Overview

- Why Telemedicine?
- LSU Background/Experience
- How to get started
- Security
- Regulations and laws
- Billing/reimbursement
Why telemedicine?

- Access to services not available locally
- Comprehensive care under one roof
- Efficiency for patients/providers
- Strengthens the medical home
Telemedicine: Patient demand, cost containment drive growth

Joining the trend may not be as expensive or time-consuming as you think, experts say

February 10, 2013  By Beth Thomas Hertz

Topics: Health Information Management | Telehealth & e-Health

Patients using telehealth services to hit 7 million by 2018

January 17, 2014  By Dan Bowman

The number of patients worldwide using telehealth services will rise from less than 350,000 in 2013 to roughly seven million in 2018, according to a new report published by IHS Technology.
Global telemedicine market forecast: 18.5% growth rate through 2018

December 16, 2013 | By Susan D. Hall

The shortage of physicians in rural areas combined with continuous development of telecommunications capabilities are a boon to the market for telemedicine services, according to a new report from Research and Markets.

The global telemedicine market, which stood at $14.2 billion in 2012, will have a compound annual growth rate of 18.5 percent through 2018, according to the report.
Enables Cost-Savings and Other Economic Impacts

- Remote monitoring in particular could significantly reduce healthcare expenditures.
  
  - A major study from 2008 estimated that “a full embrace of remote monitoring alone could reduce healthcare expenditures by a net of $197 billion (in constant 2008 dollars) over the next 25 years with the adoption of policies that reduce barriers and accelerate the use of remote monitoring technologies.”\(^{68}\)

- If employed on a daily basis to address chronic illness, remote online monitoring may save hospital, drug, and outpatient costs by 30 percent and also improve the quality of care and quality of patients’ lives.\(^{69}\)
LSU Telemedicine experience

- Started 17 years ago in 1997
- > 20,000 telemedicine encounters
- 25+ clinical specialties
- One of the largest operator of telemedicine in Louisiana
LSU Telemedicine
Technically robust

- Telemedicine Network
  - High speed dedicated WAN connectivity
- Deployed endpoints
  - 132 telemedicine endpoints in production
- Endpoint equipment
  - Standardized and fully supported
- Telemedicine Technical Team
  - Well developed technical, management and support processes
LSU Health Telemedicine Goals

- Deliver timely, efficient, effective, safe and equitable care to patients unable to receive such services due to geographic barriers or travel constraints
- Reduce delay and increase effectiveness of critical medical decision making by extending specialty expertise to rural providers
- Extend educational opportunities to the rural practitioners, leveraging the technical infrastructure established for delivery of telemedicine services
Specialty Telemed Clinical Services (current and past)

- Cardiology (general)
- Infectious disease (HIV)
- Nephrology
- Neurology
- Neurosurgery
- Ophthalmology
- Oral Maxillofacial Surgery
- Orthopedics
- Psychiatry
- Pulmonary
- Rheumatology
- Infectious disease (Hep C)
- Cardiology (congestive heart failure)
- Dermatology
- Diabetes foot care
- Endocrinology
- ENT
- Gastroenterology
- Genitourinary
- General Surgery
- Hematology/Oncology
Administrative and Educational Telemedicine

- Telemedicine technology can leverage infrastructure to serve administrative and educational needs
- Every month we conduct on the LSU telemedicine network
  - > 75 administrative conferences involving > 240 participants
  - > 100 educational conferences involving multiple simultaneously connected sites
- Grand Rounds is broadcast across the state
How to get started?

- Know what services you need
- Know the landscape
  - State/federal regulations
  - Agreements/contracts
  - Connectivity
  - Billing/Reimbursement
- Security
- Scheduling
- Documentation
First things first...

- Buy in and dedication from the entire team
  - Providers
  - Nursing
  - Billing
  - Legal
- Skilled telemedicine team
- Connection/Equipment
- Contracts/Agreements
- Assessment of needs
Clinical Site Readiness Assessment

BACKGROUND

This Clinical Site Readiness Assessment Tool will be used to determine your site’s readiness to provide clinical telemedicine (TM) services as well as identify any gaps in your current clinical telemedicine program. It is based on best practices identified in Accreditation Canada Telehealth standards, the National Initiative for Telehealth Framework of Guidelines, (NIFTE), and the American Telemedicine Association (ATA) guidelines.

The Clinical Readiness Assessment evaluates your organization for:

- The level of Senior Leadership support for TM;
- Existing organizational TM policy and procedures
- The physical space being made available for the provision of clinical TM;
- Human Resource requirements to support clinical TM;
- The potential for TM program expansion.

The Clinical Readiness Assessment Tool will help identify the impact clinical telemedicine can have on your organization. This is not a pass/fail exercise and it is important to indicate areas not currently meeting the standard in order to identify opportunities for improvement. Please work with the clinical leadership and/or telemedicine team(s) at your organization as well as your OTN Regional Manager, to complete the assessment.

