

ATWATER SOLUTIONS

PRESENTS:

Optimizing Telehealth **Satisfied Physicians, Delighted Patients** **and Improved Revenue**



Christian Milaster
Founder, President & CEO
Digital Transformation Advisor
Ingenium Digital Health Advisors



Peter Caplan
Telehealth Strategy and
Implementation Advisor
Ingenium Digital Health Advisors

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Atwater Solutions

"A new name with experience you can trust"



Atwater Principals and consultants are seasoned professionals each with more than 20 years of industry experience with software vendors, large multi-national consulting firms, as well as small entrepreneurial startups. Our team has, collectively, led or participated in hundreds of system conversions, as well as a wide array of operational performance improvement engagements.

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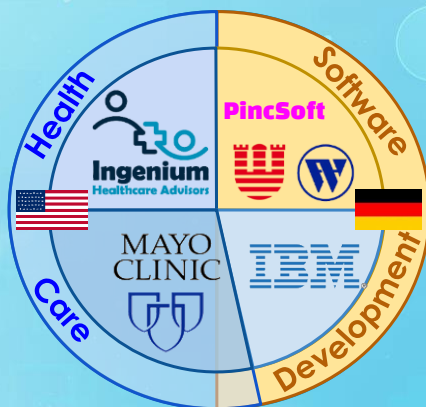
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Our Service Offerings



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About Christian



33 years

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Optimizing Telehealth

-  **Telehealth Defined**
-  **6 Hallmarks of Success**
-  **Telehealth Reimbursement**
-  **Optimizing Telehealth**
-  **Discussion & Q&A**
-  **Wrap Up & A Parting Gift**

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Telehealth Defined

Everybody agreed, until somebody defined it.



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Everybody agreed, until somebody defined it...

