



NATIONAL CONSORTIUM OF
TELEHEALTH
RESOURCE CENTERS

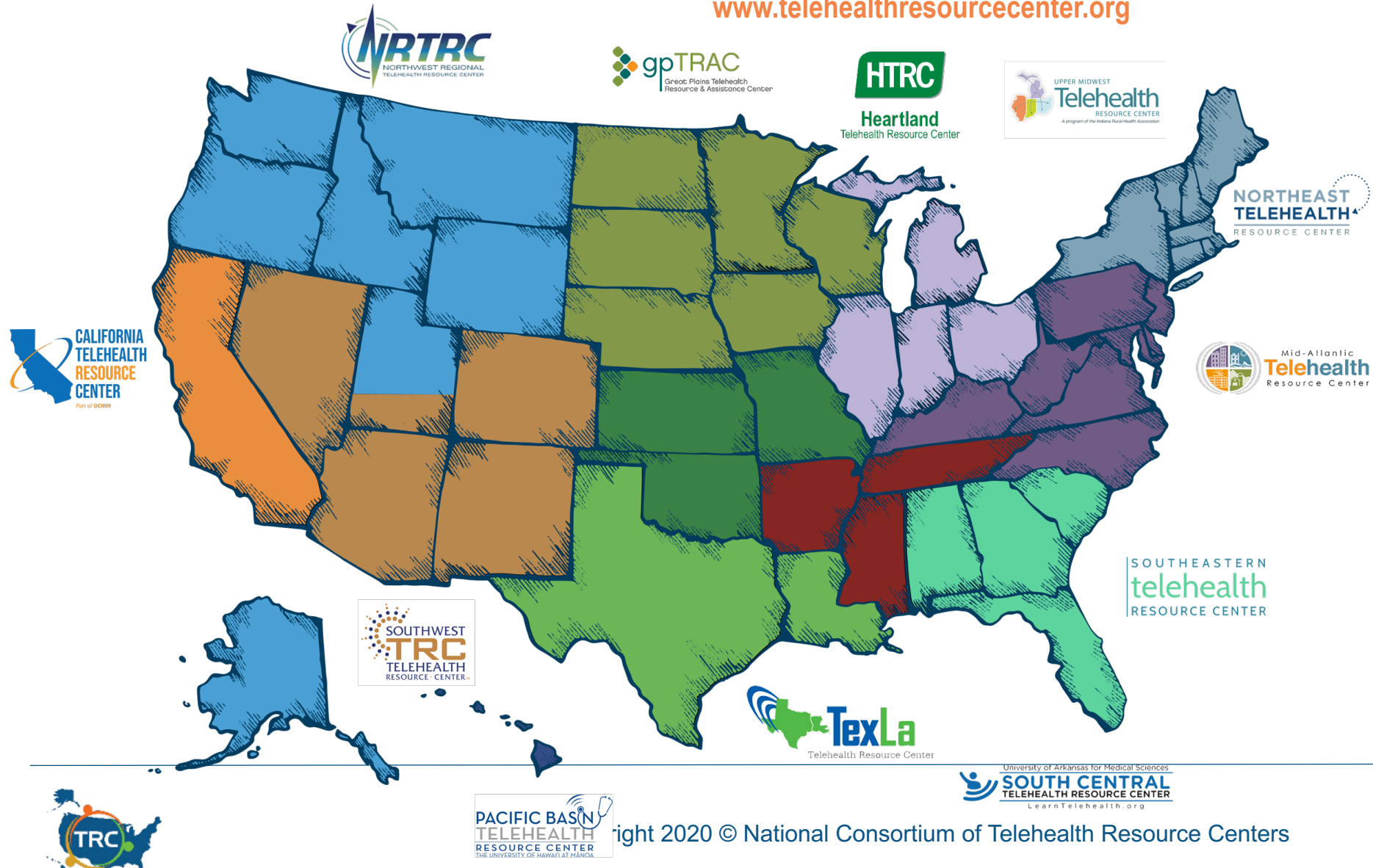
**Mistakes, Myths and
Misconceptions Your
Telehealth Diabetes
Program Needs To Avoid
to be Successful!**

May 20th, 2021



HRSA Funded Telehealth Resource Centers

www.telehealthresourcecenter.org



NRTRC	gpTRAC	NETRC
CTRRC	HTRC	UMTRC
SWTRC	SCTRRC	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

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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>



Mistakes, Myths & Misconceptions

Your Telehealth Diabetes Programs Need To

AVOID to be Successful!

