

Agenda

12:00 – 12:15 Welcome Remarks

12:15 – 12:30 Overview of Policy Principles & Policy Steering Committee

12:30 – 1:30 Virtual Care Delivery

1:30 – 2:30 Congressional Panel

2:30 – 3:00 Member of Congress Interviews



Housekeeping

All participants are muted

- Use the Q&A box to ask a question related to the presentation
- Use the chat box is for technical difficulties and other questions / comments

Presentation slides are in the eHI Resource Center https://www.ehidc.org/resources







Welcome & Overview



Jen Covich Bordenick CEO, eHI



Catherine Pugh Assistant VP, eHI



Our Mission

eHealth Initiative convenes executives to identify best practices which transform healthcare through use of technology and innovation



eHealth Initiative Leadership



























































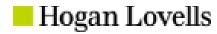






















































































Welcome! 2021 Board of Directors

- Amy McDonough, Senior Vice President & General Manager, Fitbit Solutions System (Chair eHI Board of Directors)
- Kristine Martin Anderson, Executive Vice President, Booz Allen Hamilton
- Bill Bernstein, Partner, Manatt, Phelps & Phillips, LLP
- Saurabha Bhatnagar, MD, Head of Technology
 & Performance, United Healthcare
- Paul Brient, Chief Product Officer, athenhealth, Inc.
- Joe Corkery, Head, Product Development, Google Cloud
- Jennifer Covich Bordenick, Chief Executive
 Officer, eHealth Initiative & Foundation
- Paul Eddy, Executive Vice President, Chief Information & Digital Officer, Wellmark BCBS
- Kristin Ficery, Managing Director, Accenture
- Dan Garrett, Board of Directors, Welldoc
- John Glaser, PhD
- Sarah Jones, Vice President, Commercial Product, Best Buy Health
- Kris Joshi, Executive Vice President & President Network Solutions, Change Healthcare

- Susan Murphy, Chief Experience Officer, University of Chicago Medicine
- Adam Pellegrini, SVP, Virtual Care & Consumer Health, CVS Health
- Drew Schiller, Chief Executive Officer, Validic
- Roy Schoenberg, President and Co-CEO, Amwell
- Josh Scholler, CEO, Healthcare LexisNexis Risk Solutions
- Laura Semlies, VP, Digital Patient Experience, Northwell Healthcare
- Mona Siddiqui, MD, Assistant Vice President, Clinical Strategy & Quality, Humana
- Eric Sullivan, Sr Vice President, Innovation & Data Strategies, Inovalon
- Robin Thomashauer, President, CAQH
- Susan Turney, MD, President and CEO, Marshfield Clinic Health
- Paul Uhrig, Chief Administrative & Business Officer, Chief Privacy Officer, The Commons Project Foundation
- Ash Zenooz, SVP & General Manager, Healthcare, Salesforce



Current Critical Issue Areas



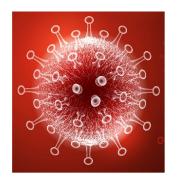
Consumer Privacy



Virtual Care



Analytics, Social
Determinants of
Health (SDOH) &
Artificial Intelligence



COVID-19 Best Practices & Education



Recent Forums & Webinars

COVID-19

- Rapidly Deployed Remote Monitoring for COVID-19
- Fitbit Talks About Population Health Initiative During COVID-19 Pandemic
- How the Pandemic Influences Consumer Health Behavior
- After the Curve Flattens: What's Next for Healthcare and COVID-19

Virtual Care & Policy

- Addressing Capacity and Cashflow with Virtual Care
- How to Grow Your Practice with Reimbursement Considerations
- COVID-19 and Beyond: Telepsychiatry Best Practices and Regulatory Priorities
- Telehealth during COVID-19: New Strategies on How Physicians are Addressing the Outbreak

Privacy

- What's Ahead in 2020 for Consumer Privacy?
- HIPAA: What's Covered and What's Not Covered?
- Changes to Privacy Policies and Regulations in the Face of the Coronavirus Pandemic - eHI Privacy and Security Webinar Series
- Key Survey Findings from the State of Patient Matching in America



Upcoming Forums & Webinars

December 16th: Expert Perspectives on Virtual Care (webinar)

January 12th: BMS/Merck: Diversity in Clinical Trials (webinar)

January 26-28th: eHI Annual Member Meeting

For a full list of virtual events: https://www.ehidc.org/events

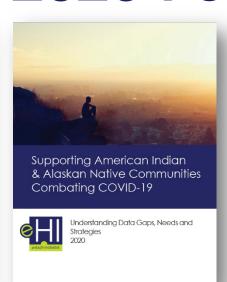


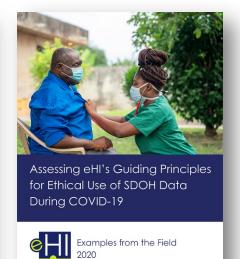


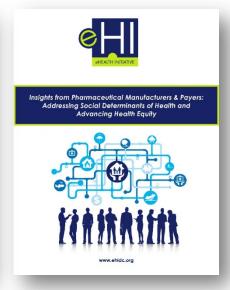
2020 Publications











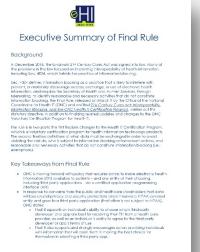




Proposed Consumer Privacy Framework
for Health Data

Draft for Public Feedback
August 26, 2020

eHealth Initiative
Center for Democracy and Technology





Our Work



Expert Roundtables
Education Programs
Webinars, Workshops
Networking Receptions
Surveys Reports