Telehealth

Delivering Care at a Distance

Telemedicine

Practicing Medicine at a Distance

Remote Care

Connecting with Patients at a Distance

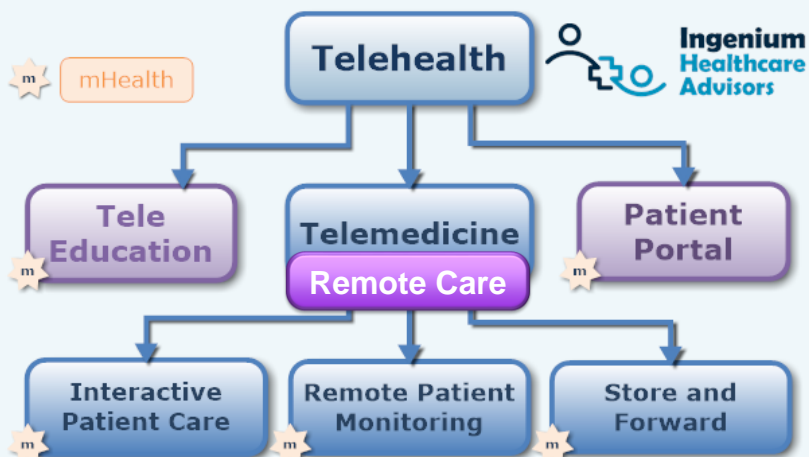
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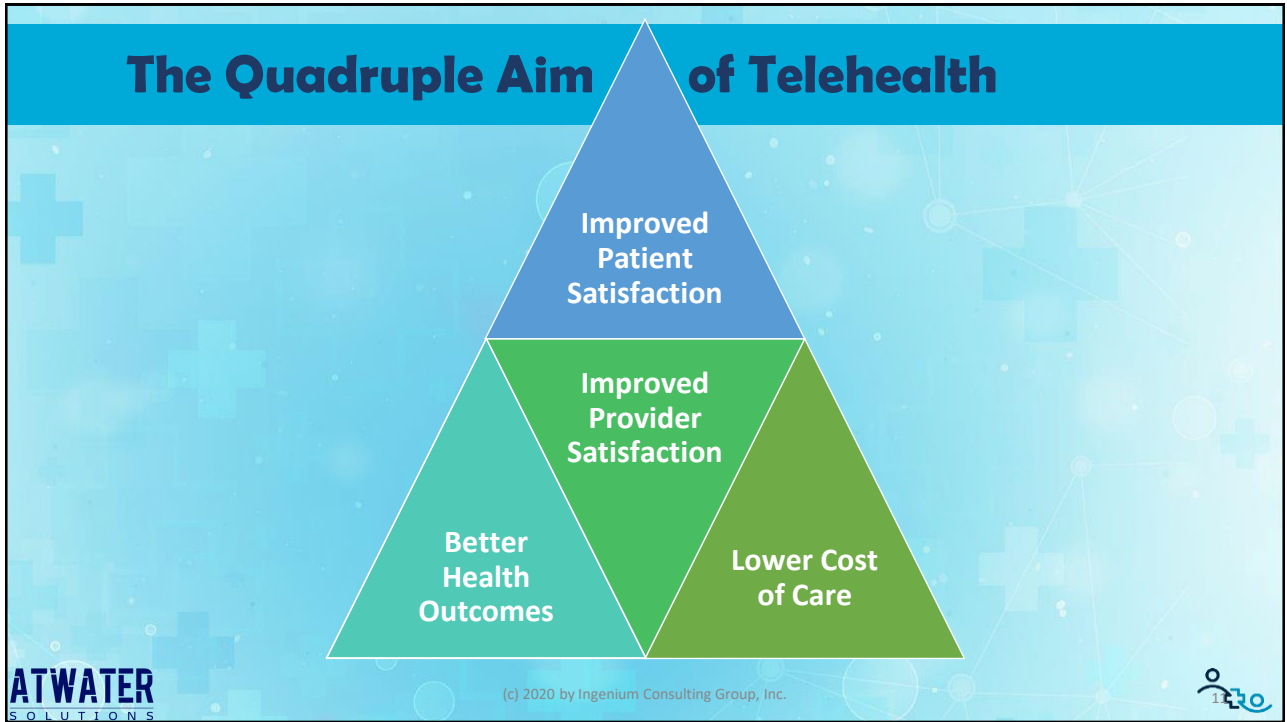
A Telehealth Taxonomy



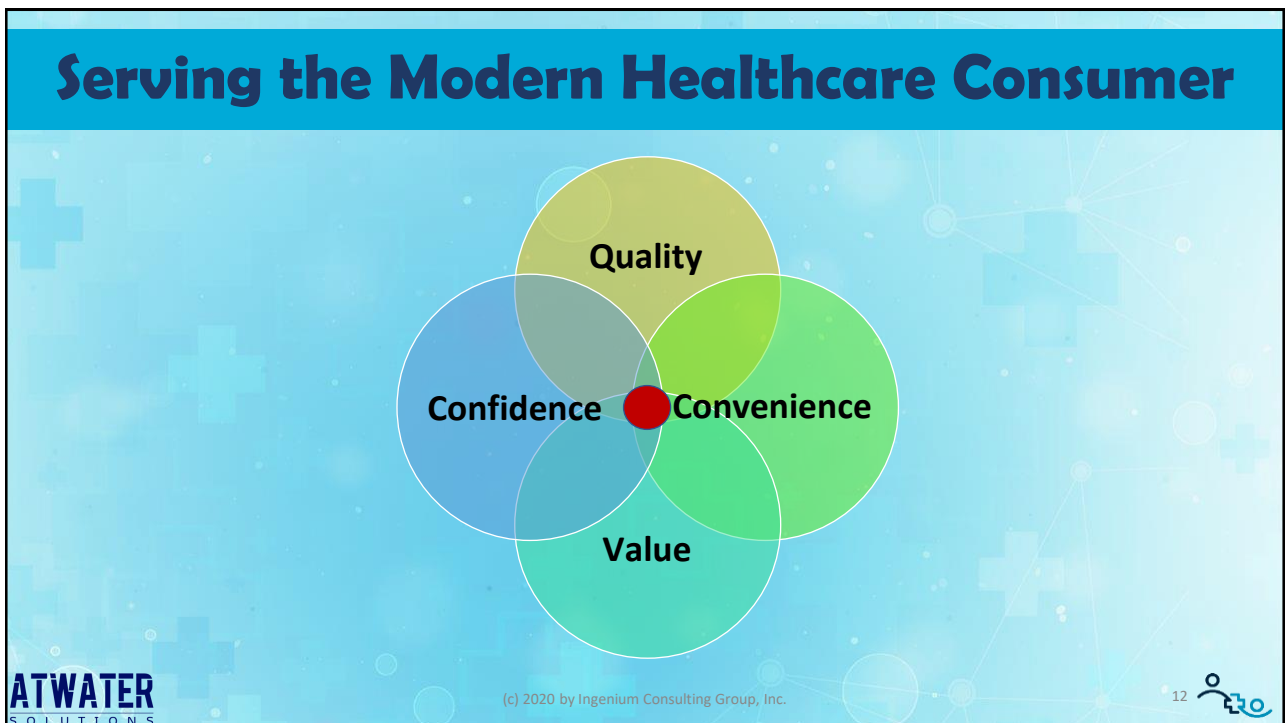
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The 6 Hallmarks of Telehealth Success

