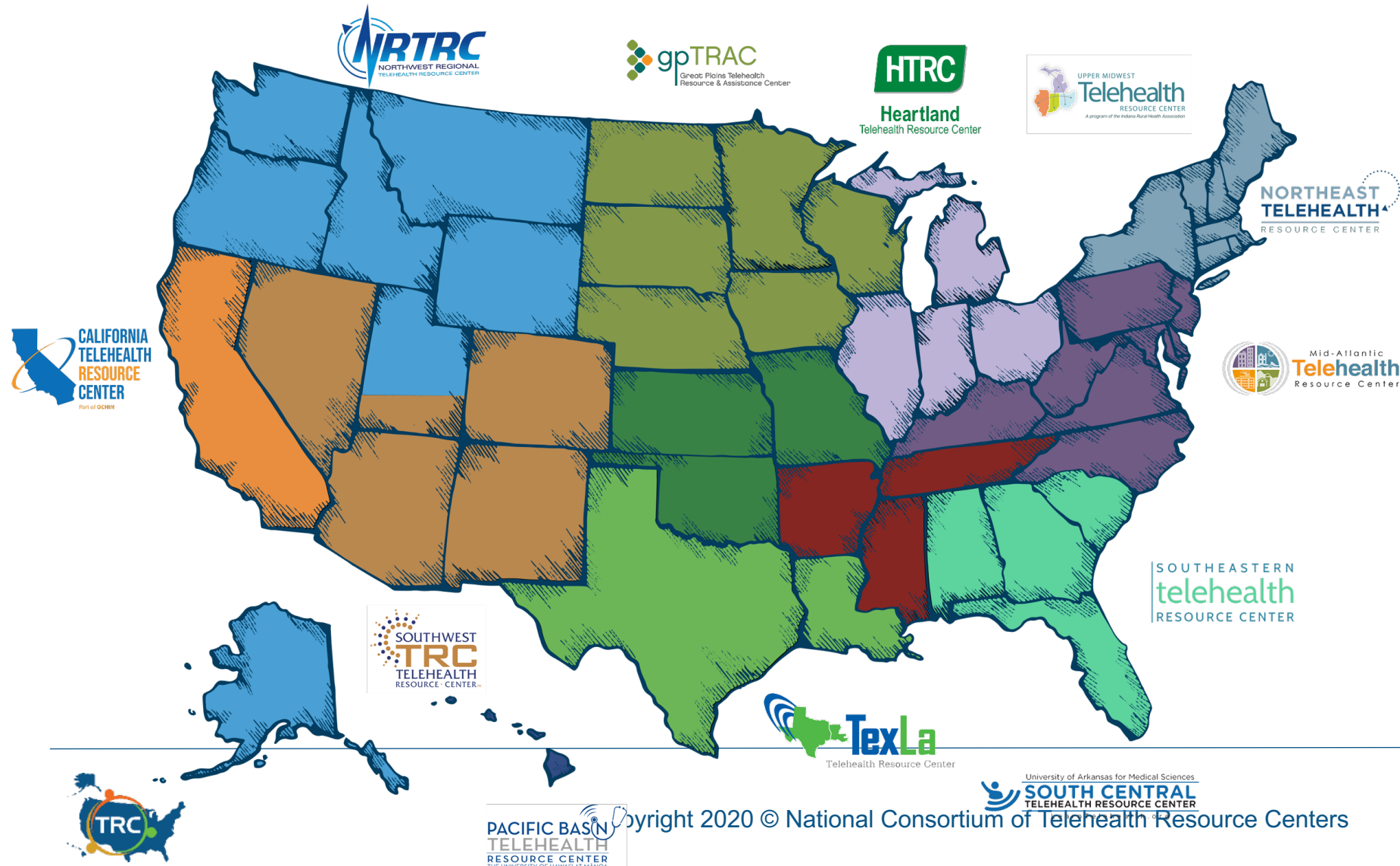
March 18th, 2021

HRSA Funded Telehealth Resource Centers

www.telehealthresourcecenter.org

NRTRC	gpTRAC	NETRC
CTRC	HTRC	UMTRC
SWTRC	SCTRC	MATRC
PBTRC	TexLa	SETRC

12 REGIONAL RESOURCE CENTERS

2 NATIONAL RESOURCE CENTERS

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Webinar Tips and Notes

- Your phone &/or computer microphone has been muted.

- If we do not reach your question, please contact your regional TRC. There may be delays in response time: https://telehealthresourcecenter.org/contact-us/

- Please fill out the post-webinar survey.

