

Slide 1



**The Telehealth Resource Center  
Grant Program**

*Technical assistance for  
starting or expanding telehealth services.*

[www.telehealthresourcecenters.org](http://www.telehealthresourcecenters.org)

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Slide 2



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Slide 3

**What are  
Telehealth Resource Centers (TRCs)?**

- Federally funded through HRSA/ORHP
- TRC Grant Program – est. 2006
- Extensive telehealth program implementation experience
- 12 Regional TRCs, plus
- 2 Telehealth Technical Assistance Center



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**HTRC SERVICE AREA**



A map of the United States with the states of Kansas, Missouri, and Oklahoma highlighted in red. The other states are shown in a light brown color. The map is titled "HTRC SERVICE AREA" in green text at the top.

**KANSAS - MISSOURI - OKLAHOMA**

**HTRC**  
Heartland  
Telehealth Resource Center

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## HTRC PARTNERS

- University of Kansas Medical Center
  - Program started in 1991 with one hospital
    - now over 2,000 clinical consults/yr
- University of Missouri Health System
  - MTN began in 1994 with 10 sites
    - now over 200 endpoints in the network
- University of Oklahoma Health Sciences Center
  - Program since 1993 with 60 rural/regional hospitals
    - Particular expertise in store-and-forward consults



Heartland  
Network by HCRHC Center

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Slide 7

**Telehealth?  
Telemedicine?  
eHealth?  
mHealth?  
Virtual Care?**

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**Technology Terms**

**Telehealth** - the use of electronic information and telecommunications technology to support long-distance clinical health care, patient and professional health-related education, public health and health administration.

Health Resources and Services Administration  
U.S. Department of Health and Human Services

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Slide 9

**Technology Terms**

**Telemedicine** - the use of electronic communication and information technologies to provide or support clinical care at a distance.

HRSA Rural Health Glossary & Acronyms  
<http://www.hrsa.gov/ruralhealth/about/telehealth/glossary.html>  
Google: HRSA telemedicine

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### Technology Terms

**eHealth** - healthcare practice supported by electronic processes and communication.

**mHealth** - practice of medicine and public health supported by mobile devices. Includes health-related smartphone apps.



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### Technology Terms

**Virtual Health Care** -May replace the Telehealth term as some still equate 'Tele' with Telephone. CHI Foundation uses this term to describe new services. Mercy in St. Louis – Virtual Care Center.



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### Benefits of Telemedicine

1. Improve health care access
2. Reduce unnecessary patient transport
3. Addresses physician shortage
4. Reduce provider travel time/cost to outreach sites
5. Reduce patient travel time and cost (Outpatient)
6. Retain patients locally in their home communities (See #2)



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**How HTRC can help. . .**

- On-line resources
- Webinars and workshops
- Presentations
- Staff training
- Peer to peer connections
- Consultation services

*...and more!*



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Slide 14

**Get started with eSTART ✓**

**The Most Successful  
Telehealth Programs Begin  
with Assessment!**



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Slide 15

**Get started with eSTART ✓**

- Increase Internal Buy-In
- Unlock Revenue Streams
- Build on Existing Telehealth Programs
- Develop Protocol and Policies
- Determine Your Needs

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Get started with

eSTART

- Equipment Selection
- Program development
- Operational support
- Strategic planning
- Education on Insurance Reimbursement
- Program evaluation
- Strategic Planning

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Getting Started

- Provider
  - Licensing
    - Must be licensed in state where patient is located
  - Credentialing
    - Provider credentialed at site where patient is located
    - Credentialing Board has final decision on any options

- Originating Site
  - Licensing
    - Provider must be licensed in state where patient is located
  - Credentialing
    - Provider credentialed at site where patient is located



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Staffing

- Provider availability
  - Recommend contract
  - Does provider have billing mechanism than can include telemedicine?
    - G or GT modifier must be reviewed with billing personnel
  - Coordinator needed?
    - Room Scheduling
    - Testing Connectivity
    - Scheduling/Billing Activities

