## ATWATER SOLUTIONS PRESENTS:

#### The ROI of Telehealth Building a Sustainable Business Model



#### **Christian Milaster**

Founder, President & CEO Digital Transformation 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.

#### **Our Service Offerings** 2 6. Interim Staffing **Revenue Cycle Advisory Performance Services** & Leadership **Optimization**

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## **About Christian**







## The ROI of Telehealth

Hallmarks of Sustainable Telehealth

Increasing Revenue through Telehealth

**Increasing Savings through Telehealth** 

The Future of Telehealth Reimbursement

Discussion & Q&A





## Hallmarks of Sustainable Telehealth



# 4 Types of Sustainability

Strategic<br/>SustainabilityFinancial<br/>SustainabilityClinical<br/>SustainabilityCommitment<br/>Sustainability





### Strategic Sustainability

Strategic Sustainability

# Has the Executive Support

#### Supports Strategic Objectives

#### HEALTHCARE STRATEGY FRAMEWORK

Service	Quality
People	Finance
Growth	Community





### Financial Sustainability

Financial Sustainability

#### Positive Return on Investment

#### Sustainable Business Model





### Clinical Sustainability

Clinical Sustainability

#### Clinical Feasibility & Efficacy

**Clinical** Value





### Commitment Sustainability

Commitment Sustainability

Clinician Buy-In

Patient Buy-In Executive Buy-In

> Staff Buy-In







# The ROI of Telehealth

Increasing Revenue Increasing Savings

### **A Simple ROI Equation**

#### Return on Investment =

Increase in Revenue + Increase in Savings

Technology + People





### **A Simple ROI Equation** RETURN

REVENUE	SAVINGS	
SATISFACTION	OUTCOMES	
TELEHEALTH ROI		
STAFF	AQUISITION	
CONSULTING	LICENSING	
INVESTMENT		





### **Increasing Revenue**

REVENUE

- 1. Fee-for-service reimbursement
- 2. Increase in utilization through increased convenience
- 3. Meeting demand through high capacity
- 4. Geographic Expansion leading to increase in utilization
- 5. Expansion of service offerings (e.g., new specialties)
- 6. Drastic (80%) reduction of no shows (from 20% to 4%)
- 7. Referrals and downstream service utilization
- 8. Eligibility for grant programs
  9. Co-Pay Collection Optimization





### **Increasing Savings**

SAVINGS

**1**. Readmission prevention: non-reimbursed hospitalization cost and potential penalties 2. Reducing high-cost utilization in ACO/Shared Savings arrangements 3. Skilled Nursing Facility spending & readmissions (MSPB) 4. Load-balancing to increase utilization of existing capacity 5. Value-based care programs 6. Quality-score based incentive programs 7. State-specific potentially avoidable utilization penalties 8. Other penalties or payment reductions 9. etc.

### **A Simple ROI Equation** RETURN

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SATISFACTION	OUTCOMES	
TELEHEALTH ROI		
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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 SOLUTIONS





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# Wrap Up



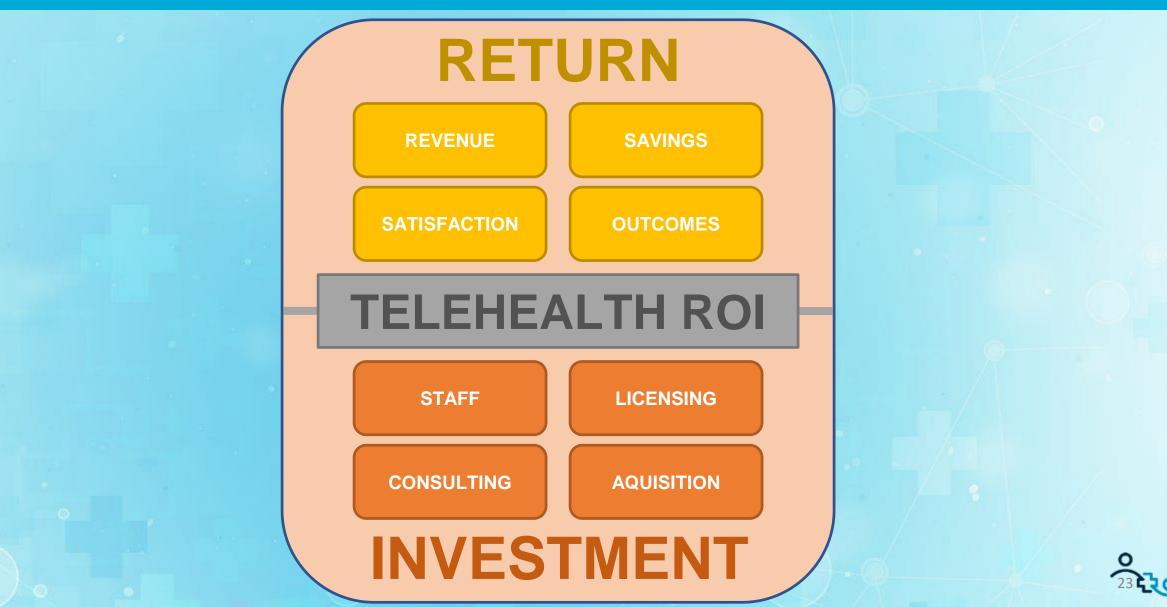
Telehealth.Community

# 4 Types of Sustainability

Strategic<br/>SustainabilityFinancial<br/>SustainabilityClinical<br/>SustainabilityCommitment<br/>Sustainability



## **A Simple ROI Equation**



### **Thank you for your Time & Interest!**



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