- Please submit your questions using the Q&A function.

- The webinar is being **recorded**.

- Recordings will be posted to our YouTube Channel:

    https://www.youtube.com/c/nctrc

Institute for Digital Health & Innovation Introductions

Stacy Petty, CNP

Joseph Sanford, MD

Kevin Sexton, MD

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Institute for Digital
Health & Innovation

Direct to Consumer HealthCare

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VANDERBILT
UNIVERSITY
MEDICAL
CENTER

thalamus
connecting the docs

Baxter

Deloitte.

Datafy

Why Direct to Consumer Healthcare?

Direct to Consumer (DTC) healthcare allows patients to access healthcare using technology (smartphone, tablet, or laptop) without having a prior provider-patient relationship. This approach offers convenience, accessibility and affordability for patients and healthcare systems.

At the Institute for Digital Health & Innovation we offer all Arkansans DTC via our HealthNow program delivering real-time interactive video patient screening, appointments and education.

Our goal is to optimize software, devices, and human interaction to improve health.

DTC Program
HealthNow

Launched January 1, 2020
- Accessible using smart phone, tablet, or computer
- Provided primary care / urgent care
- 24/7 coverage
- Available to all Arkansans
- Affordable pricing, accepts insurance

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*health***now**

DTC Program
HealthNow

Technical components
- 24/7 video support
- VisuWell platform
- EMR via Enterprise system
- Lab partnerships

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DTC Program
HealthNow

Structure
- Patient accesses via webpage
- Patient registers and chooses visit type
- Patient and provider are connected
- Visit begins
- Provider documents in EMR, e-scribes medications, orders lab or other needed tests
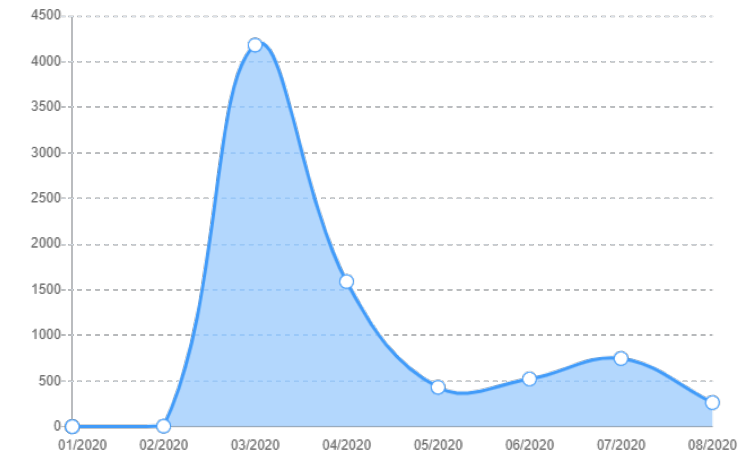- Education provided
- Visit ends

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DTC Program
HealthNow

COVID Response
- Pivoted program within 12 hours
- 100% free service
- Continued 24/7 coverage
- Saw ~4000 visits in the first month
- Dedicated entirely to screening & education

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DTC Program
HealthNow

COVID Response and the Psychologic Benefits of Face to Face Communication

- "There may be no way to prevent a COVID-19 pandemic in this globalised time, but verified information is the most effective prevention against the disease of panic" - Lancet. 2020;295:537

- Fear is easier to handle when it is acknowledged - Psychological Bulletin. 2015;141:1178.

- M.B. Petersen has coined a term, "optimistic anxiety", suggesting that "citizens must be anxious enough to take the advice from the authorities to heart and optimistic enough as to feel that their actions make a difference" - Politiken. 2020;(March 9).

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DTC Program
HealthNow

COVID Response
- Initial phase- virtual screenings
- Peak phase- online screenings with virtual visit option

COVID positive patients tested at our facility
- Notified and educated

"Ask a COVID question" EMR inbox
- Reply to patient inquiries

Return to Work letters for COVID patients

Monoclonal Antibody Screenings

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DTC Program
HealthNow

Service Expansions to Date
- TelePrep HIV
- Partnerships with ACH & UofA System
- Partnership with Mental Health services

Provides blueprint for other services to build and grow

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Clinical Care
IBM Watson ChatBot/VoiceBot Development

