

FTR

Insurance Committee Public Hearing

Tuesday, February 19, 2013

**Testimony Submitted on Behalf of Value Options regarding SB 858 AAC Health Care Coverage for Telemedicine Services.**

Value Options is pleased to provide Committee Members with the following information on Telemedicine services. We have been working with telehealth services for over a decade and recognize the value it can bring to both patients and providers. Our company is currently launching a national effort to bring tele-behavioral health to our providers and members. The attached materials highlight our experience, the technology and our capabilities.

# **Introducing vProviderConnect**

*The ValueOptions Telehealth Solution*

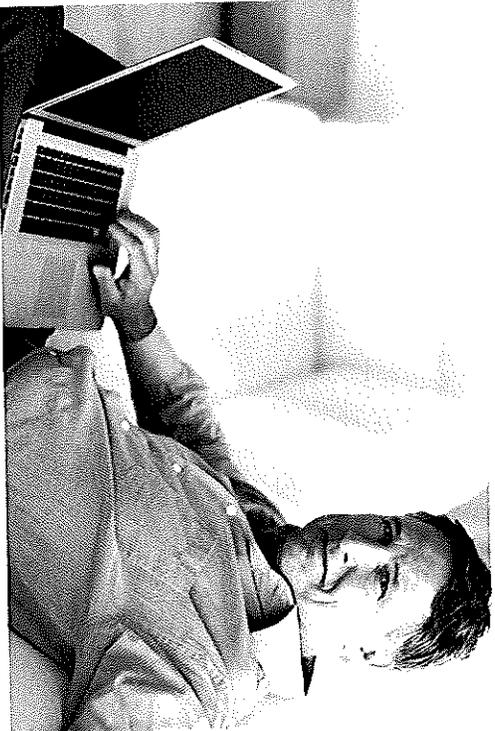
January 2013

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# What is Telehealth?

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- The use of secure electronic telecommunications to support patient consultation across geographic, time, social and cultural barriers
  - Web-based videoconferencing
  - Online communication
  - Streaming media

# Why Use Telehealth?

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- Alternative to in-person patient visit
- Method to engage patients online who have challenges scheduling appointments, taking time off from work, obtaining transportation or other obstacles
- Patient Convenience
  - Mobile technology to give people more options
  - Flexibility to make online appointments and access care electronically
  - Broader provider choice and access
  - Privacy and confidentiality helps reduce stigma

# Why Telehealth Now?

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- Looming Health Professional Shortage Areas (HPSA) according to Health Resources and Services Administration
  - 5,848 primary care HPSAs with 56.8M people living in them\*
  - 4,585 dental HPSAs with 45M people living in them\*
  - 3,802 mental health HPSAs\*
    - The shortage impacts 90.6 million people
    - It would take 6,058 practitioners to meet their need for mental health providers
    - Population to practitioner ratio of 10,000:1

\*As of December 27, 2012

# Telehealth Momentum

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- Growing consumer demand
- Widespread use of internet and mobile technologies
- Rapid employer adoption
- More widespread provider reimbursement

According to  
PricewaterhouseCoopers,  
**approximately half of consumers are willing to use the Internet, computers and telephone to access healthcare services.**

The most popular method to access care is e-mail consultation, followed by online consultations.

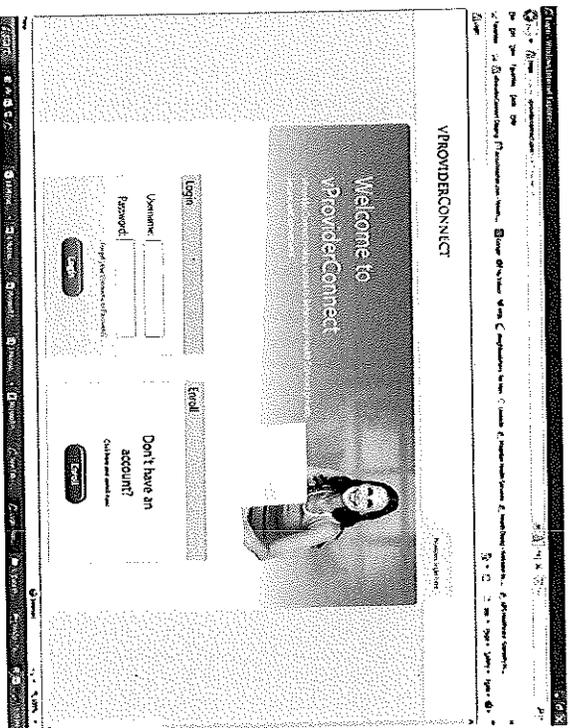
# Recent Rapid Evolution of Telehealth

- A few years ago we were Point to Point...