- Originating Site
  - Contract Complete?
  - How will you get paid?
    - Facility Site Fee
    - G or GT modifier must be reviewed with billing personnel
  - Coordinator/Telepresenter?
    - Room Scheduling
    - Testing Connectivity
    - Scheduling/Billing Activities
    - Patient Presentation
    - Training



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## Location & Connectivity

- Provider's Office?
- Telemedicine Room?
- Mobile Device?
  - Consider
    - Privacy
    - Acoustics
    - Comfort
    - Place and Connection Ports for Peripherals
- Connectivity to Originating Site
  - Internet
  - System for Videoconferencing



Heartland  
Network Resource Center

Slide 20

# ARE WE DONE YET?

- Practice
- Practice
- Practice
- Publicize
- Publicize
- Publicize



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Slide 21

## History of KU Center for Telemedicine & Telehealth



- First implemented in 1991 with one hospital
- Primarily facilitated by interactive videoconferencing
- First program in country to deliver school-based telemedicine beginning in 1998
- One of the longest running and most successful telehealth program in the world



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## Telemedicine Today




A man in a white lab coat is seated at a desk, viewed from the side. He is looking at a computer monitor which displays a medical image, possibly an X-ray. On the desk, there is a large black microphone, a multi-line office telephone, and some papers. Behind him is a bookshelf filled with books and binders. The setting appears to be a clinical or office environment.


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## Technical Advances

- Smaller, less expensive equipment
- From analog to digital
- From telephone lines to internet lines
- Wireless
- Encryption
- Integration



The image shows two examples of mobile equipment. On the left, a hand holds a tablet displaying a green field, representing modern digital equipment. On the right, a mobile phone with a red screen is shown, representing older analog equipment.



The HTRC logo is located in the bottom right corner. It consists of a green square with the letters 'HTRC' in white, and the text 'Hearland Technical & Resource Center' below it.



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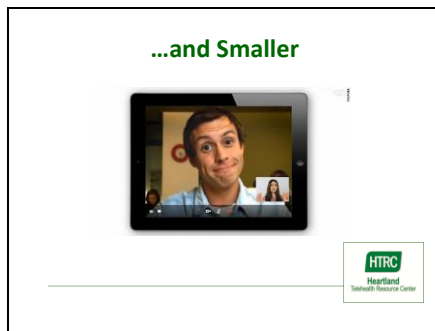
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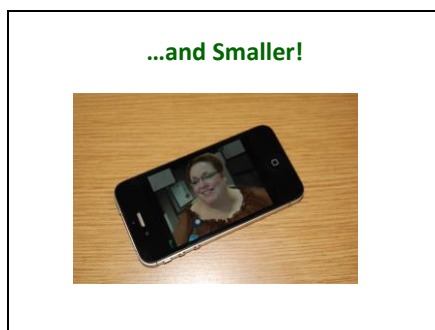
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Slide 29



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Technology Specific to Health Care

- Peripheral devices
  - Otoscope
  - Stethoscope
  - Dermoscope
  - Ophthalmoscope
  - General exam camera
  - Handheld retina camera



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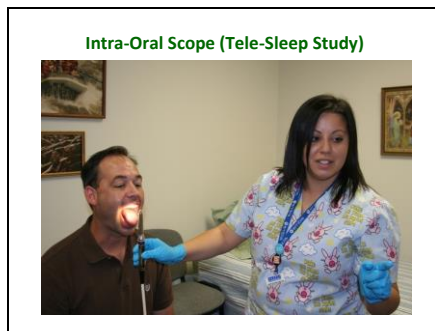
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### ECHO Mission

The mission of Project ECHO® is to expand the capacity to provide best practice care for common and complex diseases in rural and underserved areas and to monitor outcomes.