Clinical Care
IBM Watson ChatBot/VoiceBot Development
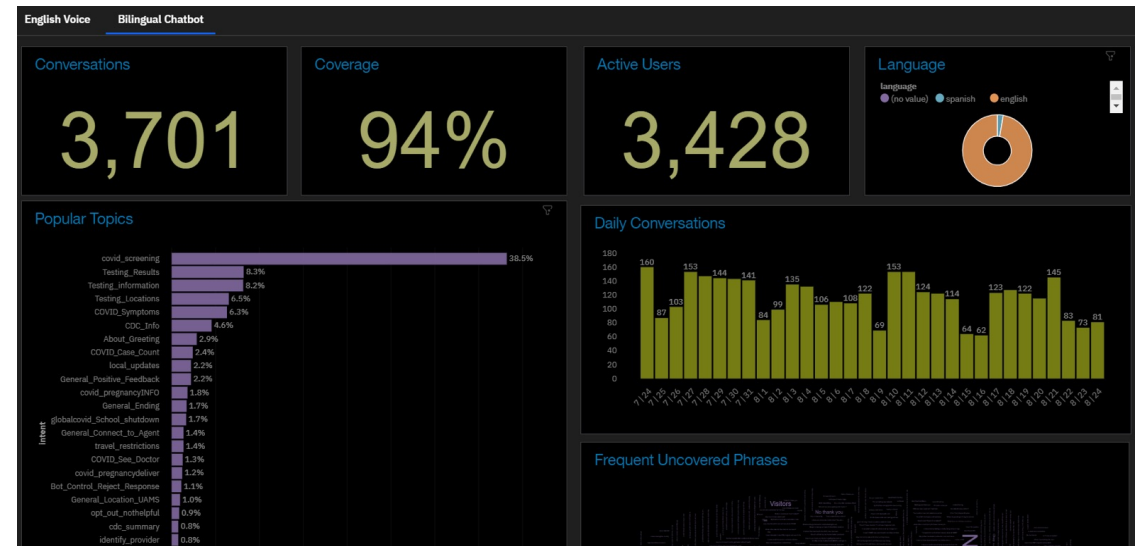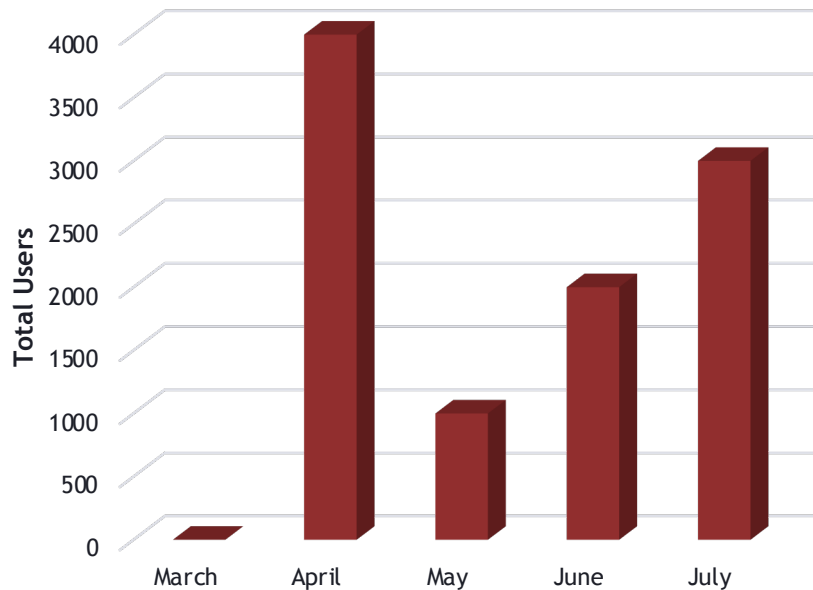
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Clinical Care
UAMSHealth System Telemedicine