A hiker stands on a rocky mountain peak, arms raised in triumph, overlooking a vast valley. The sky is blue with scattered white clouds. The hiker is wearing a backpack and a hat. The valley below is filled with green fields and small settlements, surrounded by more mountains in the distance.

Tony Song “Diabetes CEO”
President, CEO, PWD
Diabetes Care Partners

Diabetes Care' PARTNERS

Founder and CEO, Tony Song AKA "The Diabetes CEO" uses his own diagnosis of diabetes as the catalyst to pursue his goal to help every person living with diabetes become their own expert.



TONY SONG

THE DIABETES



Me at the beginning of Pre-Diabetes

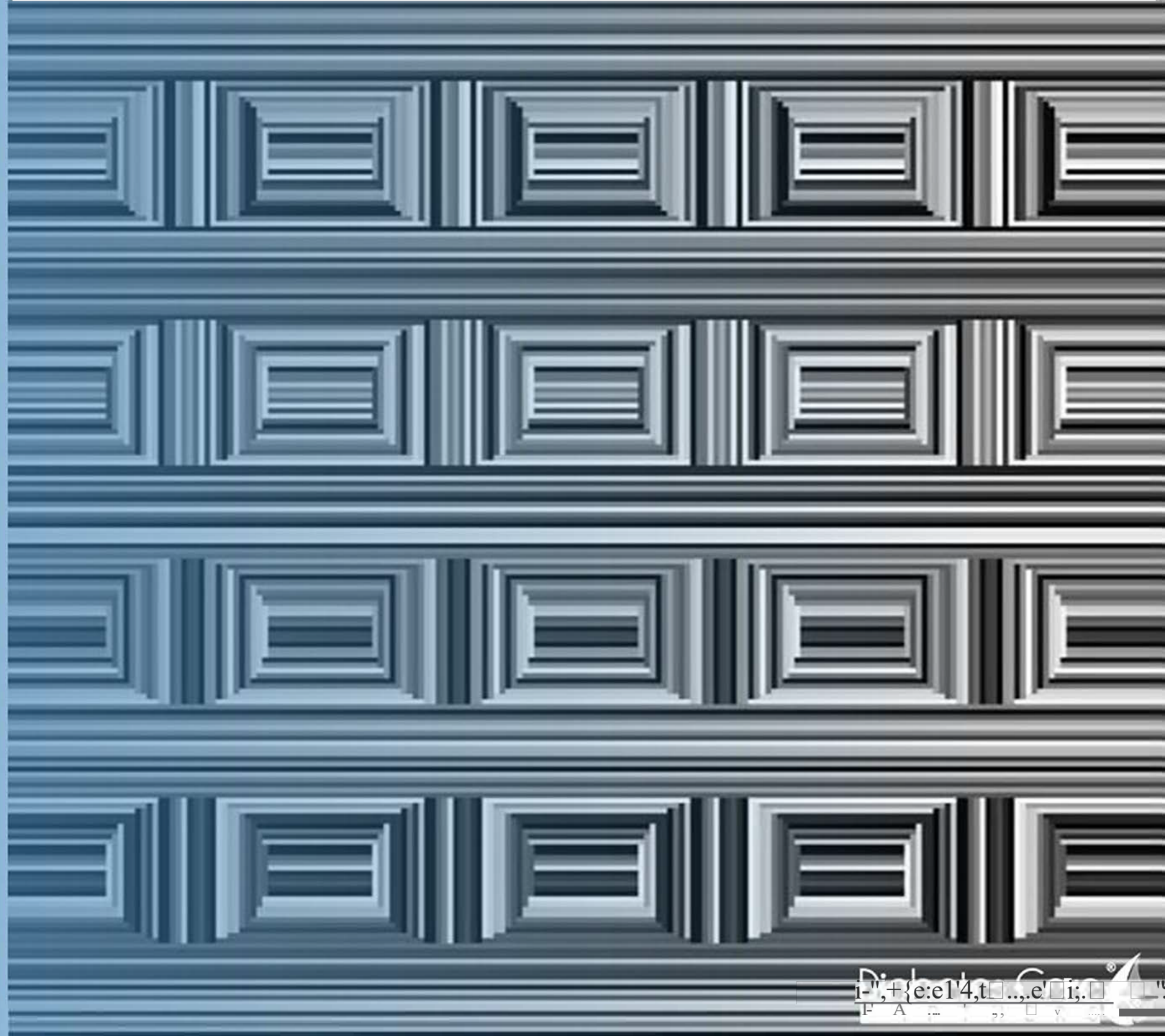


Diabetes Care Partners

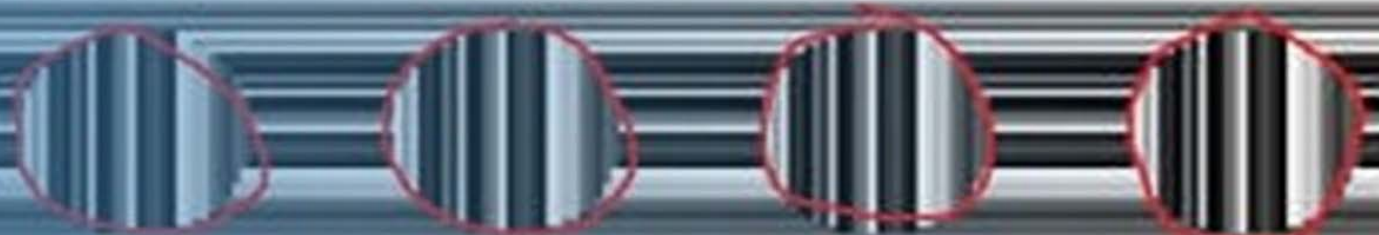
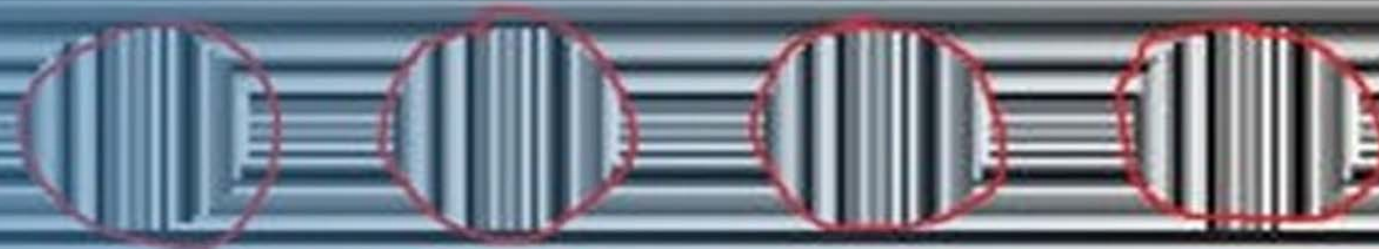
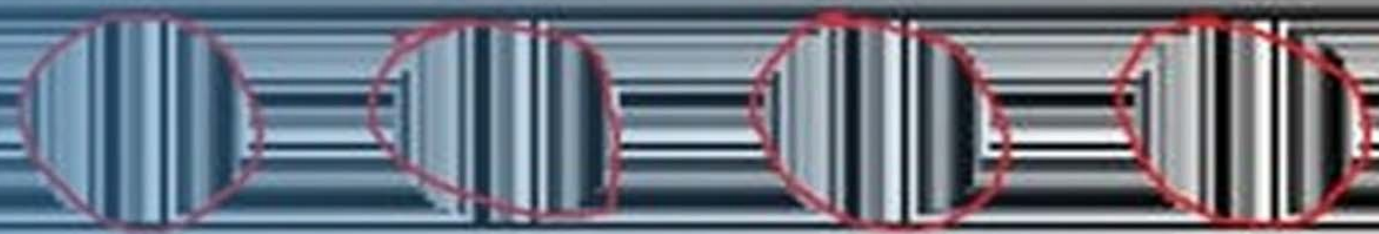
- **Founded in 2003**
- **ADA recognized since 2006**
- **Started Telehealth services in 2013**
- **Over 36 remote telehealth sites in California**
- **900 miles of access through telehealth**
- **Oregon to the Nevada and Mexico border**
- **Partner with Payers and Health Systems**