Recommendations
Privacy Policy
Comment Letters
Policy Steering Committee (PSC)
Capitol Hill Briefings
HHS, FTC, OCR, Relationships
Hill Meetings



Expert Roundtables
Advisory Boards,
Workgroups
Grants/ Partnerships
HHS, FTC, OCR,
Relationships
Surveys, Reports
Expert Faculty



Our Strategic Goals

CONVENE THE EXPERTS	Ensure influential and emerging leaders in healthcare, technology and key policymakers are included in leadership and activities
COVER CRITICAL AREAS	Ensure eHI resources are dedicated to critical topic areas which require multi-stakeholder perspectives
IMPROVE RELEVANCY & REACH	Improve dissemination and reach of eHI materials and member resources through effective communication efforts
PROMOTE BEST PRACTICES	Share best practices on innovation with executives and the greater industry through education programs marketed to policymakers and industry executives
VALUE TO MEMBERS	Increase value of eHI membership through aggressive engagement and promotion of eHI members in leadership, education, advocacy, and marketing targeted to key focus areas



Policy Objective for 2020: Increase Capitol Hill activities to increase eHI influence in privacy, COVID-19 and SDOH





Success Metrics

Engagement with policymakers, Congressional staff, and key organizations

- 38 bipartisan Hill meetings (Last 6 months)
- Direct conversations with more than 30 stakeholder organizations

Incorporation of policy priorities in new legislation

- COVID-19 Medicare telehealth waiver, passed by Congress after numerous meetings, emails, and phone calls with Congressional staff – was a top priority of eHI's Policy Steering Committee
- 7 eHI-supported provisions were included in the CARES Act

Support from member organizations in comment letters

- 3 regulatory comment letters submitted; one additional advocacy letter sent to the administration
- 8 advocacy letters sent to Congress

Involvement in PSC

- Monthly PSC calls
- Added 3 new PSC members for 2021

Increase Congressional briefings

- No Congressional briefings due to COVID
- One 'virtual rally' featuring remarks from 5 Members of Congress
- 7 policy-focused webinars/virtual member events

Create regular communications about key initiatives

- Policy updates in weekly eHI newsletter
- Blog

2020 Policy & Advocacy Activities

- Feb. 28th letter to Congress urging inclusion of telehealth provisions in first COVID legislation
- March 11th letter to Congress outlining requested updates to COVID-19 Medicare telehealth waiver
- March 23rd letter signed by more than two dozen organizations outlining priorities for the CARES
 Act
- April 15th comment letter in response to Center for Medicare & Medicaid Services (CMS) interim final rule
- June 29th sign-on letter to Congress outlining post -COVID-19 telehealth priorities (signed by 340 organizations)
- July 24th virtual rally on the Protecting Access to Post-COVID-19 Telehealth Act of 2020 (HR 7663)
- August 3rd sign-on letter of endorsement for HR 7663 (signed by 225 organizations)
- July 30th sign-on letter to Congress supporting House amendment to remove UPI appropriations ban
- June 3rd sign-on letter to Congress urging removal of UPI ban
- June 23rd comment letter in response to the HHS OIG proposed rule on information blocking penalties
- June 26th letter in response to Senate HELP Committee Chairman Alexander's white paper entitled Preparing for the Next Pandemic
- September 16th action alert on HR 7663
- October 5th comment letter on CY 2021 Medicare Physician Fee Schedule and Quality Payment Program proposed rule
- October 8th COVID-19 Federal Policy Work Group report
- October 26th sign-on letter to Acting DEA Administrator on implementing a telemedicine special registration process enabling providers to safely prescribe controlled substances remotely

eHI Policy Steering Committee



- eHI's Policy Steering Committee (PSC) was established by the eHI Board of Directors in 2005 as a mechanism for considering eHI positions on key policies from a multi-stakeholder perspective
 - The PSC is eHI's only Board created and appointed group

2021 Policy Steering Committee

- Samantha Burch American Hospital Association
- Leigh Burchell Allscripts
- Erica Chischke, MPH American Academy
 of Family Physicians
- Cherie Holmes-Henry NextGen Healthcare
- Robert Jarrin The Omega Concern (on behalf of Validic)
- Deanne Kasim Change Healthcare
- Leslie Kelly Hall LifeWIRE

- Julien Nagarajan RELX
- Kelechi (KC) Ogbonnaya UnitedHealth Group
- Mark Segal, PhD Digital Health Advisors
- Brooke Rockwern American College of Physicians
- Robert Tennant MGMA
- Colby Tiner American Heart Association
- Bradley Wolters Marshfield Clinic Health
 System 2021 PSC Chair





1. A modern value-based, technology-enabled health care system creates better health care outcomes for everyone. eHI supports a valuebased health care system that enables providers to deliver individualized care when and where patients need it, improve outcomes, and lower costs.