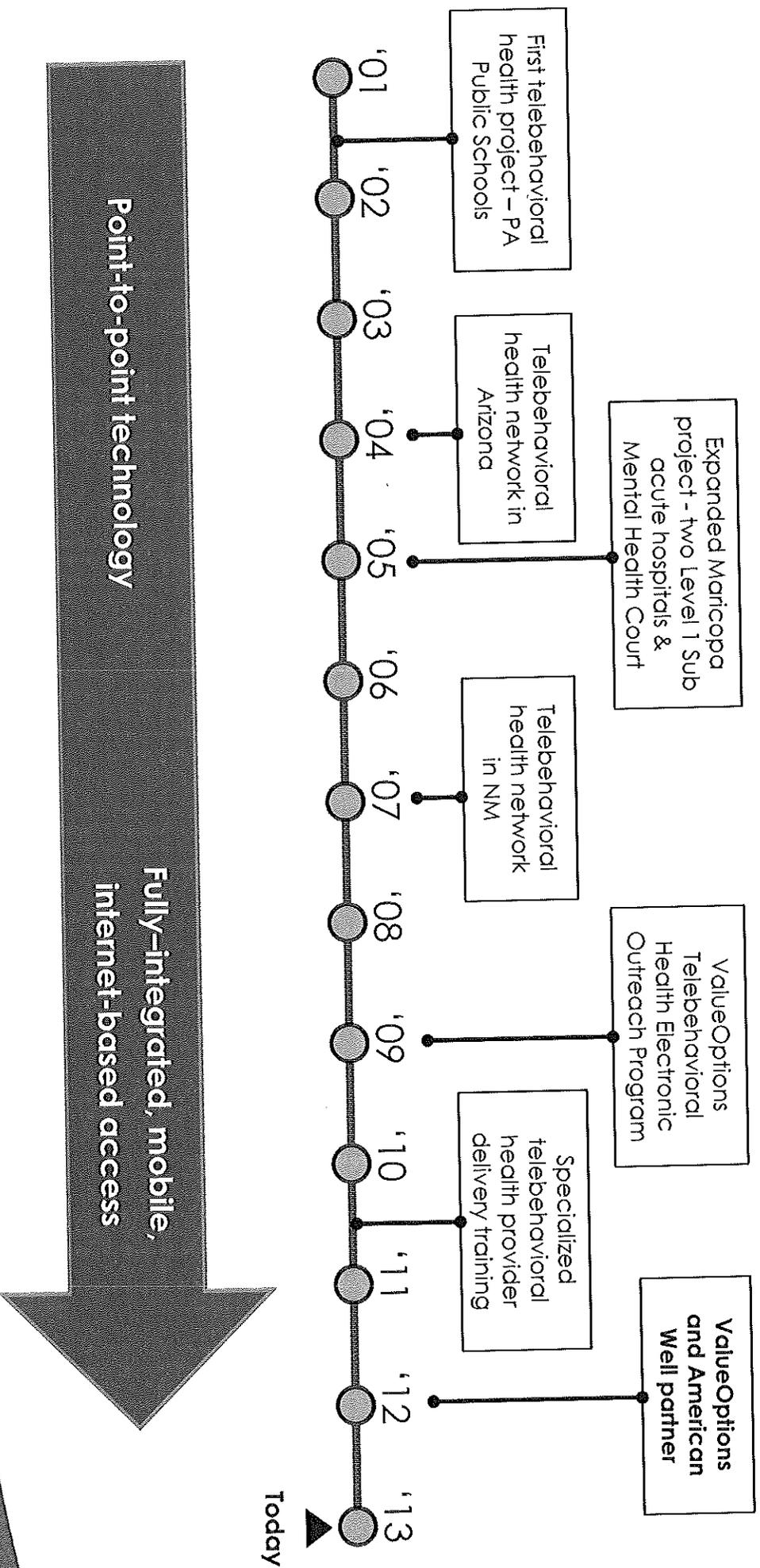
Using purpose built hardware that costs thousands of dollars per piece

- Today, we have moved to an immediate access expectation...