**How Many
Blocks
Do you
See?**

**Now
How Many
Circles
Do you
See?**



**There are
16 Circles**



**If you Build it
they will come....**



Value of Telehealth

- **Increase Access**
- **Saves time**
- **Saves money**
- **No day off work**
- **No child care needed**
- **Convenience from home**



Shiny Object Syndrome...

Many DSMT Started Telehealth with mixed results

- Low attendance and Engagement
- Decrease in referrals for Telehealth DSMES
- Less people received DSMES
- Programs downsized or Closed
- Diabetes Educators lost jobs

A close-up photograph of a chimpanzee resting its head on its hand. The image is overlaid with a semi-transparent red filter. The text "Myths or Truths?" is centered in white, bold font.

Myths or Truths?



My Patients Don't Want to use Telehealth

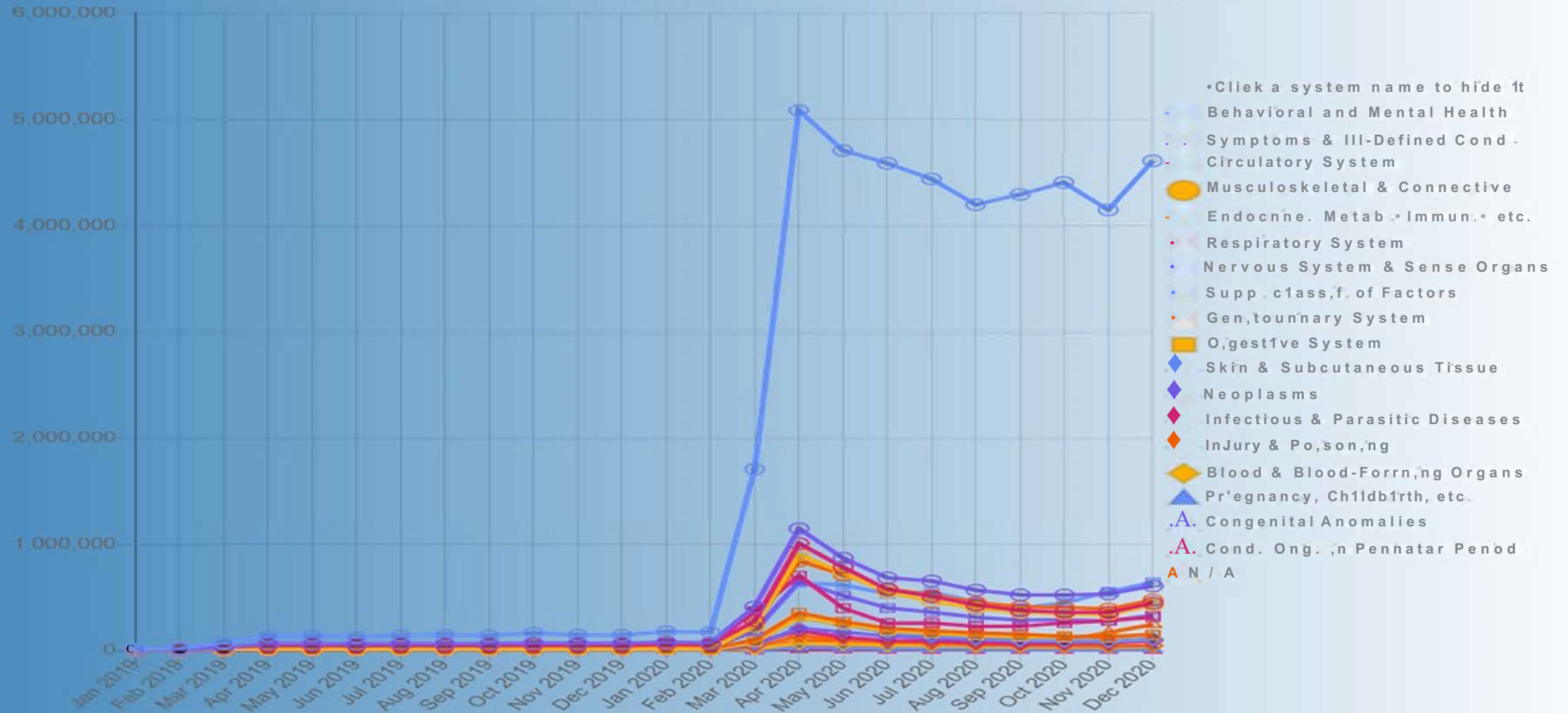
What do you believe?