2. Digital health tools can be powerful tools to identify and address health disparities and promote health literacy. A variety of social and systemic factors have the potential to impact overall and individual's health status. Health care providers and organizations should have access and effectively use digital health tools to identify and work to mitigate factors that lead to health disparities. Policy must focus on addressing systemic causes of health inequity and allow health care providers to fully leverage digital health tools to combat individual health disparities their patients are facing. Policies should also seek to ensure these tools do not exacerbate existing biases. Additionally, policy should promote equity in access to digital health tools for both providers and patients and must focus on ensuring that the design and implementation of digital health is such that all levels of digital and health information literacy can benefit.



3. Patient health information should be easily and securely accessed, exchanged, and shared electronically. eHI supports eliminating the practice of information blocking and allowing for the free and secure access, exchange, and use of health information. In order to advance modern approaches to interoperability, eHI supports the responsible and secure use of standards-based application programming interfaces (APIs) by all applicable stakeholders to enable effective, authorized access to health data by patients, their authorized representatives, providers, payers, researchers, and others authorized to access such data.



4. Patients should be confident their data is secure and protected – regardless of who controls the data. eHI believes Congress must pass comprehensive data privacy legislation that reflects how data flows in today's health care ecosystem.



5. Public health systems should be modernized and adequately funded. The COVID-19 pandemic has called attention to the need to modernize current public health surveillance and reporting systems. eHI supports efforts to promote the electronic sharing of public health information and provide predictable and adequate funding to ensure this can be accomplished.







eHealth Initiative Annual Member Meeting

Virtual Care Delivery



Colby Tiner, MA
American Heart Association



Peter Antall, MD Amwell



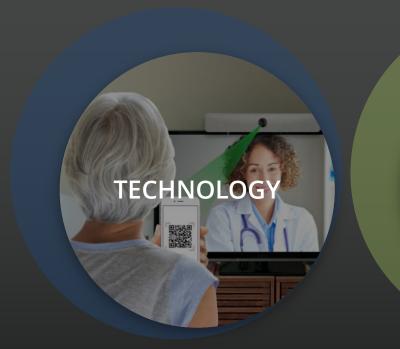
Virginia Whitman Alliance of Community Health Plans



Lauren Conaboy Centerstone



Who we are 🕜 amwell - A telehealth technology provider







HEALTH PLANS

55+ PAYERS | 80M+ COVERED LIVES

HEALTH SYSTEMS

240+ HEALTH SYSTEMS | 2K+ HOSPITALS

INNOVATORS

BROAD RANGE OF DEVICES & PROGRAMS

Amwell's Client Base – A diverse ecosystem











HEALTH PLANS

> 60 Payers > 150M Covered Lives **EMPLOYERS**

> 36,000 Employers

HEALTH SYSTEMS

> 160+ Health Systems > 2000 Hospitals

HEALTH TECH

Pharma, Devices, **Integrated Partners** **RETAIL & WELLNES**

Consumer Platforms

Anthem • •

UnitedHealthcare









pitney bowes

ORACLE

jetBlue

AMERICAN EXPRESS









¬NewYork-Presbyterian





Medtronic







PHILIPS

Google onduo

HyVee. Publix

Virtual care across the ecosystem

Patient & Provider

Provider & Provider









On Demand Telehealth

Typically On-demand primary care

Urgent Care, Pediatrics, Behavioral Health Kiosks, Employers, Retail Locations

Follow-Up Care

Typically Scheduled visits with own Patients

Post-Discharge Follow-Up, Cancer Care Chronic Care, Medication Management **Sub-Acute Telehealth**