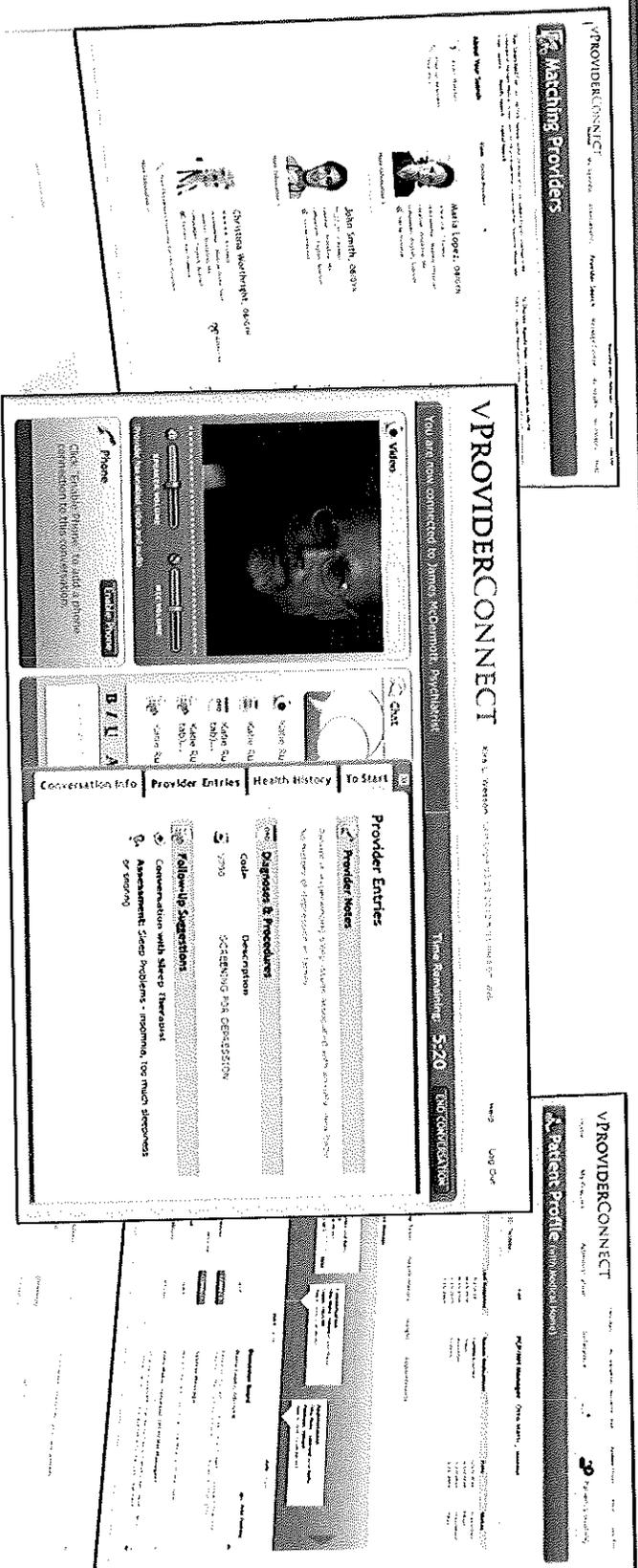


Using ubiquitous hardware that is common and cheap

# ValueOptions' Decade of Telehealth Experience

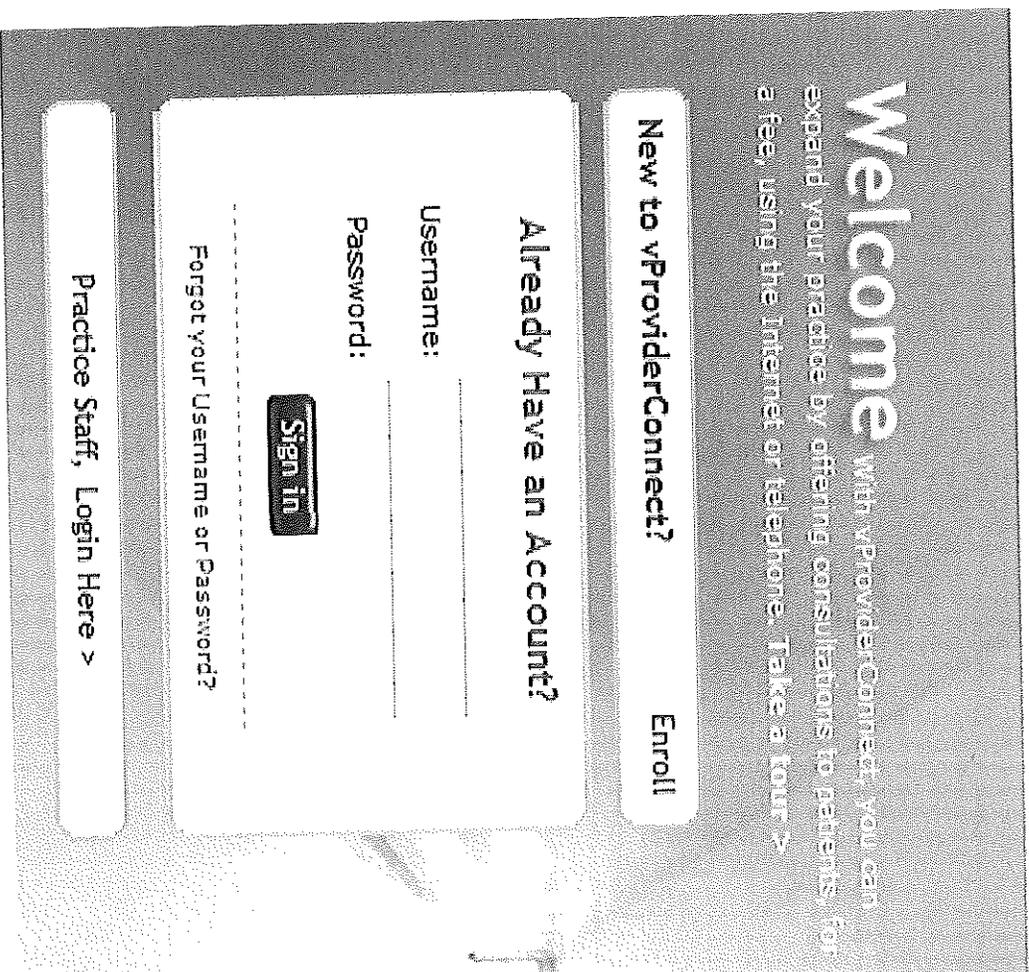


# Introducing vProviderConnect



- A first-of-its kind technology for delivering national behavioral telehealth services
- Direct, live interaction between you and your patients
- Extends behavioral healthcare into the patient's home or internet access location, enhancing patient convenience and confidentiality
- Enables provider efficiency and convenience
- Facilitates primary care coordination and care continuity

# Provider Log-In



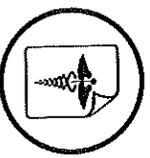
- Easy to use
- Rules-based patient experience
- Patients know when you're available and what services you offer

# How vProviderConnect Works

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1. Sign in to your specific vProviderConnect practice storefront



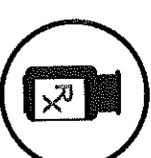
2. Review patient summary and patient responses to your customizable triage questions



3. Connect with the patient to begin videoconference consultation

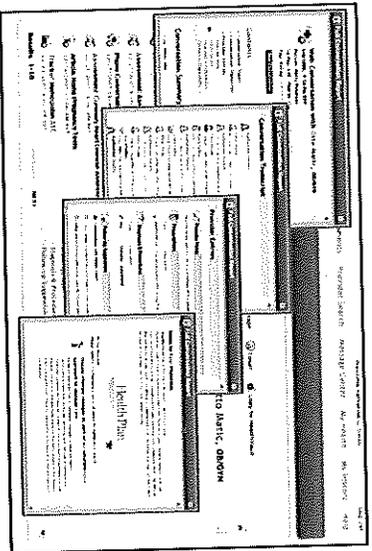


4. Complete the consultation summary

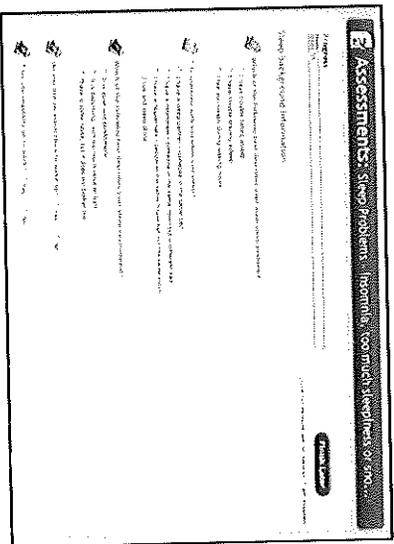


5. Conduct appropriate wrap-up and follow up as necessary

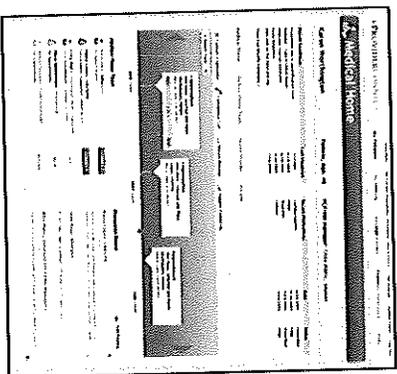
# Much More than Video Chat – Access to Clinical Care