Diabetes Care'
PARTNERS

Number of Telehealth Claims, Jan 2019 to Dec 2020, Nationwide



Telehealth Claims by Clinical Classification of Primary Diagnosis, Nationwide





Our Programs During Covid

- In office group cohorts to In-home cohorts
- 313% increase referrals from 2019 vs 2020
- Over 6000 telehealth sessions in 2020
- 4 week waiting list

Lesson Learned

- **Telehealth isn't for everyone**
- **Find the value for the patient**
- **Become Frictionless**



**My patients don't
have the equipment
~~and~~ internet access**

What do you believe?

Diabetes Care
PARTNERS

The Digital Divide is Real

- 21 Million Americans don't have Internet
- 3 in 10 people-27 percent in rural places
- 60 percent of health care facilities outside metropolitan areas don't have broadband connections.

What We Know

- **97%-cell phones / 85%-smartphones**
- **95-96% Age 18 - 49 have smartphones**
- **61%Age 65+ have smartphones**
- **Smartphone dependency most common in younger adults and lower income Americans**

Lessons Learned

- **Build your strategy for mobile**
- **Have discussions with your payers**
- **Partner with local community resources**



Doctors don't want to Refer to telehealth programs

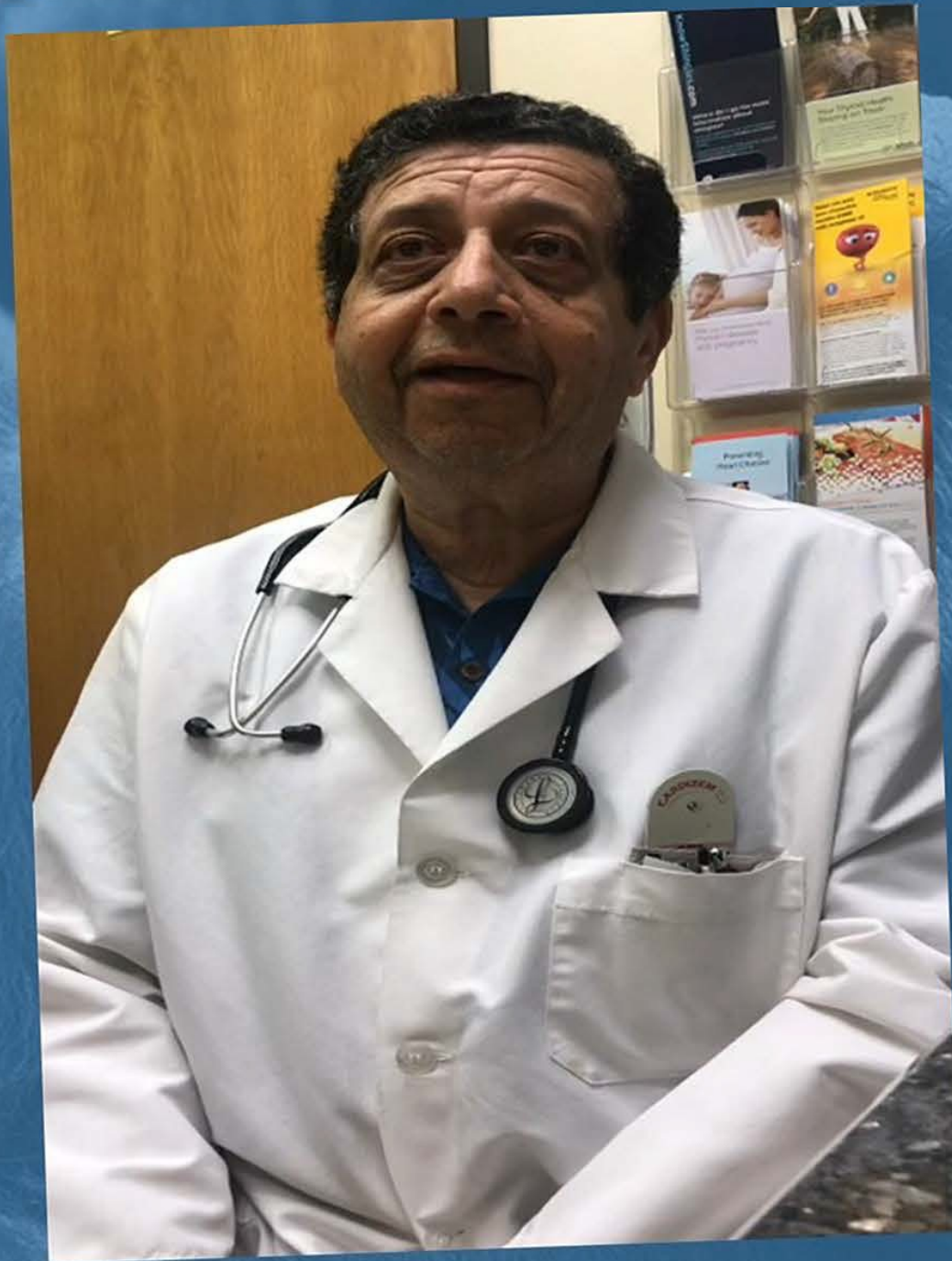
What do you believe?