Typically Acute Care Consults

Presenter to provider in schools, **SNFs**, hospital rooms

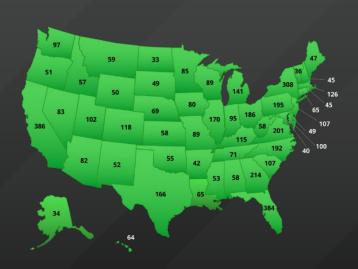
Acute Care Telehealth

Typically Acute Care Consults

Provider to provider in tele-stroke, tele-ICU

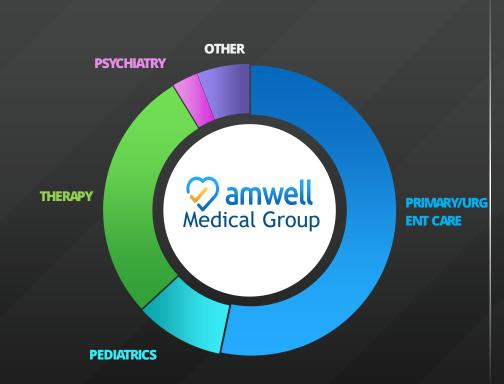
Amwell Medical Group 24/7 Network

50 STATE NETWORK



9K+ AW Providers
40K+ Partner Providers

MULTI-DISCIPLINARY



KEY PROGRAMS

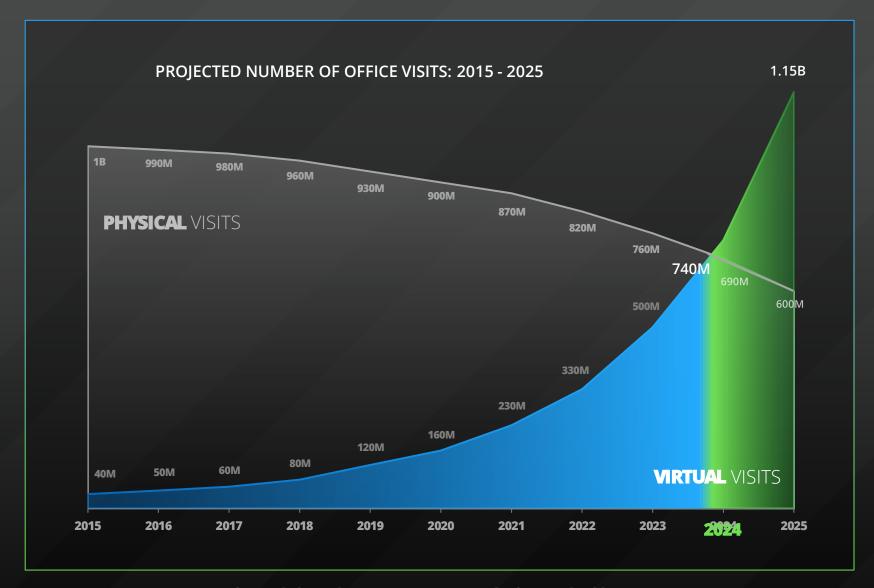
- Virtual Primary Care
- EAP
- **Psychiatry**
- Sleep
- Medicaid/Medicare
- Risk Assessment
- Provider Group Practice
- Heart Health (Apple)
- RPM (Medtronic)

FORTUNE

Here's What Your Future Doctor Visits Could Look Like

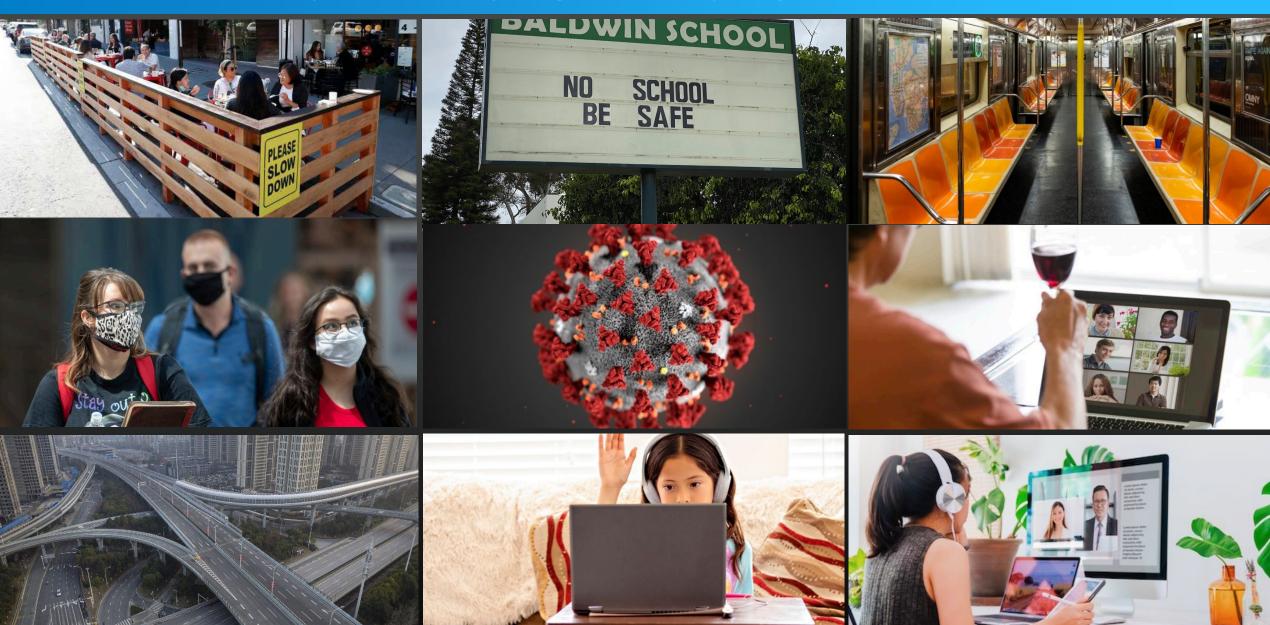
Tomorrow's office visit will increasingly take place everywhere but the office."

