

# Taking Your TeleBehavioralHealth Services to the Next Level

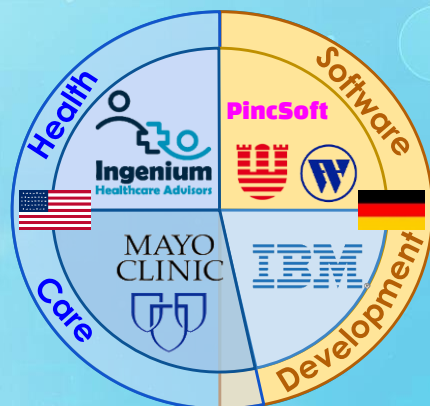


**Christian Milaster**  
Founder & President  
Ingenium Digital Health Advisors



(c) 2021 by Ingenium Consulting Group, Inc.

# About Christian






33 years



(c) 2020 by Ingenuity Consulting Group, Inc.

# Taking TBH to the Next Level

-  Telehealth Defined
-  The Many Facets of Telehealth
-  Taking TBH to the Next Level
-  Q&A
-  Wrapup & Bonus



(c) 2020 by Ingenuity Consulting Group, Inc.

# Telehealth Defined

Everybody agreed, until somebody defined it.

Telehealth.Community

(c) 2020 by Ingenium Consulting Group, Inc.

5

*Everybody agreed, until somebody defined it...*

## Telehealth

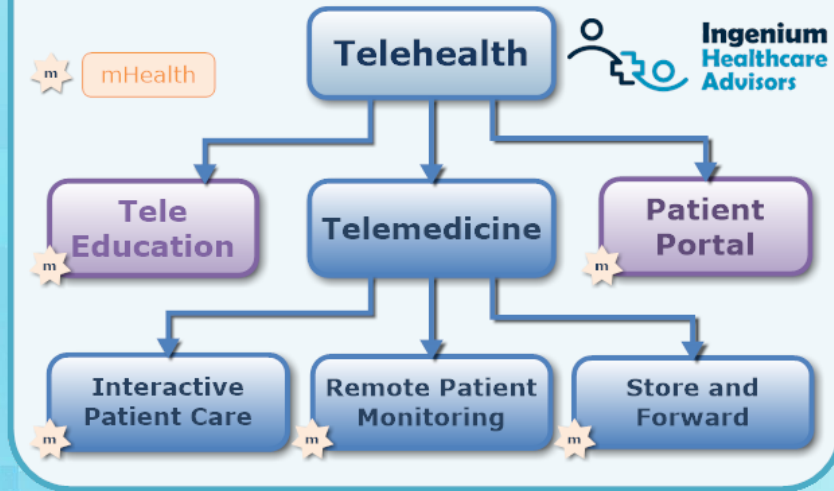
Delivering Care at a Distance

## Telemedicine

Practicing Medicine at a Distance

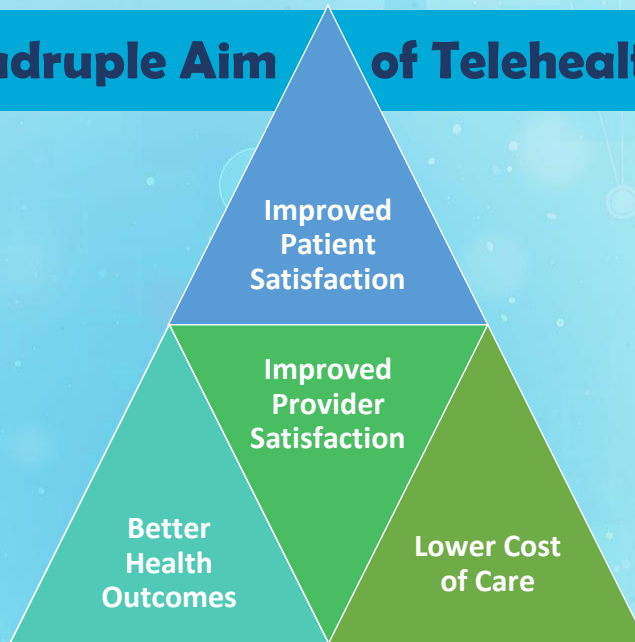


# A Telehealth Taxonomy



(c) 2020 by Ingenium Consulting Group, Inc.

## The Quadruple Aim of Telehealth



(c) 2020 by Ingenium Consulting Group, Inc.

# Serving the Modern Healthcare Consumer



(c) 2020 by Ingenium Consulting Group, Inc.

9

# The Many Facets Of TeleBehavioral Health

Are you leveraging them all?