Referrals before the PHE

- **<5% Medicare beneficiaries received DSMT**
- **<7% of private insurance members received DSMT**

Lessons Learned

- **Create more value by Building a stronger relationship**
 - **Regular In service**
 - **Consistent Follow-up**
 - **In office telehealth**





**I can't get meaningful
connection with my
patient using telehealth**

What do you believe?

Diabetes Care
PARTNERS

Telehealth is Hard

- **Nonverbal cues**
- **Background noise**
- **Late for program**
- **No shows**

Lessons Learned

- **Active contributor vs passive consumer**
- **Give Virtual Hugs (That you understand and Care)**
- **Camera, Lighting, Sound and Gestures**
- **Make it fun**
- **Be obsessed about the member experience**

How Will You know?

- **Light bulbs (Aha!)**
- **Outcomes Data**

Engagement by Attendance

Attended 2nd session



89%

Completed Program



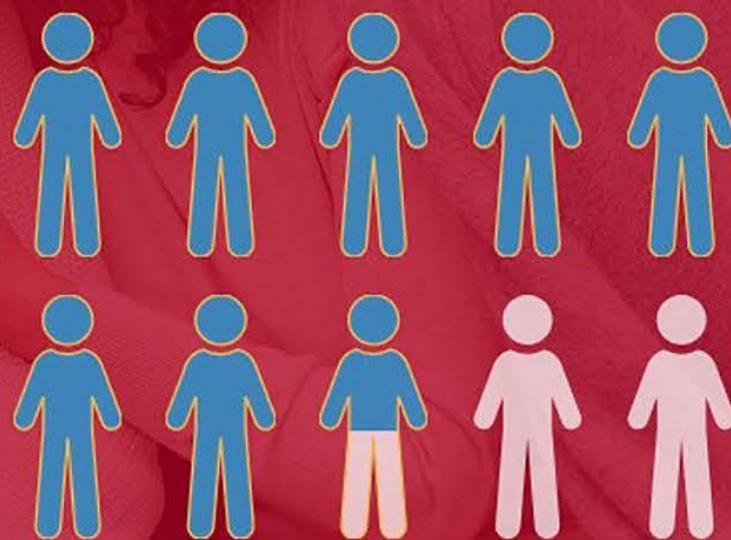
76%

Affects CMS Star Measure C24 C25

Achieved a **1.9 decrease in A1c** from an Average of 10.8 to 8.9 for High Risk Members

Telehealth High Risk
Diabetes Member >9.0% A1c

8.5 out of 10 people overall
decrease their A1c



Affects CMS Star Measure C15

High Risk Member Outcomes

6 out of 10 Members Decrease
their A1c from
above 9 to below 9
after completing the program.



