



How to Grow Your Practice Through Telehealth with Reimbursement Considerations

April 23, 2020

Agenda

- **Welcome**
 - Jennifer Covich Bordenick, *CEO, eHealth Initiative*
- **Discussion:**
 - Andi Hila, *Director of Strategy Consulting, Updox*
 - Phil Boucher, **MD**, *Lincoln Pediatrics Group*
 - Emily Yoder, *Analyst in the Division of Practitioner Services (DPS) in the CMS Center for Medicare*
- **Q&A**
 - Jennifer Covich Bordenick, *CEO, eHealth Initiative*



Today's Speakers



Phil Boucher, MD
*Practicing Pediatrician
in Nebraska*



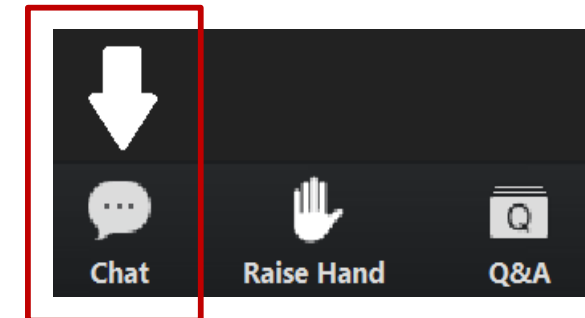
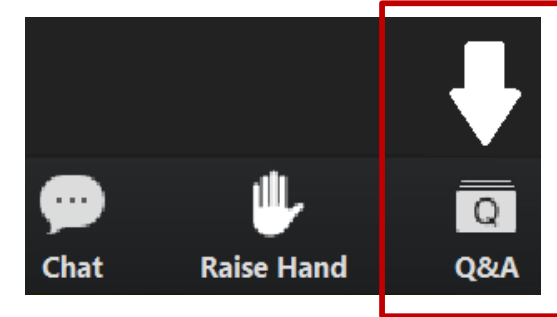
Andi Hila
*Director of Strategy
Consulting, Updox*



Emily Yoder
*CMS, Centers for
Medicare/Hospital
and Ambulatory
Policy Group/Division
of Practitioner Services*

Housekeeping

- **All participants are muted**
- **To ask a question to be answered by speakers:**
 - Use the “Q&A” box found on the bottom of your screen
 - We will address as many as possible after the presentations
- **For help with technical difficulties and non-speaker questions:**
 - Use the “chat” box and we will respond as soon as possible
- Slides and a recording of today’s presentation will be available for download on eHI’s Resource page: www.ehidc.org/resources



eHI's Mission

Convening executives from every stakeholder group in healthcare to discuss, identify and share best practices to transform the delivery of healthcare using technology and innovation.