Telehealth.Community

(c) 2021 by Ingenium Consulting Group, Inc.

10



# Does TeleBehavioralHealth Work?

You can deliver **The Same Services**  
 You can use **The Same Methods**  
 You can serve **The Same Clients**  
 You can achieve **The Same Efficacy**



(c) 2021 by Ingenium Consulting Group, Inc.



## The Wide-Wide-World of Telehealth

Clinical Specialty	Telehealth Modality	Patient Location	Expertise/ Direction	Scheduling Type
<ul style="list-style-type: none"> <li>Behavioral Health</li> <li>Primary Care</li> <li>Pediatrics</li> <li>Urgent Care</li> <li>Critical Care</li> <li>Infectious Disease</li> <li>Neurology</li> <li>Cardiology</li> <li>Endocrinology</li> <li>Dermatology</li> <li>Ophthalmology</li> <li>Rheumatology</li> <li>Etc.</li> </ul>	<ul style="list-style-type: none"> <li>Interactive A/V</li> <li>TeleVisit</li> <li>TeleExam</li> <li>Remote Physiological Monitoring</li> <li>Store &amp; Forward</li> <li>TeleEducation</li> <li>Patient Portal</li> </ul>	<ul style="list-style-type: none"> <li>Clinic</li> <li>Emergency Rm.</li> <li>Hospital</li> <li>Home</li> <li>Work</li> <li>School</li> <li>College</li> <li>Skilled Nursing</li> <li>Assisted Living</li> <li>Hospice</li> <li>Out of State</li> <li>Abroad</li> <li>Etc.</li> </ul>	<ul style="list-style-type: none"> <li><b>Internal:</b> Your MDs to Your Patients</li> <li><b>External:</b> Contracted MDs to Your Patients</li> <li><b>Outbound:</b> Your MDs to Others' Patients</li> <li><b>Inbound:</b> Specialist MDs to Your Patients</li> </ul>	<ul style="list-style-type: none"> <li>Ad Hoc/ On Demand</li> <li>Same-day (semi ad hoc)</li> <li>Prescheduled</li> </ul> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Scheduling</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-top: 5px;">pre-scheduled</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-top: 5px;">on demand</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-top: 5px;">same-day scheduled</div>
12	6	12	4	3

**12 x 6 x 12 x 4 x 3: 10,368 telehealth services**



# The World of TeleBehavioral Health

Behavioral Health Service	Telehealth Modality	Patient Location	Expertise/ Direction	Scheduling Type
<ul style="list-style-type: none"> <li>Counseling</li> <li>Assessments</li> <li>Evaluations</li> <li>Individ. Therapy</li> <li>Group Therapy</li> <li>Med Mgmt.</li> <li>MAT</li> <li>IOP</li> <li>PTI</li> <li>Etc.</li> </ul>	<ul style="list-style-type: none"> <li>Interactive A/V                             <ul style="list-style-type: none"> <li>TeleVisit</li> <li>TeleEducation</li> <li>Patient Portal</li> </ul> </li> </ul> 	<ul style="list-style-type: none"> <li>Clinic</li> <li>Emergency Rm.</li> <li>Hospital</li> <li>Home</li> <li>Work</li> <li>School</li> <li>College</li> <li>Skilled Nursing</li> <li>Assisted Living</li> <li>Hospice</li> <li>Out of State</li> <li>Abroad</li> <li>Etc.</li> </ul>	<ul style="list-style-type: none"> <li><b>Internal:</b> Your MDs to Your Patients</li> <li><b>External:</b> Contracted MDs to Your Patients</li> <li><b>Outbound:</b> Your MDs to Others' Patients</li> <li><b>Inbound:</b> Specialist MDs to Your Patients</li> </ul> 	<ul style="list-style-type: none"> <li>Ad Hoc/ On Demand</li> <li>Same-day (semi ad hoc)</li> <li>Prescheduled</li> </ul> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <b>Scheduling</b> <ul style="list-style-type: none"> <li>pre-scheduled</li> <li>on demand</li> <li>same-day scheduled</li> </ul> </div>
9	3	12	4	3

**9 x 3 x 12 x 4 x 3: 3,888 tele behavioral health services**

## The Six Modalities of TeleBehavioral Health



Telephone



Digital Therapeutics

Video



Computerized Tools





Text Based



Virtual Reality

(c) 2021 by Ingenium Consulting Group, Inc.

# Taking Tele Behavioral Health To the Next Level

Are you on track?



Telehealth.Community

(c) 2021 by Ingenium Consulting Group, Inc.