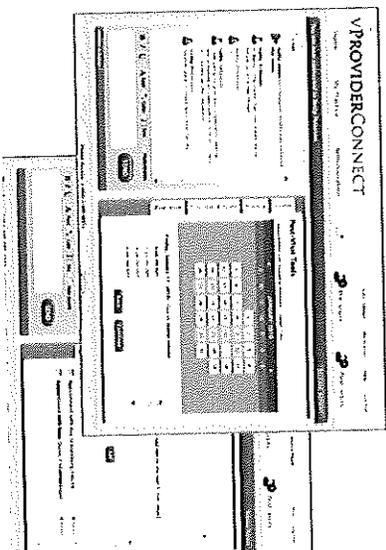
**Record keeping and  
care continuity**



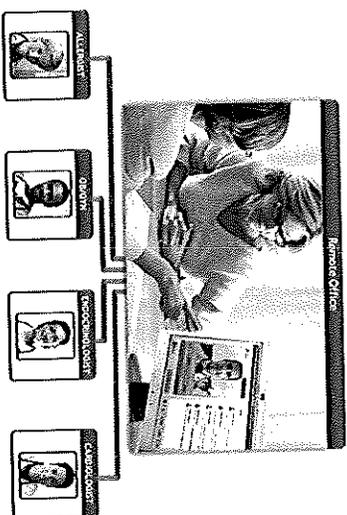
**Clinical assessments**



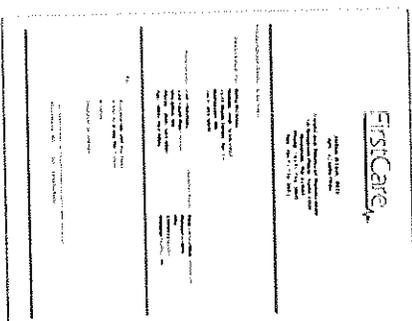
**Care coordination through  
interdisciplinary medical homes**



**Post-visit scheduling and  
follow-up agendas**

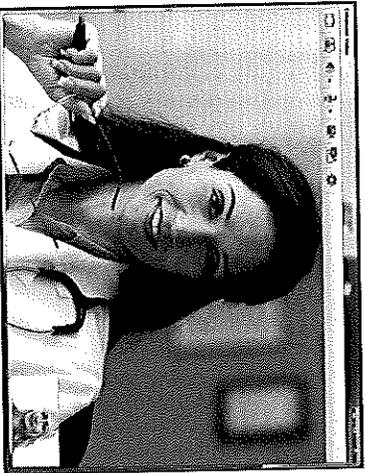


**Provider-to-provider  
specialty consultations**

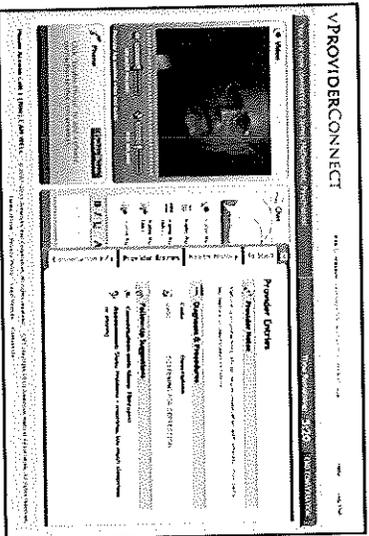


**E-prescribing  
capabilities**

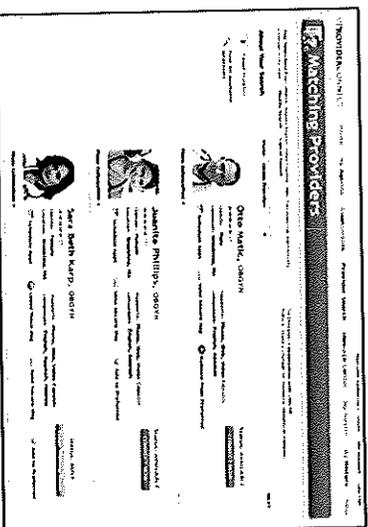
# Platform for Meaningful Patient Engagement