- Dr. Eric Topol May 2nd 2017

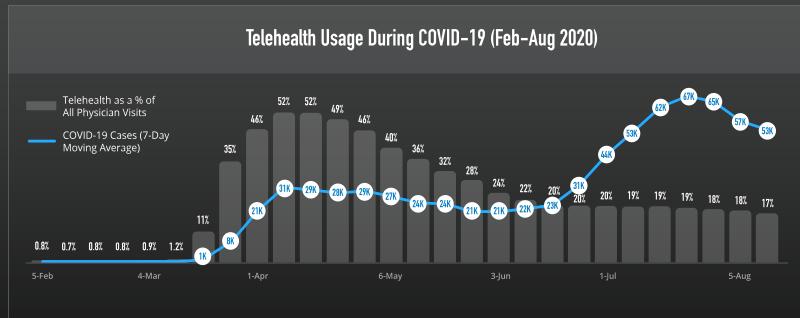


Source: Fortune, Ray Dorsey/Eric Topol - http://fortune.com/2017/05/02/brainstorm-health-2017/

2020 has been a year of adapting and adopting



Healthcare was no exception

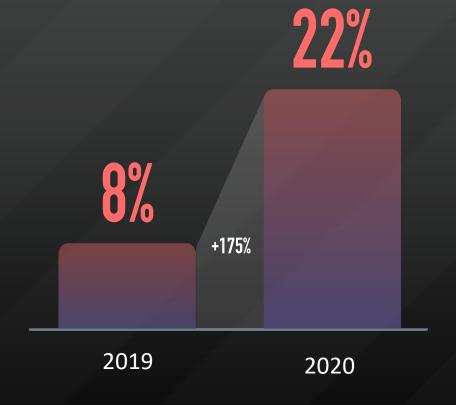


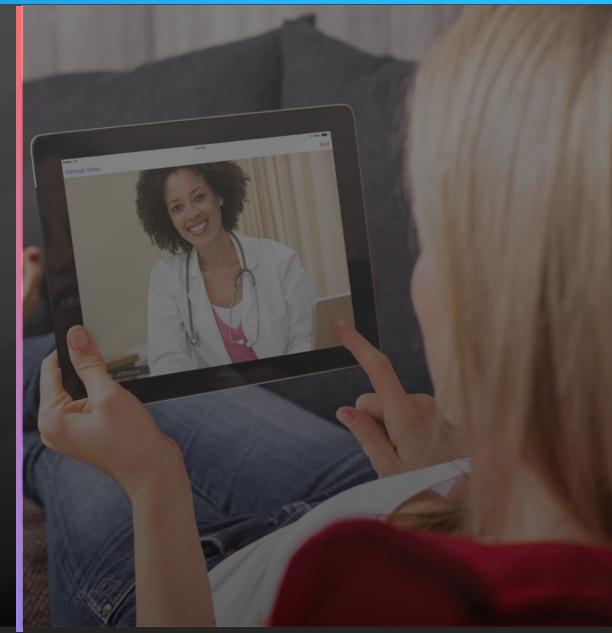
Sources: Chartis COVID-19 Telehealth Adoption Tracker; Centers for Disease Control and Prevention



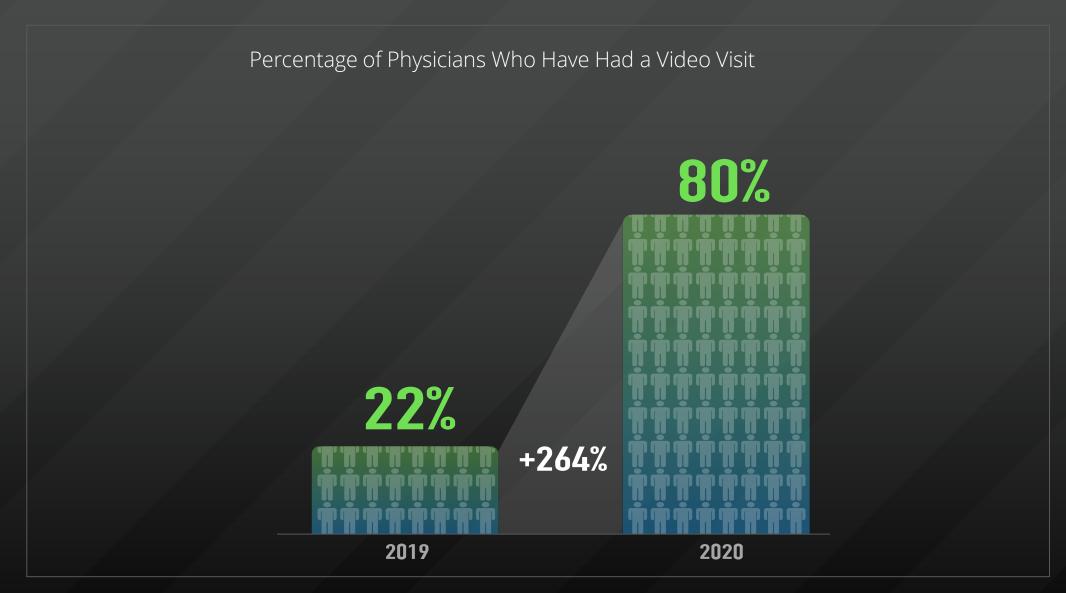
2020 - Consumer Utilization Grew Dramatically

