

# TELEMEDICINE IN YOUR PRACTICE: CREATING AN EXCEPTIONAL PATIENT EXPERIENCE



Evaluate and integrate telemedicine within your practice to stay connected to patients, and bring them back safely for continued care. Here are suggestions preparing your practice to help create an exceptional experience for your patients.

## PRACTICE PREPARATION

### Workflow

- Set up your appointment types correctly for scheduling and [billing](#)
- Define how patients will know what service they can schedule and when they can schedule them
- Ensure patient's chief complaints meet the requirements for telemedicine visits or need a face-to-face visit
- Select a [platform](#) that is right for your practice
- Determine how patients will complete paperwork, pay co-pays, or give feedback
- Identify who and how you will gather vitals and chief complaint info ahead of appointment
- Plan ahead for any technical problems which may occur during the telemedicine visit

### DID YOU KNOW?

VSP® has created a telemedicine resource page for fast and easy access to information. Visit [vsp.providerhub.com/telemedicine](https://vsp.providerhub.com/telemedicine)

## PATIENT COMMUNICATION

With your practice workflow established, inform your patients how implementing telemedicine helps maintain a safe environment. Share the precautions your practice has implemented and walk them through your new procedures for virtual appointments and modified in-person visits.

### Increase Patient Confidence

- [Reinforce messaging](#) of your safety efforts and precautions
- Inform patients of increased remote scheduling availability (if applicable)
- Explain how Telemedicine helps provide care easily and safely, enabling remote accessibility based on their need
- Inform and promote [telemedicine availability](#) for current and new patients through your [marketing materials](#)

## Schedule the Virtual Visit

- Ensure patient technical readiness by confirming high-speed internet access and connectivity
- Encourage video for the best experience but be open to a telephone visit
- Verify their contact information and remind patients to provide their insurance card ahead of time, be ready with symptom descriptions, questions, notes, etc.
- Inform patients how to access the visit (i.e., they'll receive a link, need to download an app, etc.)
- Inform patients if they will obtain additional information in their appointment reminders
- Ask patients if an interpreter, care partner or other support resource is needed or will be present
- Tell patients how to get help if they can't access the visit
- Suggest patients find a quiet, private space

## PRACTICE WEBIQUETTE

- Always introduce yourself with your name and the name of your practice
- Remove any clutter within camera view to avoid visual distractions
- Check lighting and close blinds to avoid glare
- Clear the area near the microphone to limit additional noise (A/C unit, objects rustling)
- Ensure your video camera is at eye level and look at the camera (not your reflection) to make eye contact
- Wear neutral muted colors (limit white, red, or bold prints)
- Refrain wearing large jewelry and/or accessories
- Check yourself in the mirror before each visit
- Speak slowly and clearly

## MEASURE YOUR SUCCESS

Identify and document how your patients are responding to your telemedicine services. By reviewing the feedback received through analysis and patient surveys, you'll be able to adjust your processes to maximize efficiency and ensure patient satisfaction.

### Tracking Visit Information

- Number of new patients scheduling telemedicine visits
- Number of current patients scheduling telemedicine visits
- Appointment type, duration and frequency
- Comparison of in-person visits to telemedicine patient visits

### Tracking Patient Insights

- Patient satisfaction/experience: Telemedicine office procedures and communication
- Patient satisfaction/experience: Telemedicine visit with OD
- Patient rating/willingness to recommend a telemedicine visit

# TELEMEDICINE RESOURCE GUIDE: MEDICARE AND NON-VSP BILLING CODES



Premier Academy360™

CMS is expanding telemedicine capabilities on a temporary and emergency basis under the 1135 waiver, including expanding services to new patients, service location criteria, and everyday communication technologies. Always be sure to refer to CMS guidelines.

## VIRTUAL CHECK-IN

- Established patient—must obtain consent, and maintain appropriate documentation.
- Cannot be related to a past medical visit in the last seven days, or create a new visit within 24 hours.

