

Expert Tips to Create the Best Patient Experience with Telemedicine

Lea Chatham
Director of Content, Solutionreach

Jennifer Mallinger, O.D.
Private Practitioner

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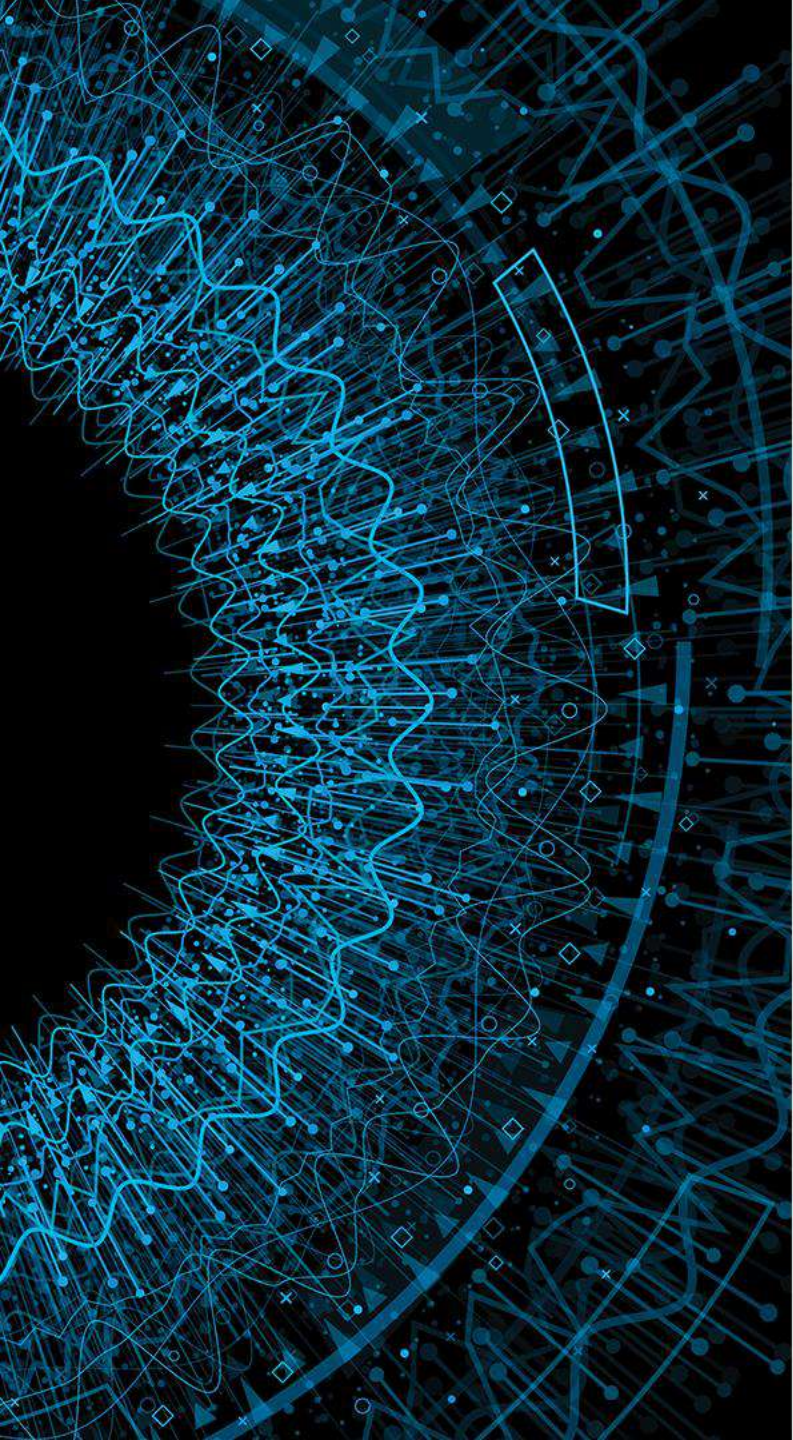
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How to Create the Best Experience with Telemedicine

Tips to make the telehealth experience better for providers and patients

Lea Chatham, Director of Content, Solutionreach
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Disclaimer

- Not professional, financial, medical or legal advice.
- Consult with professional association guidelines, state labor resources, financial advisors, and/or an attorney for advice.

Telehealth vs. Telemedicine

- What is the difference?
 - Telemedicine
 - Telehealth
 - Virtual services



Why Offer Telemedicine?