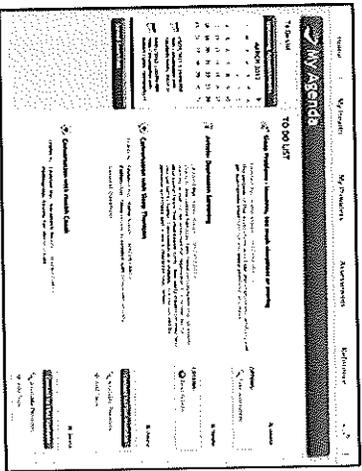
High-definition video



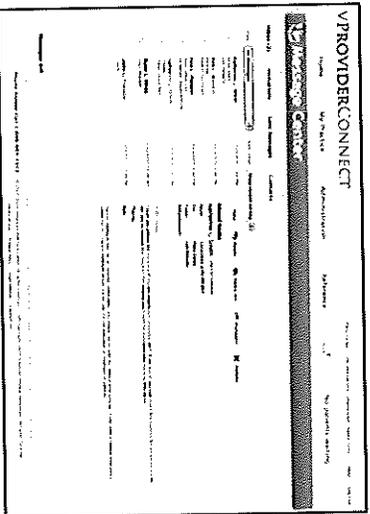
Multi-modal, secure communication



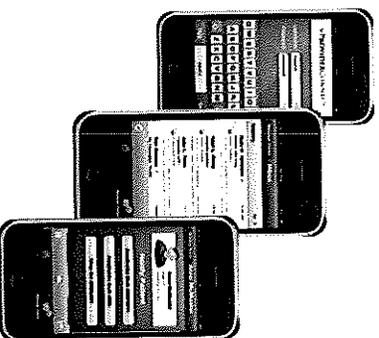
Consumer choice



Customizable patient to-do list



Rules-based outbound messaging system



Mobile device applications

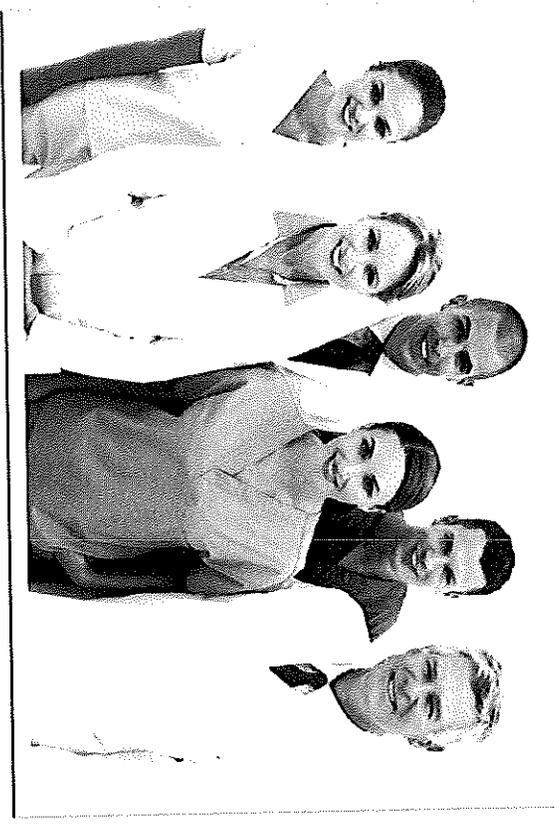
# vProviderConnect Versus Other Solutions

	vProviderConnect	Online Videoconferencing	E-Visits
Live, Internet audiovisual experience	●	●	
On-demand encounters	●	●	
Scheduled encounters	●		
Online waiting/exam room	●		
Choice of communication mode	●	●	
Full HIPAA compliance	●		●
Fee-based messaging	●		●
Automatic Payment	●		●
Clinical tools and assessments	●		●
E-prescribing	●		
Record capture	●		●
Set-up and training	●		●

# Who Can Use It?

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- Psychiatrists
- Psychologists
- Master's Level Clinicians
- Social Workers
- Physician's Assistants
- Advanced-Practice Nurse Specialists
- Addiction Specialists



# How Can You Use It?

- Existing patient panel
  - Assessments
  - Evaluations
  - Counseling
  - Therapies
  - Medication Management
- New, online patients that may be outside your existing panel
  - Potential to grow practice
  - New sources of income or revenue/income

**Assessments: Sleep Problems - Insomnia, too much sleepiness or sno...**

PROGRESS:

**Sleep Background Information**

What is of your following sleep description your main sleep problem?

- 1. Have trouble falling asleep
- 2. Have trouble staying asleep
- 3. Have too much sleep during waking hours

Do you associate with your sleep?

- 1. Have a sleep partner - someone in the same bed
- 2. Have a roommate - someone in the same room but a different bed
- 3. Have a roommate - partner in the same house but not the same room
- 4. Live and sleep alone

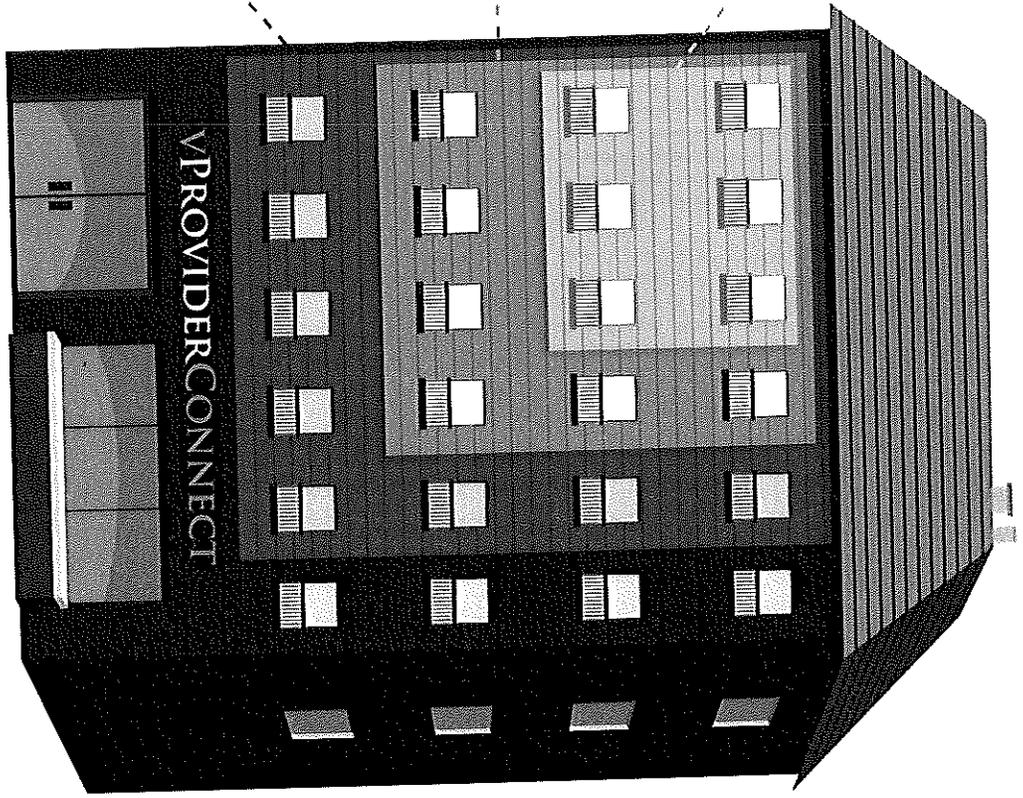
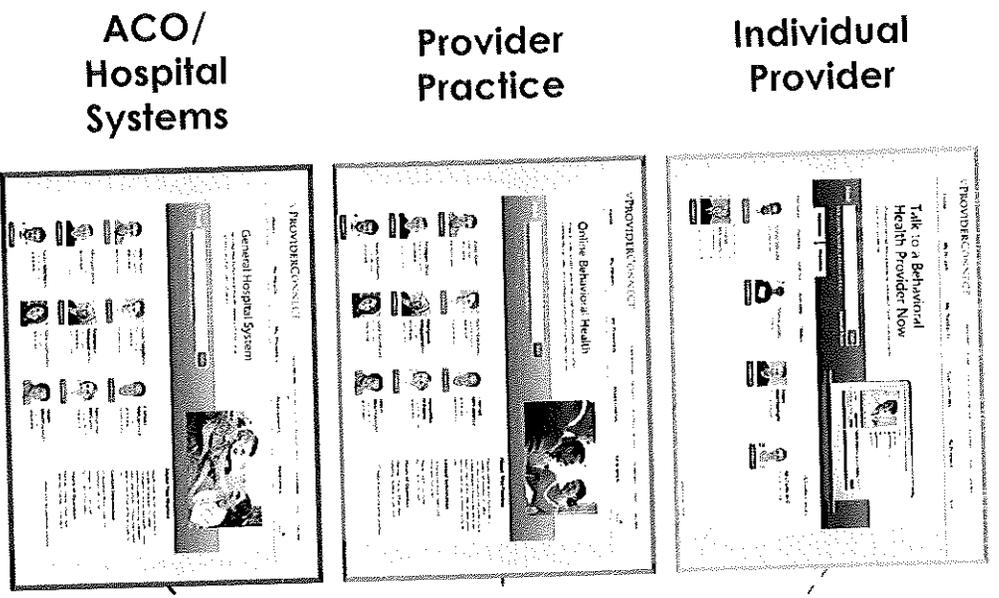
What is of your following sleep description your sleep environment?