15

## Value of TeleBehavioralHealth

<b>New Markets</b>	<b>Reach New Markets</b>
<b>Grow Expertise</b>	<b>Grow Subspecialty Expertise</b>
<b>Attract Talent</b>	<b>Recruit New Talent</b>
<b>Reduce Expenses</b>	<b>Reduce Operating Expenses</b>
<b>Efficiencies</b>	<b>Increase Efficiencies</b>
<b>Better Service</b>	<b>Better Client Service</b>



(c) 2020 by Ingenium Consulting Group, Inc.



# TeleBehavioralHealth Performance Objectives

Improved  
Outcomes

Meet Demand  
for BH Svcs.

Recruitment

Financial  
Sustainability

Reimbursement  
High Efficiency  
Retention

Clinician  
Satisfaction

Staff  
Satisfaction

Patient  
Satisfaction



(c) 2021 by Ingenium Consulting Group, Inc.

## Improved Outcomes

Improved  
Outcomes

- ❖ Reduced Now Shows
- ❖ Consistency of Care
- ❖ Continuity of Care
- ❖ Match Modality with Needs: Audio, Video, Text
- ❖ Easy integration of Interpreters
- ❖ Match with Subspecialization
- ❖ Care Coordination w/ Primary Care
- ❖ etc.



(c) 2020 by Ingenium Consulting Group, Inc.

# Financial Sustainability

Financial  
Sustainability

- ❖ Increased Telehealth Reimbursement
- ❖ Increasing Payment Parity
- ❖ Higher Efficiency through Systems Optimization
- ❖ Higher Retention due to more flexibility
- ❖ Reduced Bricks & Mortar Overhead

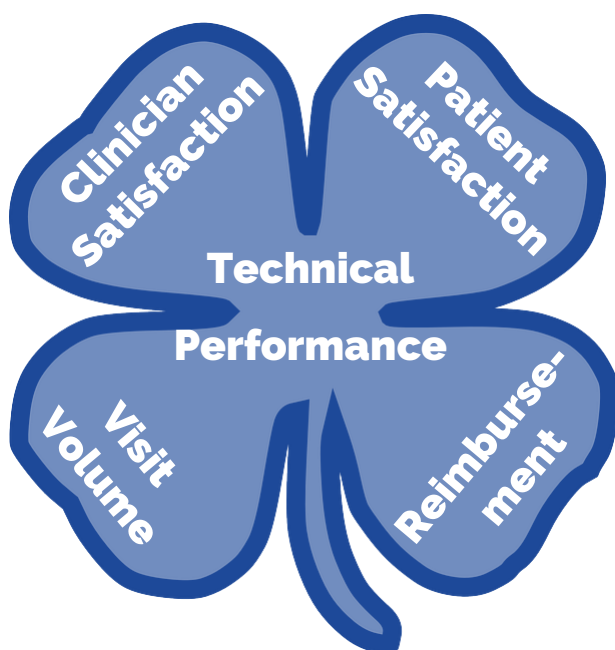


(c) 2020 by Ingenium Consulting Group, Inc.

## TeleBehavioralHealth Business Models

- Fee-For-Service: Commercial, Medicaid, Medicare
- Direct to Consumer (DTC) – Cash Pay
- Text-based Counseling (“Better Help”)
- Subscription Models
- Outsource Clinicians (Tele Locum Tenens)
- Regional/National Specialization
- 24x7 ER Psych Evals
- Productization: Assessments, Testing
- Data Monetization (Big Data)
- ...and many more

(c) 2020 by Ingenium Consulting Group, Inc.



## The 5 Most Important Telehealth Metrics



### Clinician Satisfaction

Clinician Satisfaction

- ❖ More Flexibility: flex time
- ❖ No Commute
- ❖ Subspecialization
- ❖ Continuity of Care: Building Relationships
- ❖ Better Outcomes
- ❖ etc.

# Patient Satisfaction

## Patient Satisfaction

- ❖ Higher Convenience
- ❖ More Autonomy
- ❖ More Privacy
- ❖ Everything is *Right*: Right Time, Right Place, Right Modality, Right Provider
- ❖ Better Outcomes
- ❖ etc.



(c) 2020 by Ingenium Consulting Group, Inc.

# Staff Satisfaction

## Staff Satisfaction

- ❖ More Flexibility
- ❖ No Commute
- ❖ Clarity of Workflow, Process
- ❖ etc.



(c) 2020 by Ingenium Consulting Group, Inc.

# Meet Demand

# Meet Demand for BH Svcs.

- ❖ More Opportunities for Recruitment
- ❖ Increased Service Offerings: Right Fit
- ❖ Innovative Care Models (1 MD : 5,000 pts.)
- ❖ etc.