Current Areas of Focus

Value Based Care

Transparency

Prior Authorization

Interoperability

Translating
FHIR/ APIs/DaVinci

Information Blocking

Privacy & Security

Non-HIPAA Data

HIPAA Part 2

Cybersecurity Med
Devices

Health Data &
National Security

Analytics

Social Determinants
of Health

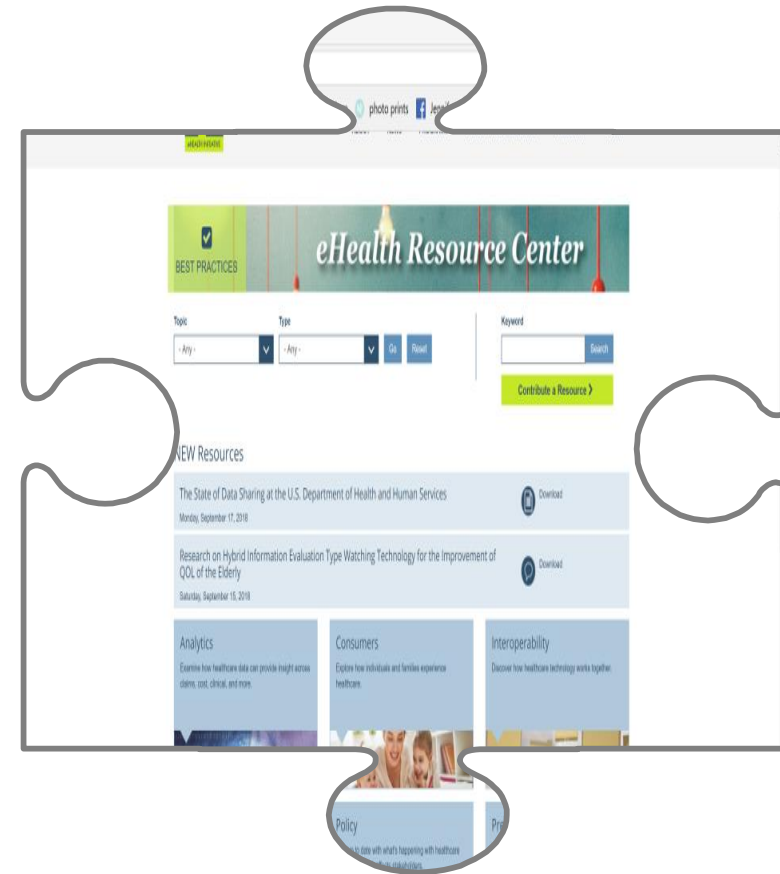
Artificial Intelligence,
Predictive Analytics
(Biosurveillance,
Epidemics,
Genomics)



eHealth Resource Center

www.ehidc.org/resources

- eHealth Resource Center available with best practices & findings identifying and disseminating best practices
- Online Resource Center: over 600 new pieces of content, 125 best practices added this year





- **April 28** - COVID-19 Impact: Addressing Capacity and Cashflow with Virtual Care
- **May 5** – Wearables to detect infections (details forthcoming)
- **May 21**- Telepsychiatry (details forthcoming)

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Andi Hila

Director, Strategy Consulting

Updox



How to Grow Your Practice Through Telehealth with Reimbursement Considerations

As the COVID-19 pandemic continues to surge, physicians and other healthcare providers are moving towards telehealth to reduce in-person contact and flatten the curve. To support physicians and other healthcare providers, CMS has also eased restrictions on telehealth reimbursements.

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Leveraging telehealth during the COVID-19 pandemic

- Addressed the immediate needs created by the pandemic
- Served as a catalyst to implement and grow telehealth practice in general

"One silver lining is that virtual care will become a much integral part of healthcare for all us, and this will lead to better care and more accessible care."

- Bob Kocher, MD, senior fellow at the USC Schaeffer Center

What we used to hear from customers

- 1 “I have to get new computers, cameras and other expensive equipment.”
- 2 “It will take a long time to get up and running and train my staff.”
- 3 “My patients, especially the older ones, aren’t comfortable with technology.”
- 4 “My patients only want to interact face-to-face.”
- 5 “I won’t get reimbursed for telehealth services.”



Telehealth coverage expansion in response to the pandemic

- Regulatory changes
- Legislative changes
- CMS' changes for telehealth reimbursement

“We’ve been talking about these things as part of our future, but the environment we find ourselves in today has pushed it to the present.”

- Chayla Handley, Duke Primary Care regional director of operations for Wake County

Panel Q&A

Featuring:



Phil Boucher, MD
Pediatrician, Lincoln Pediatrics



Emily Yoder
Analyst, CMS

Before the pandemic, how did your practice use telehealth and for what visits did you receive reimbursement?

Physician's Key Drivers for Telehealth

- Increases patient convenience
- Improves work efficiency
- Allows me to provide care remotely
- Improves patient-doctor relationship
- Increases patient safety
- Provides a new stream of revenue

Source: AMA Digital Health Research (February 2020)

What are the key actions CMS has taken in response to COVID-19?

Comparing telehealth usage prior to COVID-19 to now, have you seen any noticeable changes in use of telehealth?

What are the lessons learned with reimbursement changes and telehealth use? Any surprises?

What are the most common questions that people are asking about telehealth in a post pandemic world?

Practice Transformation

- **Prepare your staff.** Tools without consideration for process will not be adopted. Create processes and adapt organizational structures to account for changes in patient communication.
- **Minimize friction for patients.** Understand patient preference and needs will vary. Meet them where they are - by phone call, by portal, by video chat, by text, etc.

Q&A



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