Diabetes Care
PARTNERS 

Affects CMS Star Measure C15

Total Cholesterol

**21 point
Average
Decrease
In Total
Cholesterol**

70% of patients

7 out of 10 patients that were above 200 total cholesterol
achieved below 200 after completing the program.



Patients under 200 total cholesterol with the help of Diabetes Care Partners

Affects CMS Star Measure C20, D12 & D14



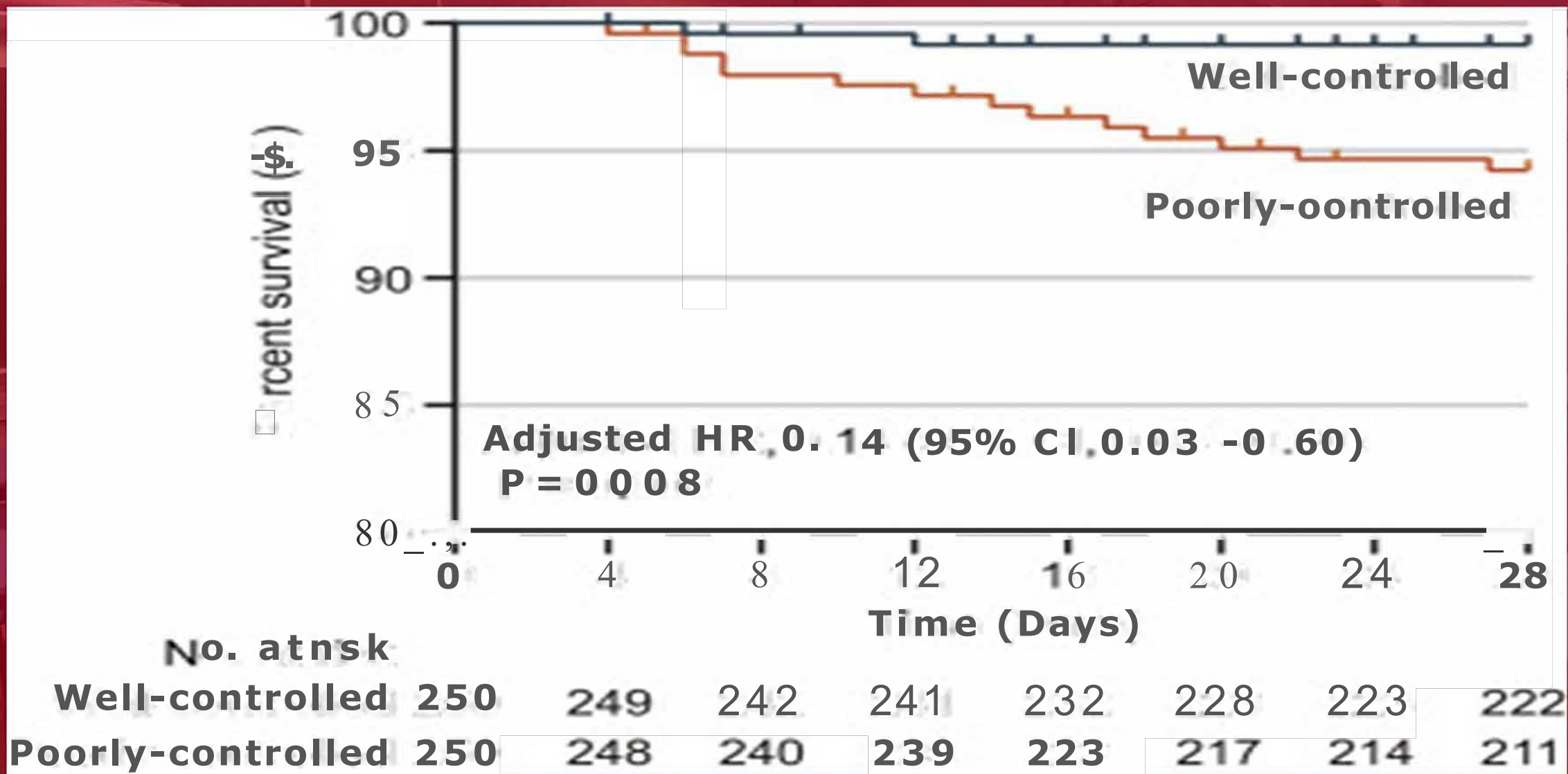
**We will just wait until
the PHE is over and go
back to normal**

What do you believe?