- 1. In a quiet and comfortable
- 2. In a bedroom with the most sound of light
- 3. In a bedroom with the most sound of light
- 4. In a bedroom with the most sound of light

Do you ever see others check for water up?

Do you regularly go to work?

# vProviderConnect Architecture



- Flexibility to customize storefronts
- Patient experience is rules-based
- Nested architecture enables you to be searched from anywhere on the platform

ACO/  
Hospital  
Systems

Provider  
Practice

Individual  
Provider

# Customizable Practice Storefront

## V PROVIDERCONNECT

Home My Health My Providers Assessments Reference 

Betsy Peterson Jan 16pm 1:02:16, 6:45 pm CST, Profile My Account Help Log Out

### Online Behavioral Health

People come to this facility for a number of reasons. We offer confidential private and professional mental health services for...

Find:

GO



#### About This Practice

People come to this facility for a number of reasons. We offer confidential private and professional mental health services for children, teens, and adults. Please take some time to see if any of these apply to you.

#### Contact Information

18 Beaulieu Place, Suite 100  
Brookline, MA 02445  
Phone: (617) 731-3400  
Fax: (617) 731-3401

#### Hours of Operation

Monday - Friday 10am-5pm  
Saturday - Sunday 12pm-4pm

Make this my preferred practice

 <b>John Alan</b> Psychiatrist 5-5-2013 Available Now CONNECT	 <b>Trish Stephens</b> Psychologist 5-5-2013 Available Now CONNECT	 <b>Conrad McCormick</b> Counselor 5-5-2013 Available Now CONNECT
 <b>Morgan Wise</b> Psychologist 5-5-2013 Serving in Person CONNECT	 <b>Mariposa Maggialoco</b> Psychologist 5-5-2013 Serving in Person CONNECT	 <b>Samantha Williams</b> Social Worker 5-5-2013 Serving in Person CONNECT
 <b>Sean Michaels</b> Social Worker 5-5-2013 Serving in Person CONNECT	 <b>Jane Gonzalez</b> Counselor 5-5-2013 CONNECT	 <b>Jason Worthright</b> Psychologist 5-5-2013 CONNECT

# Online Tools and Resources to Engage Patients

- Patient tracking
- Secure messaging center
- Schedule appointments
- Manage your patient panel
- Upload practice information

**Account Snapshot**

**THIS MONTH**

**CONVERSATIONS THIS YEAR = 22**

**CONVERSATIONS**

- Complete
- Incomplete
- Canceled

**My History**

Date	Member	Action
01/24/2013 2:14 PM EST	Katherine Smith	Complete Wrap-Up
01/18/2013 9:50 AM EST	Katherine Smith	View Report
01/18/2013 9:33 AM EST	Katherine Smith	View Report
01/17/2013 10:59 AM ...	Katherine Smith	View Report
01/17/2013 10:45 AM ...	Katherine Smith	View Report

**Tools**

- Message Center**  
3 New Messages!
- My Practice**  
View information about your vProviderConnect practice
- My Patients**  
Manage the patients in your vProviderConnect panel
- Provider Reference**  
Browse our extensive collection of medical reference material
- Current Demand:**  
Estimated for your specialty as of 9:01 AM EST

# Communication Console Functionality

## V PROVIDERCONNECT

Karen Jensen Last Login: 3/28/12, 5:01 PM EDT, Web

Help Log Out

You are now connected to James McDermott, Psychiatrist

Time Remaining: 5:20

END CONVERSATION

**Video**

Provider has enabled video and audio

SPEAKER VOLUME

MIC VOLUME

**Phone**

Click "Enable Phone" to add a phone connection to this conversation.

**Chat**

James McDermott: Hi Karen, how are you?

Karen Jensen: Hi Dr. James, I'm still feeling a little tired lately.

James McDermott: Are you getting enough sleep?

Karen Jensen: I'm getting 5-6 hours. The new prescription is helping.

James McDermott: Okay, I want to send you an article that I think might have some good information to help.

James McDermott has just inserted an article into the "Follow-Up Suggestions" section.

**BIU** Font **Color** **TI** Size  Mute sounds

**SEND**

Conversation Info | Provider Entries | Health History | To Start

# Communication Console – Your Notes

**V PROVIDERCONNECT**      Karen Jensen    Last Login 3/28/12, 5:01 PM EDT, Web    My Account    Help    Log Out

You are now connected to James McDermott, Psychiatrist

**Provider Entries**

**Provider Notes**  
Patient is experiencing sleep issues associated with anxiety, new baby. No history of depression in family.