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### ECHO Telementoring: brief didactic + extended deidentified case presentations



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### Potential Benefits of ECHO Model™ to Health System

- Improved patient care, including quality and Safety
- Cost Effective Care- Avoid Excessive Testing and Travel
- Rapid Learning and best-practice dissemination
- Reduce variations in care
- Access for Rural and Underserved Patients, reduced disparities
- Workforce Training and Force Multiplier
- De-monopolize Knowledge
- Supporting the Medical Home Model



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**Potential Benefits to Community Clinicians**

- CMEs and Nursing CEUs
- Professional interaction with colleagues with similar interest
  - Less isolation with improved recruitment and retention
- A mix of work and learning
- Access to interdisciplinary specialty consultation
- Opportunities for students

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Salina Regional  
Health Center

SALINA REGIONAL  
HEALTH CENTER

TELEMEDICINE



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"IN THE NEW HEALTH ECONOMY, DIGITALLY-ENABLED CARE IS NO LONGER A NICE-TO-HAVE, BUT RATHER A FUNDAMENTAL BUSINESS IMPERATIVE"

-PWC HEALTHCARE DELIVERY OF THE FUTURE AS QUOTED BY AMERICAN HEALTH LAWYERS ASSOCIATION

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BUSINESS CASE FOR TELEMEDICINE

- In 2014, Medicare reimbursement: \$13.9 million
- Global telehealth services expected growth: \$27 billion by 2016 & \$60 billion by 2020
- US Dept of Health reports: 55% of the country has no practicing psychiatrists, psychologists or social workers.
- Connected Care Study: 80% of patient complaints resolved via telemedicine visits, while cutting downstream costs in half.

\* AHA Telemedicine: Making the Business Case for Telemedicine webinar series (6/9/13)

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POPULATION DEMOGRAPHICS FOR NORTH CENTRAL KANSAS

- Population 211,388
- 82 Zip Codes
- Residents aged 45-64 account for 27% of the total population
- Residents aged 65-74 account for 8.5% of the total population
  - This group is expected to increase 20% by 2019 ↑
- 14 Critical Access Hospitals within the Sunflower Health Network

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## SUNFLOWER HEALTH NETWORK

- Salina Regional Health Center
- Anthony Medical Center
- Clay County Medical Center
- Cloud County Medical Center
- Ellsworth County Medical Center
- Herington Municipal Hospital
- Jewell County Hospital
- Lincoln County Hospital
- Lindsborg Community Hospital
- Memorial Hospital, Abilene
- Osborne County Memorial Hospital
- Ottawa County Health Center
- Republic County Hospital
- Rice County District Hospital
- Smith County Hospital

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## BENEFITS

- Increased access to specialists
  - Better patient outcomes
  - Increased patient satisfaction
- Reduce travel time for both practitioners and patients
- Improve patient follow up care
- Rural hospital increase revenue
  - Bill facility fee
  - Bill for potential ancillary services ordered by specialist
- Reduce patient and family stress
- Patient expectations

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## CREDENTIALING

- Both hospitals and CAHs are permitted to rely upon the credentialing and privileging decisions made by the distant site.
- We have created a one page form to detail the SRHC process.



## Slide 49

# SRHC CREDENTIALING FORM

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## LOGISTICS

- **Billing:** Providers bill same codes as face-to-face visits, with a modifier of "GT".
  - Medicare currently reimburses 75 CPT codes.
  - Originating site can charge a facility fee.
- **Malpractice:** We contacted our malpractice carriers and there was no additional charge if service remains within state lines.
  - We did submit documentation detailing the expansion
- **Legal Agreement:** SRHC legal council researched agreement requirements and created a legal agreement that would protect both parties.
- **Service Agreement:** patient must sign a waiver that they understand their visit will be conducted via telemedicine

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# ZOOM

- Zoom software allows for:
  - Audio/Visual Encounters.
  - HIPAA Compliance.
  - Peripheral equipment to provide assistance during the exam:
    - Stethoscope
    - Otoscope
    - Dermatology Camera
    - Ophthalmoscope

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