1. We have been doing this for years.
2. Helps keep patients out of emergency rooms.
3. Creates value for patients.
4. Another tool in our tool belt.



Types of Telemedicine

- **Telehealth visits:** Real time, synchronous audio and video telecommunications technology.
- **Telephone visits:** Encounter between patient and provider via phone.
- **Virtual check-ins:** Brief (5-10 minute) check-in with patients via telephone or other device to decide whether an office visit or other service is needed. Review of patient recorded video and/or images submitted by a patient (i.e. store and forward).
- **E-visits:** Asynchronous office visit between patient and provider traditionally through a patient portal or secure email.



Keys to Success

- Clear clinical guidelines on which visits can be done via telemedicine
- Well-defined workflow to support virtual visits
- End-to-end set up for visit types to ensure accurate scheduling and billing
- Having the right tools in place to support these visits
- **Create a process to support patients through the experience**
- **Provide webiquette guidance for providers**



A Few Notes about Workflow

- How will patients know a practice is open for Telemedicine?
 - What to expect in terms of workflow.
- How will they schedule **appointments**?
- How will they complete **paperwork**?
- How will you gather **vitals** and **chief complaint** info ahead of appointment?
- How will you collect **payments**?
- How will you gather feedback on experience?



Getting Patients to Use Telemedicine

- This may be the easy part...
 - 74% of patients are happy to try it.
 - 85% of patients say the virtual visits resolved their concerns as well as an in-person visit .

http://go.americanwell.com/rs/335-QLG-882/images/American_Well_Telehealth_Index_2017_Consumer_Survey.pdf





Patients and Telemedicine

- Not all patients have the same access and tools.
- At scheduling, ask:
 - Can you do a video visit? Right device? High-speed internet?
 - Encourage video for best experience but be open to a telephone visit.





Before the Visit

- Once the type of visit is confirmed, verify:
 - Does the patient need to download an app? If so, how?
 - Which types of devices can they use?
 - What number you are calling and which number is the call coming from?
 - Will they have a care partner who needs access?
 - Is there a language barrier or need for a translator?
 - Also, verify their communication preferences for future communications.
 - Tell them how to reach out for help if there is a problem.



Remind Patients

- You'll also need to remind patients:
 - Bring or send insurance card (text photo or video).
 - Be ready with symptoms, questions, notes, etc.
 - Be in a quiet, private space for the visit.
 - How they will get instructions for the visit or links (via text, email, etc.)





Telehealth Etiquette for the Environment

- These are some important environmental issues to address:
 - Remove clutter within camera view.
 - Check lighting and close blinds to avoid glare.
 - Clear the area near the microphone (no papers or objects rustling).
 - Make sure microphone isn't near an open window, A/C unit, or fan.
 - Make sure video camera is above the screen (eye level).

Telehealth Etiquette for Providers

- Providers and staff on camera should:
 - Check yourself in the mirror before each visit.
 - Be yourself.
 - Speak slowly and clearly, don't shout.
 - Wear what they are used to you wearing.
 - Look into the camera during patient education.





Patient Success Metrics

To be successful, you need to know how patients are responding to and engaging with telehealth and virtual visits. Also, whether or not the service appeals to current patients as well as potential or new patients.

- New patients to your facility
- Returning users of telehealth
- Wait time to get an appointment
- Wait time before the appointment
- Patient visit time
- Patient satisfaction/experience
- Patient willingness to recommend
- Patient retention



Finding the Right Telehealth Platform

Consider these fundamentals:

- HIPAA-compliant/secure
- Cloud-based
- Patient friendly
- Integrated with current electronic health records (EHR)
- Clarity of video
- Image capture capability
- Timer
- Ease of follow-up visit
- Training and support

Key Take-Aways

- Prepare, prepare, prepare
- Communicate, communicate, communicate
- Practice, practice, practice



The official mascot of 2020.
Washes his hands insensately.
Always wears a mask.
Rearrange the the letters in
racoona it spells CORONA!



Resources

- For specific COVID-19 questions visit **www.AOA.org/Coronavirus**
- For coding questions refer to the *Academy 360 Optometry & Telemedicine During COVID-19* Webinar featuring Dr. Mary Anne Murphy, at **LearnAcademy360.com**
- To review the CMS Interim Final Ruling (1135 Waiver) visit **www.cms.gov/files/document/covid-final-ifc.pdf**
- For PPE questions contact your **STATE OPTOMETRIC ASSOCIATION** or visit



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