**Diagnoses & Procedures**

Code	Description
V790	SCREENING FOR DEPRESSION

**Follow-Up Suggestions**

- Conversation with Sleep Therapist
- Assessment: Sleep Problems - insomnia, too much sleepiness or snoring

Time Remaining: **5:20**    **END CONVERSATION**

Conversation Info    **Provider Entries**    Health History    To Start

SEND

## vProviderConnect Benefits

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- Convenience
- Efficiency
- Flexibility
- Meaningful Patient Engagement
- Fully secure and compliant platform (HIPAA, HITECH)

# Telehealth Results – ValueOptions Florida Pilot

**65%**

Increase in total services provided in Immokalee County

**79%**

Increase in the total number of medication management services

**229%**

Increase in targeted case management in Immokalee County

**99%**

Consumer acceptance rate

**100%**

Provider acceptance rate

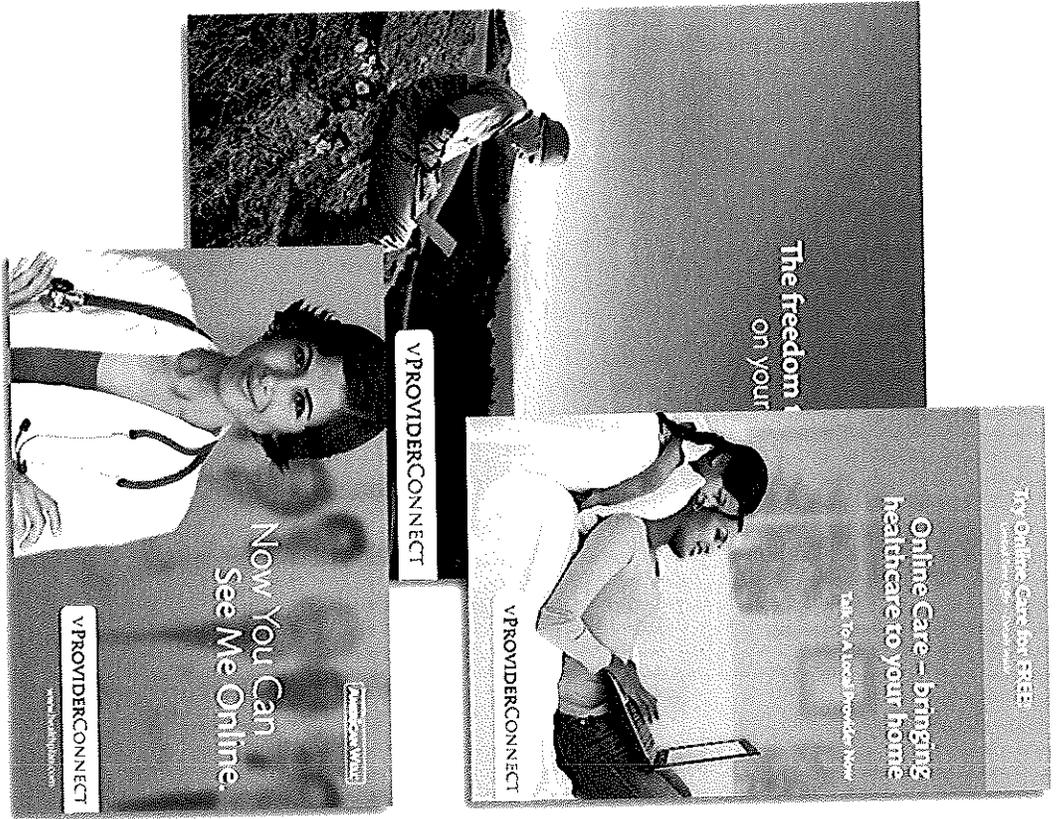


Enabled more appointment availability – from two days per month to four days per week in the pilot

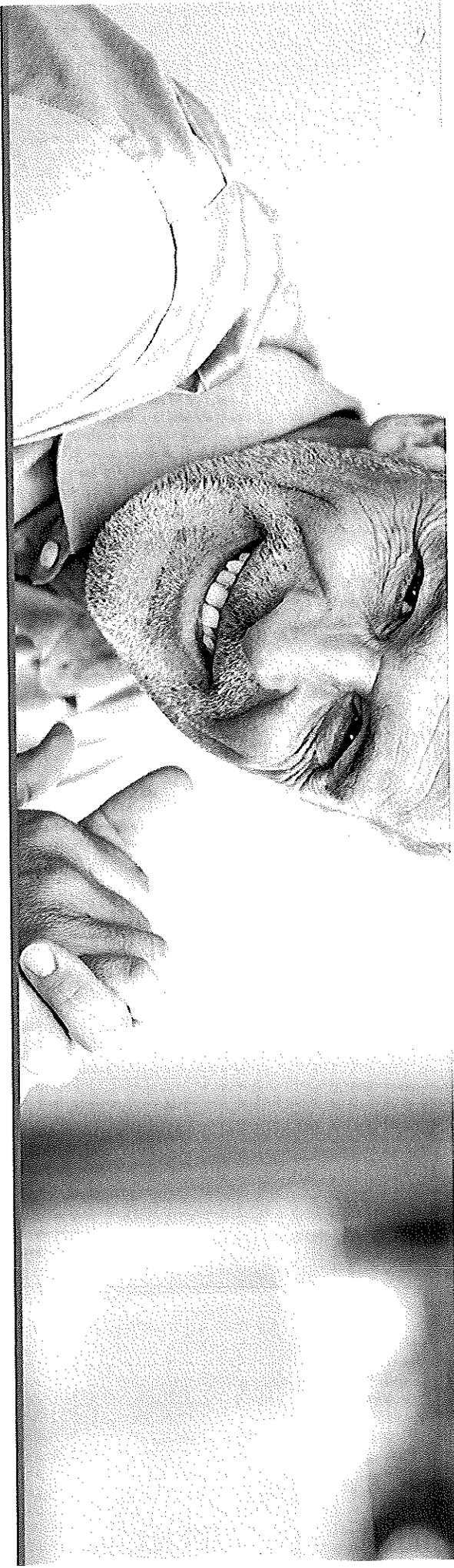
**0**

“No show” appointments

# What is Included in the Subscription?



- Patient marketing starter kit
- Customizable storefront (webpage)
- Online provider and staff training and tutorials
- Health summary report for each patient
- Electronic notes, prescriptions, follow-up recommendations, records and payment information
- Automated financial transactions
- Technical support