- 1 New Clinical Service Mindset
- 2 Workflow drives Technology
- 3 Physician & Staff Training
- 4 Pre-Visit Telemedicine TechCheck
- 5 Metrics driving Quality
- 6 Internal Pre-Auth

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Start with the End in Mind

What does Successful Telehealth Look Like?

Satisfied
Patients

Satisfied
Clinicians

Satisfied
Staff

Pre-Covid
Volume

100% Reim-
bursement

Excellent
Clinical
Quality

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6 Critical Hallmarks for TH Success



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New Clinical Service

- ☑ Select Clinical Leadership
- ☑ Designate Operational Leader (*Telehealth Director/Manager*)
- ☑ Engage the Whole Team
- ☑ Define Workflows, Policies, Marketing, Training, Support, Change Management



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Workflow drives Technology

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Workflow
drives
Technology

☑ Don't put the horse behind the cart



**Everybody Practices
on Top of their License**

☑ First, design your clinical, operational,
and financial workflows

☑ Then select the technology
that best fits your needs

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Physician & Staff Training

3
Physician
& Staff
Training

☑ Design Training for Everyone

- Schedulers, PSRs, Front Desk
- Physicians, Clinicians, Allied Health
- Billing Staff

☑ Create "Cheat Sheets"

☑ Create brief videos

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Pre-Visit TechCheck

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Pre-Visit
Telemedicine
TechCheck

- ☑ Evaluate the video-readiness for every new patient!
- ☑ Designate tech-savvy staff with great customer service skillset
- ☑ Train & Support!
- ☑ Build self-service page for patients
- ☑ Track success and audit process

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Metrics driving Quality

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Metrics
driving
Quality

“ YOU CAN'T MANAGE
WHAT YOU DON'T MEASURE.

- W. Edward Deming



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Metrics driving Quality

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Metrics
driving
Quality

☑ Identify Key Success Indicators

Satisfied
Patients

Satisfied
Clinicians

Satisfied
Staff

Pre-Covid
Volume

100% Reim-
bursement

Excellent
Clinical
Quality

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Metrics driving Quality

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Metrics
driving
Quality

☑ Identify Key Success Indicators

☑ Quantitative Data Collection is Crucial

- surveys of patient, provider, staff
- best way to engage clinicians

☑ Set targets and pre-define actions

☑ Act on the data!



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Internal Pre-Authorization

6
Internal
Pre-Auth

Current Reimbursement is available for almost all or many telehealth services.

But Reimbursement Regulations will change.

- ☑ Establish centralized authority to stay abreast of legislation
- ☑ Implement preemptive pre-authorization for any scheduled telehealth visit NOW.