**CPT CODES**  
**HPCPS CODE G2012**  
Telephone 5-10 minutes  
**HPCPS CODE G2010**  
Video Capture

## EVALUATION AND MANAGEMENT

- New and established patients—must obtain consent, and maintain appropriate documentation.
- You can only bill for the level of E/M services performed remotely. If you can't meet the CPT code criteria, you cannot bill that specific CPT code.

**CPT CODES**  
**99202-99205**  
**99211-99215**  
**REQUESTED MODIFIERS (AS NEEDED,  
BASED ON CARRIER GUIDELINES)**  
**95:** Synchronous telemedicine  
communication  
**GQ:** Asynchronous telemedicine  
communication

## ONLINE DIGITAL EVALUATIONS

- Established patient-initiated online evaluations that are either conducted in real-time (synchronous) or pre-recorded (asynchronous) where communications may occur over a seven-day period.
- Must obtain consent, and maintain appropriate documentation.
- Covered by Medicare.
- Private insurance may provide coverage—check with the patient's insurance carrier.
- Cannot be related to a past medical visit in the last seven days, or create a new visit within 24 hours.

**CPT CODES**  
**99421** 5-10 minutes  
**99422** 11-20 minutes  
**99423** 21+ minutes  
**REQUESTED MODIFIERS (AS NEEDED,  
BASED ON CARRIER GUIDELINES)**  
**95:** Synchronous telemedicine  
communication  
**GQ:** Asynchronous telemedicine  
communication

## TELEPHONE VOICE-ONLY EVALUATIONS

- Established patient-initiated phone evaluations.
- Must obtain consent, and maintain appropriate documentation.
- Not covered by Medicare or Medicaid.
- Private insurance may provide coverage—check with the patient's insurance carrier.
- Cannot be related to a past medical visit in the last seven days, or create a new visit within 24 hours.

**CPT CODES**  
**99441** 5-10 minutes  
**99442** 11-20 minutes  
**99443** 21-30 minutes

## OTHER SERVICES

Check for individual CPT codes that may be covered by Medicare, Medicaid, and/or private insurance carrier.

**INTERPROFESSIONAL INTERNET  
CONSULTATIONS**  
**99446-99449**  
**99451-99452**

# TELEMEDICINE RESOURCE GUIDE: VSP BILLING CODES



Premier Academy360™

Please reference the following **VSP® CPT codes** and information to continue providing appropriate medical eye care services to your patients via telemedicine channels. **Medicare and general billing codes are on the reverse side.**



## EVALUATION AND MANAGEMENT

- New and established patients—must obtain consent, and maintain appropriate documentation.
- You can only bill for the level of E/M services performed remotely. If you can't meet the CPT code criteria, you cannot bill that specific CPT code.

### CPT CODES

**99202–99205**  
**99211–99215**

### REQUESTED MODIFIERS (AS NEEDED)

**95:** Synchronous telemedicine communication  
**GQ:** Asynchronous telemedicine communication



## ONLINE DIGITAL EVALUATIONS

- Established patient-initiated online evaluations are either conducted in real-time (synchronous) or pre-recorded (asynchronous) where communications may occur over a seven-day period.
- Must obtain consent, and maintain appropriate documentation.
- Cannot be related to a past medical visit in the last seven days, or create a new visit within 24 hours.

### CPT CODES

**99421** 5–10 minutes  
**99422** 11–20 minutes  
**99423** 21+ minutes



## OTHER SERVICES

More information about remote retinal imaging and interprofessional internet consultations are located in the Provider Reference Manual on VSPOnline at **eyefinity.com**.

### REMOTE RETINAL IMAGING

**92227**  
**92228**

### INTERPROFESSIONAL INTERNET CONSULTATIONS

**99446–99449**  
**99451–99452**



## DOCUMENTATION REQUIREMENTS AND REMINDERS

- All telemedicine services must have patient verbal or written consent and documentation of their consent prior to rendering remote services.
- All images and videos used to make a diagnosis are required to be saved for future reference.
- Standard billing and documentation requirements must be followed for both remote and in-office services.
- Use the most appropriate CPT code that supports the service completed when billing, including the proper place of service (POS) code.

**For more information, refer to the Provider Reference Manual on  
VSPOnline at eyefinity.com.**