Percentage of Consumers Who Have Had a Video Visit





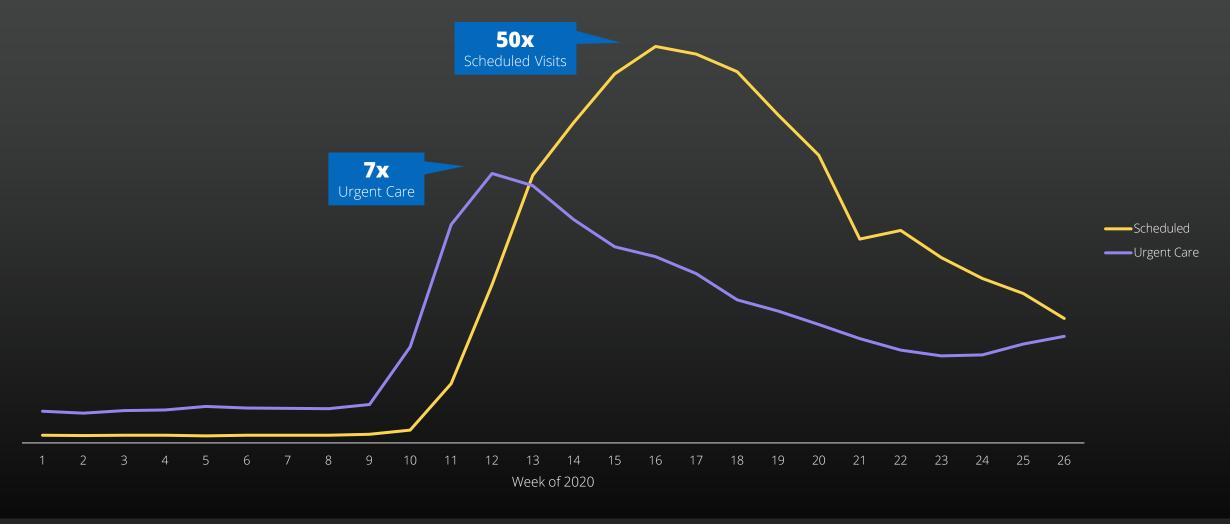
2020 - Physician adoption skyrocketed



Amwell 2019, 2020 Physician Surveys

Our Data - Urgent Care spiked. . . Then Scheduled Visits... Now finding a steady state





How Our Medical Group Mobilized to Address the Pandemic



Optimized Existing Network Capacity

- **Reactivated providers**
- Offered new incentives
- **Optimized provider licensure**
- **Omni-channel communication**



Grew New Provider Supply

- **Accelerated provider recruitment**
- Established credentialing committee
- **Extended provider training hours**
- Eliminated barriers to join AMG



Streamlined Onboarding and Support

- Robust training resources
- **Updates communicated regularly**
- Mentoring programs and 'hotline'
- **Network operations support 24/7**

Regulatory Changes – Challenges and Opportunities



Federal Regulatory Changes







Reimbursement

HIPAA

DEA

State Regulatory Changes







Medicaid

Licensure

Modality

Will the regulatory and legal waivers and changes persist?

- We believe:
 - Some will persist (Medicare site and geographic restriction?)
 - Some will lead to change (DEA?)
 - Some will revert back (HIPAA)
- HHS, CMS still concerned about FWA
- CBO, Congress still concerned about cost/overutilization



Our Legislative and Regulatory Priorities

- Reimbursement Medicare FFS
 - Medicare FFS site and geographic restrictions
- Reimbursement Medicaid
 - Consistent policies
- Reimbursement Commercial
 - Fair and consistent reimbursement
 - Transparency
- Licensure
 - A true national compact
 - Mutual recognition
 - Medical excellence zones
- DEA
 - Modern rules for telehealth
- Broadband equity

Looking Ahead



- A large portion of healthcare will be delivered virtually
- Telehealth is now an <u>established part</u> of care delivery
- Opportunities exist to improve care, outcomes, experience
- Deeper integrations will improve the patient journey
- New models are emerging and disrupting traditional care models
- The next big things likely involve devices/data, AI, and outcomes focus

White Paper: Potential Models for Medicare Telehealth Payment Post COVID-19





Why Is ACHP
Posing A New
Payment
Model for
Medicare
Telehealth?

✓ To illustrate a financially sustainable path forward for telehealth past the public health emergency

✓ To ensure telehealth payment is aligned with highquality care

✓ To guarantee patients, providers and payers maintain highly coordinated and convenient care for all TELEHEALTH
PAYMENT MODEL

CURRENT BARRIERS

Barriers to Robust Telehealth Utilization Fear of increased health care costs from Congress and the Administration.