Organization Name: ____________________________ Site Name: ____________________________

Team / Persons completing: ____________________________

Signature of Clinical Telemedicine Program Manager/Lead: ____________________________

Print Name: ____________________________ Position: ____________________________

Date: ____________________________

DD/MM/YYYY
### LEADERSHIP

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<tr>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
<th>Unsure</th>
<th>Comments / Details</th>
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<tbody>
<tr>
<td>We are aware of our OTN Membership Agreement and Technical Service Level Agreement (TSLA) obligations.</td>
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<tr>
<td>We have senior administration support for TM.</td>
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<td>We have organizational buy-in for TM.</td>
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<td>We have a communication strategy in place to promote our TM services to stakeholders.</td>
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<td>We have projected goals and a strategic plan for our TM services.</td>
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<td>We know our OTN Regional Manager and understand the support s/he can offer our organization with its TM program.</td>
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<td>We know how to access other OTN members.</td>
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**Comments:**

### HUMAN RESOURCES

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<tr>
<td>We currently have a designated clinical TM Coordinator (TMC).</td>
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<td>A back-up TMC is in place.</td>
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<td>We have an assigned Administrative contact (i.e. scheduler which may be the TMC or another admin support person).</td>
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<td>We have an assigned Technical contact.</td>
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<td>All staff supporting TM has had appropriate OTN training.</td>
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<tr>
<td>We know that a regulated health professional should support all clinical events when a patient is present.</td>
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What services do you need?

- Think about your top 3 needs
- Assess your population
  - Look at data to identify top diagnosis
  - Most frequent referrals
  - Most difficult to obtain specialties
Contracting with a provider

- Price structures
  - Hourly rate
  - Flat monthly rate
  - Based on pro billing

- Clinic cancellations
  - If you cancel or patients don’t, show you are still responsible for cost
  - Write in notification period. Ex. “Cancellations 2 weeks prior to clinic date will not result in a charge for said date”

- Responsibilities of each site
Equipment

Polycom HDX 9002 IP Video Conference Equipment
Making the most of telemedicine visits

- Scheduling appointments
  - Reminders
  - Show rate usually better than traditional appointments
- Preparations
  - Documents
  - Fax numbers
- Shuffling the camera
  - Mainly a support service
Evidence-based Specialist-defined Referral Guidelines

- Key element for efficient specialty consultation
- Clinical situations in all specialties lend themselves to telemedicine
- Guidelines include 3 concepts
  - Referral reasons (conditions)
  - Condition-specific tests/studies required prior to consult
  - Conditions that don’t lend themselves to distance between provider and patient
- Specialists often realize more can be managed telemedically than originally perceived
Example Referral Guideline
Tele-Dermatology

- Clinical conditions:
  - Skin cancers
  - Ulcers
  - Pruritic dermatoses
  - Disorders of hair and nails
  - Skin lesions associated with acute arthritis
  - Dermatologic emergencies

- Condition specific considerations or tests/studies prior to consult
  - Some conditions require in-person evaluation by dermatologist in follow-up to the telemedicine consult or require further diagnostic procedures be performed by the primary care provider. These include KOH examinations, TZANCK preparations, and skin biopsy for diagnostic purposes.

- Conditions difficult to evaluate via teledermatology
  - Cutaneous symptoms without cutaneous findings
  - Subcutaneous conditions such as nodules or tumors
  - Atypical pigmented lesions
Documentation

- Determine how you will exchange/share medical information between the 2 sites
  - Process determined beforehand
  - Interoperable EHR or access to your EHR
  - Fax clinicals
- Must be record kept at both sites per LSBME
- Indicate it was a telemedicine visit in the record
Security

- Advanced Encryption Standard ("AES") is approved by the National Institute of Standards and Technology ("NIST") for encryption of digital information
- AES ensures that the information discussed within a call is unintelligible to unauthorized parties that may have tapped into the communication system
- Industry standard H.235 protocol, compatible with all video equipment manufacturers
Telemedicine Billing/Reimbursement

- Medicare and Medicaid reimburse for telemedicine services similar to those delivered face-to-face
  - “The use of a telecommunications system may substitute for a face-to-face, hands on encounter “
  - Initial and f/u consultations, office visits, individual psychotherapy and pharmacologic mgt
  - “Reimbursement is the same as the current fee schedule amount for the service provided face-to-face”
- Utilize CPT codes, HCPCS codes and modifiers to generate charges
In late November, the Centers for Medicare & Medicaid Services announced changes to Medicare's 2014 physician fee schedule to incrementally expand coverage for telehealth services. Reimbursement has been a primary barrier to the widespread use of telehealth.
Billing requirements for an Originating Site to bill Medicare for a Telemedicine Facility Fee

- The patient was seen from one of the Originating Sites
  - The office of a physician or practitioner
  - Hospital-based or Critical Access Hospital Based renal Dialysis Center
  - Critical Access Hospital (CAH)
  - Skilled Nursing Facility (SNF)
  - Community mental health center
  - Hospital
  - Federally qualified health center (FQHC)
  - Rural health clinic (RHC)
Billing requirements for an Originating Site to bill Medicare for a Telemedicine Facility Fee

The encounter was performed at the distant site by one of the following:

- Physician
- Nurse Midwife
- Clinical Psychologist
- Registered Dietician
- Nutritional Professional
- Nurse Practitioner
- Physician Assistant
- Clinical Nurse Specialist
- Clinical Social Worker
Billing requirements for an Originating Site to bill Medicare for a Telemedicine Facility Fee

- The patient was present, and an interactive audio and video telecommunications system must be used that permits real-time communication between practitioner, at the distant site, and the Medicare beneficiary, at the originating site.
Billing requirements for an Originating Site to bill Medicare for a Telemedicine Facility Fee

- The Medicare beneficiaries are eligible for tele health services only if they are presented from an originating site located in: A rural Health Professional Shortage Area, either located outside of a Metropolitan Statistical Area (MSA) or in a rural census tract, as determined by the Office of Rural Health Policy within the Health Resources and Services Administration (HRSA); or A county outside of a MSA.

- To determine eligibility for this requirement access HRSA’s website tool to determine a potential originating site’s eligibility for Medicare tele health payment at http://www.cms.gov/Medicare/Medicare-General-Information/Telehealth on the Centers for Medicare & Medicaid Services (CMS) website.
New Louisiana Telemedicine Legislation effective August 1, 2014

While the final bill does not address telemedicine reimbursement by insurers it did result in the following new rules that became effective August 1, 2014:

- The new legislation did amend R.S. 37:1276.1(B) (2), eliminating the current requirement that a licensed healthcare professional be present in the examination room for every telemedicine encounter.
- The new measure, which becomes effective August 1, 2014, also states that "the physician practicing telemedicine shall not be required to conduct an in-person patient history or physical examination of the patient before engaging in a telemedicine encounter.
- Further, the legislation prohibits a physician practicing telemedicine from prescribing any controlled dangerous substance prior to conducting an appropriate in-person patient history or physical examination of the patient.
- New law requires any physician practicing telemedicine use the same standard of care as if the healthcare services were provided in person.
- New law further provides that a telemedicine provider shall not be required to conduct an in-person patient history or physical examination of the patient before engaging in a telemedicine encounter if all of the following conditions are met:

  1. The physician practicing telemedicine holds an unrestricted license to practice medicine in La.
  2. The physician practicing telemedicine has access to the patient's medical records upon consent of the patient.
  3. The physician practicing telemedicine maintains a physical practice location within the state of La. or executes an affirmation with the LSBME that the physician has an arrangement with another physician who maintains a physical practice location.
Definitions to know

LSBME Definition

*Telemedicine*—the practice of health care delivery, diagnosis, consultation, treatment, and transfer of medical data by a physician using interactive telecommunication technology that enables a physician and a patient at two locations separated by distance to interact via two-way video and audio transmissions simultaneously. Neither a telephone conversation, an electronic mail message between a physician and a patient, or a true consultation constitutes telemedicine for the purposes of this Part.
Definitions to know

- **Distant site** - physical location of the telemedicine provider, or provider side of a two-way telemedicine encounter

- **Originating site** - physical location of the patient, or patient side of a two-way telemedicine encounter

- **Endpoint /End site** - a physical location on or connectable to a telemedicine network having at least the basic equipment setup to support administrative videoconferencing
Definitions to know

Telehealth

- Used to encompass a broader definition of remote healthcare that does not always involve clinical services.
- Videoconferencing, transmission of still images, e-health including patient portals, remote monitoring of vital signs, continuing medical education and nursing call centers are all considered part of telemedicine and telehealth.
Important LSBME points

- Must have Physician - patient relationship
- Must have access to portions of patients medical record
- Must have appropriate staff who:
  - Are trained to conduct the visit
  - Available to assist in orders implementation, transmit records generated by the visit, provide or arrange back, follow up and emergency care to the patient
  - Provide or arrange testing/maintenance of telemed equipment
Important LSBME points

Components of the visit

- **Verify** the patient
- **Evaluate** the patient - HPI, ROS, PMHx, labs, etc...
- **Diagnosis** through normal means of compiling info for decision making. Diagnosis must be fully documented in the patient's record
- **Treatment Plan** must be established, documented and discussed with the patient
- **Follow up care** must be documented and provided to the patient
Important LSBME points

Medical Records & Consent

- Medical Records
  - Must be maintained at the physician's primary practice and at the location where the visit was conducted

- Consent
  - Follow state and federal laws
  - You should consent the patient for the telemed visit
    - Inform of the relationship between the telemed physician and patient
    - Inform that patient may decline to receive or withdraw from telemedicine care at any time
Important LSBME points

Prohibitions

- Must have a license in Louisiana OR
- Have a permit issued by the board
- Can’t use for
  - Non cancer related chronic or intractable pain
  - Treatment of obesity
  - Prescribing narcotics or amphetamine - exceptions...
  - Providing care out of state without authority by the state
Telemedicine Credentialing and Privileging

- JCAHO requires credentialing of telemedicine providers at the originating site, if site is JC accredited
- Check the regulatory agencies you fall under for latest guidelines
Web references

- http://www.lsbme.la.gov/licensure/rules
Questions?

Thank you!