# Questions?

# ValueOptions Telehealth Solution - vProviderConnect

## VPROVIDERCONNECT

**Sometimes there's no substitute for seeing a provider in person.** However, members often need a strong sense of privacy and confidentiality or they need to access a behavioral health provider right away. To avoid time, travel and scheduling challenges, vProviderConnect is there for them.

Furthermore, limited access to mental health services continues to be a problem for our members in rural and underserved communities. There are currently 3,802 mental health professional shortage areas in our country today according to the Health Resources and Services Administration. It can be challenging to recruit providers to these areas and other stop-gap measures, such as periodic visits to rural areas by mental health professionals or treatment by non-behavioral health providers, are not sufficient.

Telehealth is an easy, efficient way to meet these members' needs. Using the vProviderConnect telehealth portal, ValueOptions extends quality behavioral health services directly to the member's home, work or other location with Internet access. It is immediate and confidential. This way, we remove barriers to care that can often keep members from accessing traditional behavioral health resources.

The live interaction between members and available ValueOptions' providers is more far-reaching than a simple video chat. It is a clinically meaningful consultation where our credentialed network providers deliver behavioral health care via a secure Web-enabled environment.

**A large scale, four-year telehealth study conducted by the U.S. Department of Veteran's Affairs found that:**

- Psychiatric hospitalization admissions reduced by 24%
- Patient hospitalization stays reduced by 26%

## ValueOptions' Telehealth Evolution

ValueOptions has offered telepsychiatry programs in New Mexico, Arizona, Colorado, and Pennsylvania since 2002. In 2010, we successfully deployed a pilot telepsychiatry project in Florida, which uses high-definition audio and video.

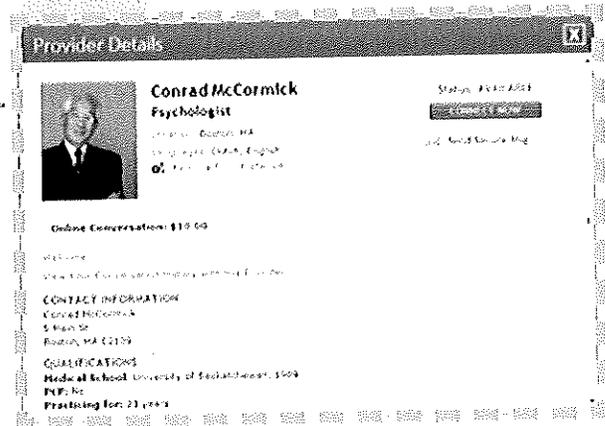
The pilot's success generated additional interest among providers and state government payors, and these regional solutions have helped us define the opportunity for expanding telehealth to a national level.

To enhance our telehealth capabilities, in June 2012, ValueOptions partnered with American Well, a nationally-recognized leader in the telehealth industry since 2006. American Well utilizes patented technology on a Web-based platform to provide telehealth services in 24 states and two countries. Through the partnership, we are marketing and selling this solution, which we have branded vProviderConnect, the first national tele-behavioral health solution.

## Sample User Log In Screen



## Sample Provider Profile



## How vProviderConnect Works

vProviderConnect enables our providers and clients to perform services virtually, including medication management, individual assessments and therapy sessions. Its uncomplicated, secure Web-based portal and services enables providers to use any high-definition video camera, standards-based PC and a broadband connection to the Internet to produce a secure and high quality connection.

The vProviderConnect solution includes a HIPAA-compliant, Web-based platform that supports Electronic Health Records (EHRs), multi-modal communication (e.g., secure texting, Web chat, and standard and high-definition audio/video), and reporting. vProviderConnect is unique in the market in that it leverages web based technology to bring members and providers together in a virtual clinic, no matter where they are physically located.

## Employer Benefits of Using vProviderConnect

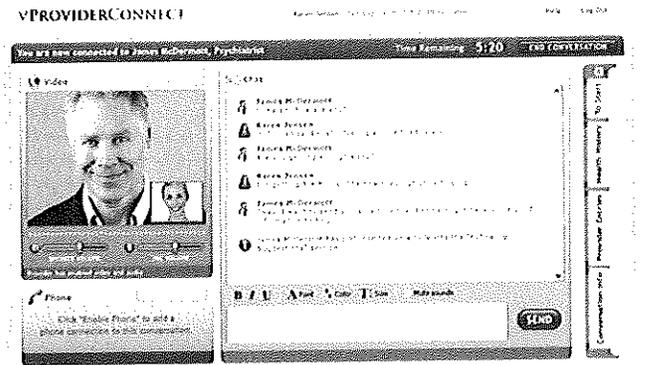
Using vProviderConnect can help employers reduce medical costs by avoiding unnecessary emergency room visits, enabling care coordination and reducing missed appointments. Providers can also conduct medication maintenance visits online, thereby increasing medication adherence and reducing avoidable medication non-adherence implications, such as hospitalization and pharmacy cost increases.

Accessing care through vProviderConnect also has the potential to increase employee satisfaction and engagement because the system offers:

- Secure, private consultation without having to step foot in a waiting room
- Immediate provider access and availability, eliminating distance or time barriers
- Convenience and ease of use – uses ubiquitous technology (web cam, PC/laptop, browser and high speed connection)

Finally, by accessing care in the convenience of their homes or even workplace offices, employees can improve productivity, reduce absenteeism and improve their overall health and wellness.

## Sample User Log In Screen



## Configurable High Definition Screen Options