Medicare FFS incentivizes volume over value, leading to unnecessary care and financial exploitation.

Full parity with in-person visits is not sustainable to achieve system-wide savings.

Insufficient infrastructure requiring significant investment.

ACHP's Solution

Offer a thoughtful transition process from FFS to value-based arrangements in telehealth.

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TWO FRAMEWORKS

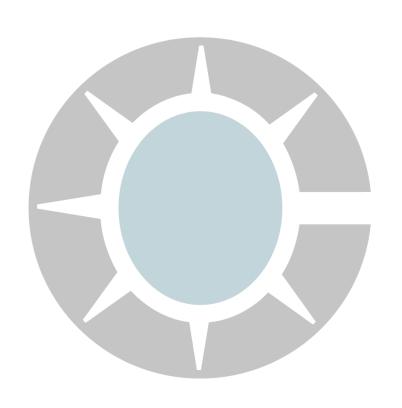
Key Assumptions that Apply to Both Frameworks

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Support and Reform

Prove and Grow

- ✓ The relaxed licensing guidelines for health care practitioners will
 not be maintained past the public health emergency
- ✓ Originating and distant site flexibilities under the public health emergency will be made permanent
- ✓ Non-physician practitioners will continue to qualify for reimbursement
- ✓ Geographical requirement that patients be located in rural areas will be removed permanently
- ✓ HHS will have the authority to issue regulatory guidance on modern technology
- ✓ Payment parity will continue for five years to allow for postpandemic stability, adjustment and technology investment



Centerstone's Experience with Telehealth

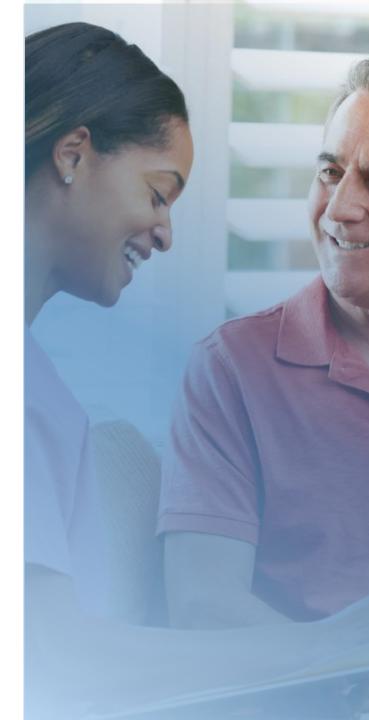
Pre & Post the March 13th National Emergency Declaration





Delivering care that changes people's lives. OUR MISSION | OUR NOBLE PURPOSE

- National, private, not-for-profit 501(c)(3) specialty healthcare organization
- 65+ years of service
- Specializing in the treatment and rehabilitation of individuals with mental illness, addictions, traumas, and intellectual/developmental disabilities
- Committed to bringing the science of care to service
- Multistate footprint
- CARF & Joint Commission Accredited
 - Including specialized CARF Accreditation Adult and Children & Youth Health Home



Before March 2020

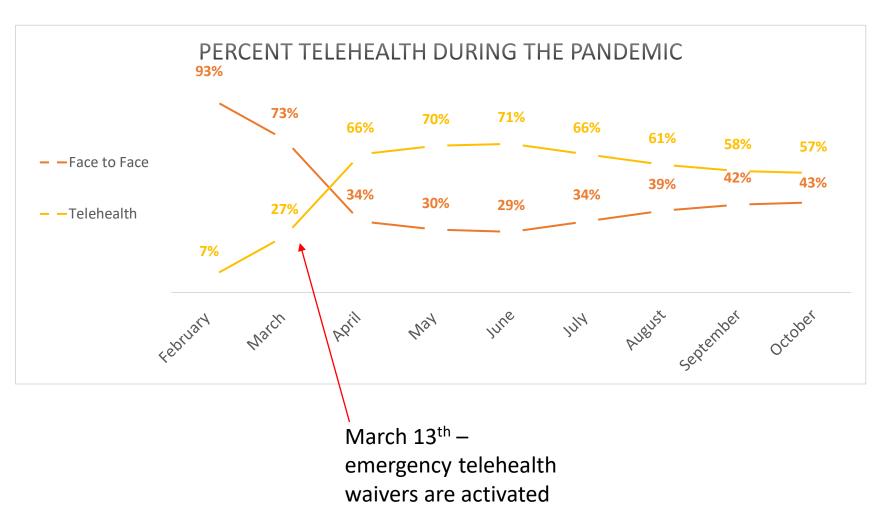
 Under 7% of our overall service encounters were delivered via telehealth