**Telehealth may
not be for
everyone
but the
genie is out...**

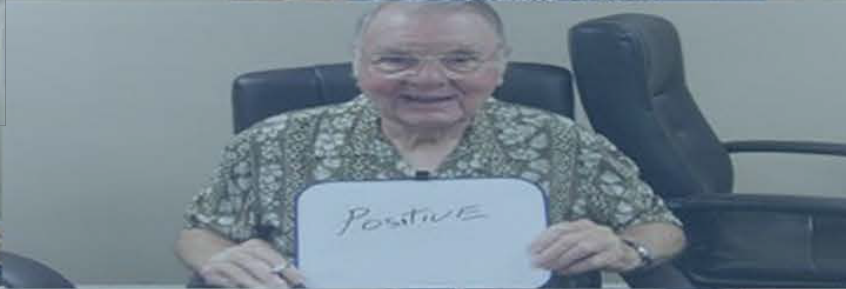
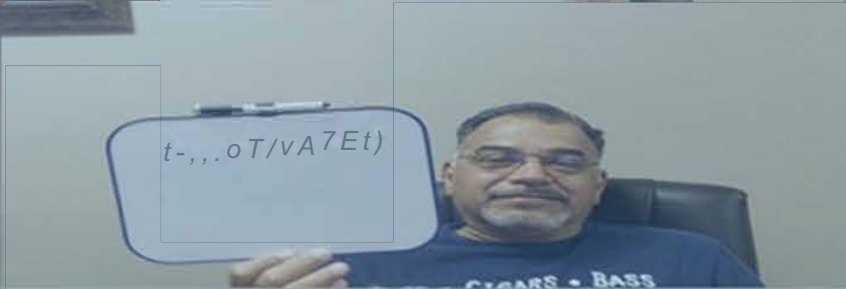
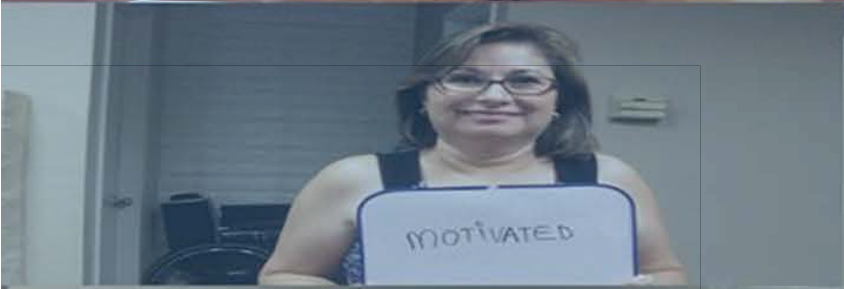


Covid Survival and Blood Sugar Control



What's in common?





Call to Action

- Be obsessed \Nith the experience
- Think Mobile first
- The Data \Nill lead you
- Build Relationships
- Plan for the long tern,
- Don't Wait

Thank you



Diabetes Ceo

Tony Song

Diabetes CEO

Tony@diabetescarepartners.com

LinkedIn, Twitter, Facebook, IG



PLEASE USE THIS QR CODE TO
INSTANTLY DOWNLOAD MY
PRESENTATION SLIDES



Our Next Webinar

The NCTRC Webinar Series

Occurs 3rd Thursday of every month.

Telehealth Topic: TBD

Hosting TRC: Great Plains Telehealth Resource & Assistance Center
(gpTRAC)

Date: June 17th, 2021

Times: : 11 AM – 12 PM (PT)



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***Please participate in this brief perception survey
(will also open after webinar):***

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