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COVID-19 Insurance Benefits

Medicare Advantage and Medicaid

- ❑ No cost sharing (in-network)
- ❑ Through the end of the year (commercial plans ended June 4).

Behavioral Health Services

- ❑ **Aetna:** no-cost through end of 2020
- ❑ **UnitedHealthcare:** free emotional support line

Cost Sharing

- ❑ **Cigna** Care Card: employers can load funds to cover expenses
- ❑ **Cigna:** waiving out-of-pocket costs for COVID-19 related treatment
- ❑ **Aetna** and **Anthem** waive COVID-19 cost sharing through 2020
- ❑ **Humana:** no end date for its benefit for now



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<https://www.fiercehealthcare.com/payer/more-than-6-months-into-pandemic-where-do-insurers-stand-special-benefits>

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Telehealth Reimbursement






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The Past, Present & Future of Telehealth Reimbursement



VALUE BASED CARE
Live Audio/Video, telephonic, texting are just another modality to achieve health outcomes

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Optimizing Telehealth

Telehealth Strategy Change Management



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Telehealth Strategy



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Key Elements of Telehealth Success



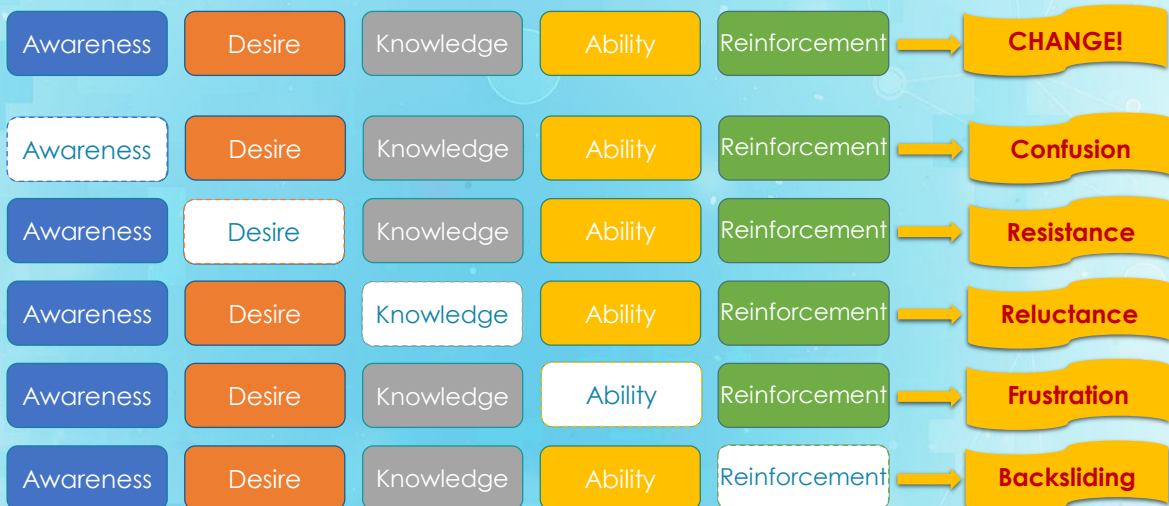
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Leverage An Organizational Change Model



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Wrap Up & Bonus

Telehealth.Community

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Key Takeaways Telehealth

Telehealth is
Delivering Care at a Distance

Telehealth is a
New Clinical Service Offering

Telehealth requires
New Workflows & New Policies
Training & Support ♦ Marketing & Publicity
Designated Leadership & Change Management

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Success Accelerator: Define & Assign who's in charge



Clinical Leadership
Operational Leadership
Technical Leadership
Executive Leadership

Executive	Clinical
Technical	Operational

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Thank you for your Time & Interest!



Tom Nagy

VP of Sales
Atwater Solutions

Tom.Nagy@atwatersolutions.com

(610) 906-7995



Christian Milaster

Founder and President &
Digital Health Transformation Advisor at
Ingenium Healthcare Advisors

Christian.Milaster@IngeniumAdvisors.net

(657) 464-3648

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