• Under 3% of services for MAT clients were delivered via telehealth

The majority of our 3500+ staff worked in a brick and mortar office settings



Centerstone's Telehealth Journey

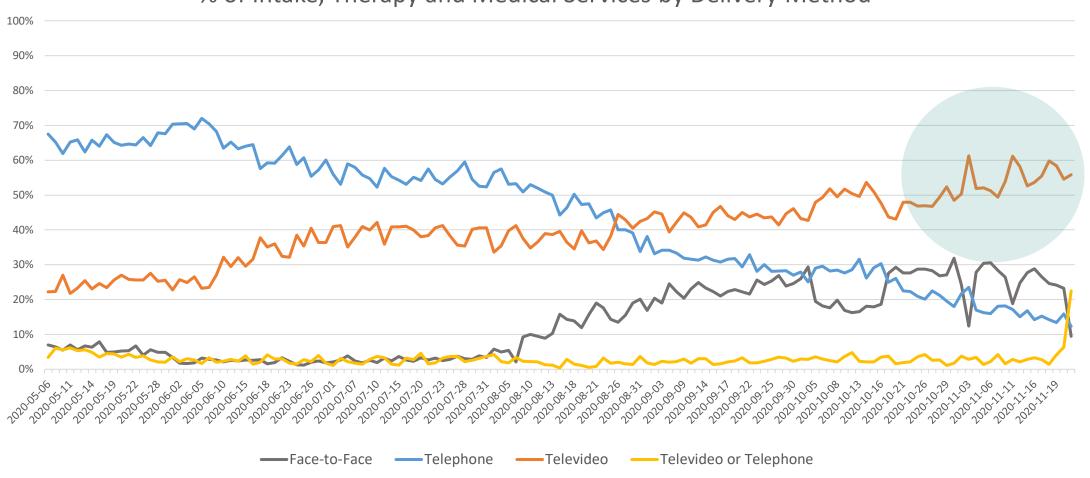


Enterprise wide 1,069,142 Telehealth Services Delivered (3/16 to 12/7)



Centerstone's TeleHealth Journey

% of Intake, Therapy and Medical Services by Delivery Method





After March 2020

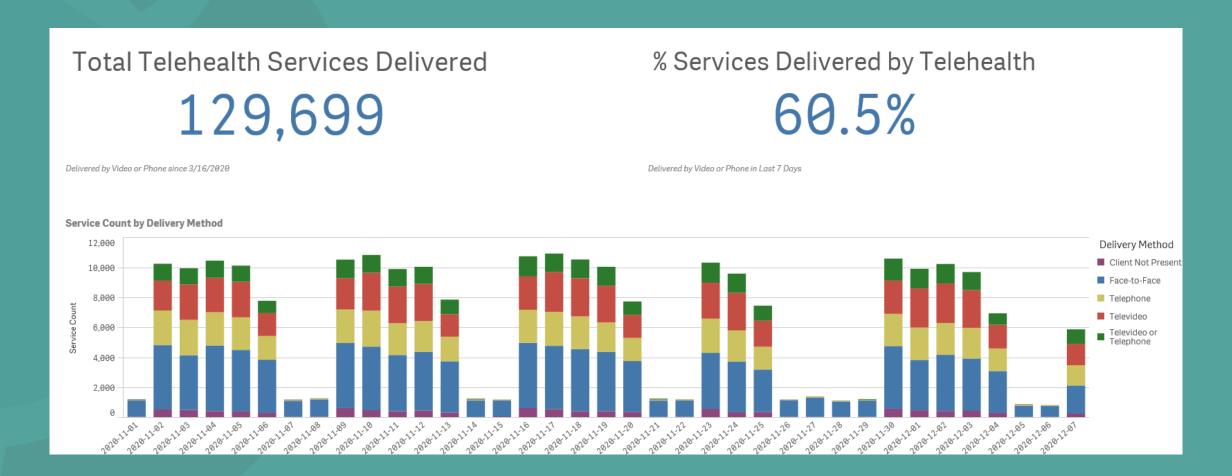
 Within one month of the PHE, 90% of our services were delivered via telehealth (weekly average)

Today approximately 60% of our services are delivered via telehealth

 Over 45% of services for MAT clients are now delivered via telehealth

The majority of our 3500+ employees moved to a remote work environment

Telehealth Utilization Today (snap shot from Nov 2020)



Current Trends/Observations

Operations

- An 44%+ increase in call volume (tracks with CDC data on behavioral health demand)
- Concern of potential rate cuts for telehealth services
- Regulatory uncertainty with telehealth brings operational planning challenges

Workforce shortages

- Shortages in the BH workforce existed before the pandemic
- Through the pandemic women have been leaving the workforce in larger numbers

May be too early to determine, but these could be early markers of a behavioral health access crisis



Questions/comments?

Contact:

Lauren Conaboy
Vice President, National Policy
lauren.conaboy@centerstone.org



Congressional Panel

Brad Wolters
Marshfield Clinic Health System

Maddie Davidson Senate Finance Committee

Jay Gulshen House Ways & Means Committee



JP Paluskiewicz House Energy & Commerce Health Subcommittee

Orriel Richards
House Ways &
Means Committee

Aliza Silver Senate HELP Committee