(c) 2020 by Ingenium Consulting Group, Inc.



**Christian Milaster**  
[Christian@IngeniumAdvisors.net](mailto:Christian@IngeniumAdvisors.net)  
 657-Ingenium (464-3648)

## Improving Mental & Behavioral Health At a Distance

### Free White Paper

**Improving Mental & Behavioral Health at a Distance**  
 Health & Behavioral Solutions | Ingenium Digital Health Solutions | May 2021

The use of telehealth for the treatment of mental and behavioral health care is on the rise. The adoption of telehealth for mental and behavioral health care is on the rise. The adoption of telehealth for mental and behavioral health care is on the rise. The adoption of telehealth for mental and behavioral health care is on the rise.

**Will, how well does it work?**

The most common question is, "Will telehealth work for my practice?" The answer is, "It depends on the practice and the patient." Telehealth is most effective when used for the treatment of mental and behavioral health care. The adoption of telehealth for mental and behavioral health care is on the rise.

**What are the benefits of telehealth for mental and behavioral health care?**

Telehealth offers many benefits for mental and behavioral health care. It allows patients to receive care from the comfort of their homes. It also allows patients to receive care from a wider range of providers. The adoption of telehealth for mental and behavioral health care is on the rise.

**What are the challenges of telehealth for mental and behavioral health care?**

There are several challenges associated with the adoption of telehealth for mental and behavioral health care. These include the need for a reliable internet connection and the need for a secure telehealth platform. The adoption of telehealth for mental and behavioral health care is on the rise.

**What are the future prospects for telehealth for mental and behavioral health care?**

The future prospects for telehealth for mental and behavioral health care are bright. As technology continues to advance, telehealth will become an increasingly important part of mental and behavioral health care. The adoption of telehealth for mental and behavioral health care is on the rise.

*Send me an email to request your free copy!*

(c) 2020 by Ingenium Consulting Group, Inc.





## Wrap Up & Bonus

Telehealth.Community

(c) 2020 by Ingenium Consulting Group, Inc.

27

## Dramatically Improve The Value of your Telehealth Services

**Success Accelerator A:**  
**Decide Who's In Charge**

**Success Accelerator B:**  
**Know Where You are Going**

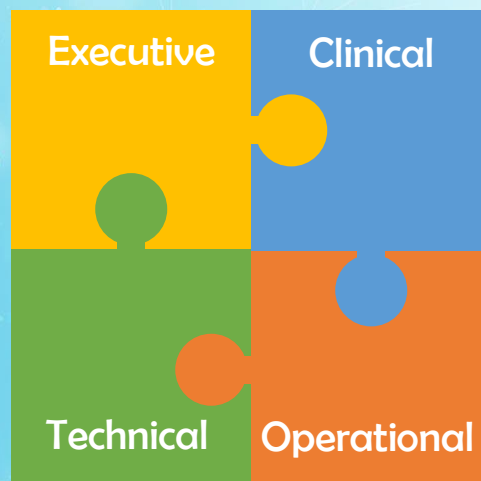


(c) 2020 by Ingenium Consulting Group, Inc.

## Success Accelerator A: Decide who's in charge

Your Telehealth Program  
must have **DESIGNATED**

**Clinical** Leadership  
**Operational** Leadership  
**Technical** Leadership  
**Executive** Leadership



(c) 2020 by Ingenium Consulting Group, Inc.

## Success Accelerator B: Know Where are you Going

**Define:** What is important; Set Goals  
**Measure:** Collect Data (e.g., Surveys)  
**Analyze:** Against Goals; Trends,  
**Improve:** Fix challenges, problems  
**Control:** Change the system; prevent

Your Telemedicine Experience *	strongly disagree	disagree	neutral	agree	strongly agree
I knew what to expect during my telemedicine visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt my privacy was respected during my telemedicine visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I could clearly hear the provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I could clearly see the provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was comfortable discussing my issues/concerns with the provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had an overall excellent experience with telemedicine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would use telehealth again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



(c) 2020 by Ingenium Consulting Group, Inc.

# CONTACT

# CONNECT

Thank  
You!



**Christian Milaster**

Founder and President &  
Digital Health Transformation Advisor  
**Ingenium Digital Health Advisors**

[Christian.Milaster@IngeniumAdvisors.net](mailto:Christian.Milaster@IngeniumAdvisors.net)

**(657) 464-3648**



[IngeniumDigitalHealth.com/newsletter](https://IngeniumDigitalHealth.com/newsletter)



(c) 2020 by Ingenium Consulting Group, Inc.