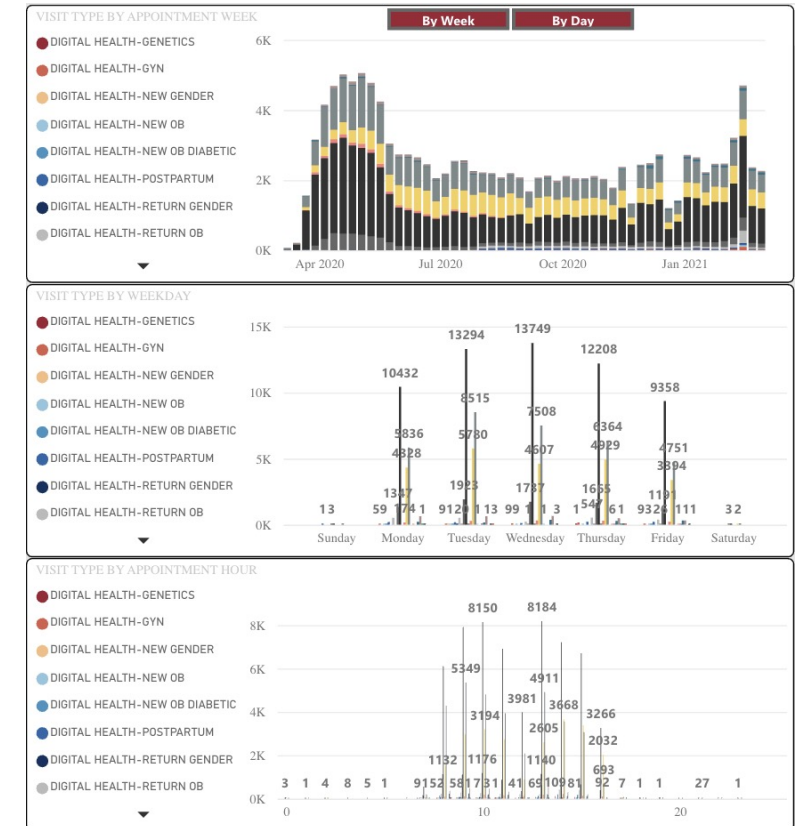**Digital Health Visits (all modalities) During Pandemic**
- 91,169 completed visits (as of 3/6/21)
- 48,384 patients

Geographic Distribution
- Patients seen in over 578 zip codes in AR
- Over 1000 zip codes nationally
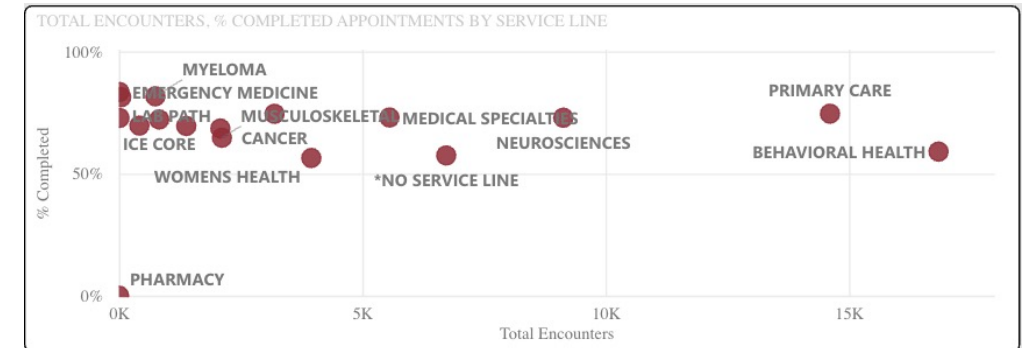- Follow-up patients from MA to HI

Clinical Care
UAMSHealth System Telemedicine

Service Distribution
- Patients seen in every clinical service line

Other Projects
- ED & Intra-facility virtual consults
- Nursing home consults

TOTAL ENCOUNTERS, % COMPLETED APPOINTMENTS BY SERVICE LINE

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Goals
2021 & Beyond

For Patients

- Meet the patient where they are at. Direct to Consumer Healthcare should be a routine option in care. This could be a phone call, virtual visit, RPM, VOD education, or prescription software.

- Support patient autonomy. The growth of digital health in the pandemic has offered patients more choice and more access to their data than ever.

- Engage the patient proactively as both a client and student of their health and wellness with intuitive data tools and insights.

For Providers

- Partnerships with local community providers and critical access hospitals represent an opportunity for digital healthcare in Arkansas emphasizing continuity of care.

- UAMS and the IDHI can serve as a digital backstop, providing clinical, technical, and logistics expertise to help providers deliver care when and where wanted.

- Lessons learned in Trauma, Burn, Stroke, and High-risk pregnancy should be expanded to other clinical scenarios.

For Payors & Industry

- Pilot, iterate, and teach on the unique opportunities digital health adds when baked into a clinical enterprise, particularly in a non-fee for service model.

- Provide an equivalent experience to the in-person visit but leverage the scale offered by using medical data structures as just that, and not a paper analogues.

- Expand novel data acquisition and near-real time decision support beyond the four walls of the hospital.

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Our Next Webinar

The NCTRC Webinar Series

Occurs 3rd Thursday of every month.

Telehealth Topic: TBD
Hosting TRC: Northeast Telehealth Resource Center (NETRC)
Date: April 15th, 2021
Times: : 11 AM – 12 PM (PT)

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https://www.surveymonkey.com/r/XK7R72F