Direct to Consumer Telehealth During COVID-19

March 18th, 2021
Webinar Tips and Notes

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• If we do not reach your question, please contact your regional TRC. There may be delays in response time: https://telehealthresourcecenter.org/contact-us/
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Institute for Digital Health & Innovation

Introductions

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Why Direct to Consumer Healthcare?

Direct to Consumer (DTC) healthcare allows patients to access healthcare using technology (smartphone, tablet, or laptop) without having a prior provider-patient relationship. This approach offers convenience, accessibility and affordability for patients and healthcare systems.

At the Institute for Digital Health & Innovation we offer all Arkansans DTC via our HealthNow program delivering real-time interactive video patient screening, appointments and education.

Our goal is to optimize software, devices, and human interaction to improve health.
DTC Program
HealthNow

Launched January 1, 2020
• Accessible using smart phone, tablet, or computer
• Provided primary care / urgent care
• 24/7 coverage
• Available to all Arkansans
• Affordable pricing, accepts insurance
DTC Program
HealthNow

Technical components
• 24/7 video support
• VisuWell platform
• EMR via Enterprise system
• Lab partnerships
DTC Program
HealthNow

Structure
• Patient accesses via webpage
• Patient registers and chooses visit type
• Patient and provider are connected
• Visit begins
• Provider documents in EMR, e-scribes medications, orders lab or other needed tests
• Education provided
• Visit ends
DTC Program
HealthNow

COVID Response
• Pivoted program within 12 hours
• 100% free service
• Continued 24/7 coverage
• Saw ~4000 visits in the first month
• Dedicated entirely to screening & education
COVID Response and the Psychologic Benefits of Face to Face Communication

• "There may be no way to prevent a COVID-19 pandemic in this globalised time, but verified information is the most effective prevention against the disease of panic" - Lancet. 2020;295:537

• Fear is easier to handle when it is acknowledged - Psychological Bulletin. 2015;141:1178.

• M.B. Petersen has coined a term, “optimistic anxiety”, suggesting that “citizens must be anxious enough to take the advice from the authorities to heart and optimistic enough as to feel that their actions make a difference" - Politiken. 2020;(March 9).
DTC Program
HealthNow

COVID Response
• Initial phase - virtual screenings
• Peak phase - online screenings with virtual visit option

COVID positive patients tested at our facility
• Notified and educated

“Ask a COVID question” EMR inbox
• Reply to patient inquiries

Return to Work letters for COVID patients

Monoclonal Antibody Screenings
DTC Program
HealthNow

Service Expansions to Date
• TelePrep HIV
• Partnerships with ACH & UofA System
• Partnership with Mental Health services

Provides blueprint for other services to build and grow
Clinical Care
IBM Watson ChatBot/VoiceBot Development
Clinical Care
IBM Watson ChatBot/VoiceBot Development
Clinical Care
UAMSHealth System Telemedicine

Digital Health Visits (all modalities) During Pandemic
• 91,169 completed visits (as of 3/6/21)
• 48,384 patients

Geographic Distribution
• Patients seen in over 578 zip codes in AR
• Over 1000 zip codes nationally
• Follow-up patients from MA to HI
Clinical Care
UAMSHealth System Telemedicine

Service Distribution
• Patients seen in every clinical service line

Other Projects
• ED & Intra-facility virtual consults
• Nursing home consults
Goals
2021 & Beyond

For Patients
• Meet the patient where they are at. Direct to Consumer Healthcare should be a routine option in care. This could be a phone call, virtual visit, RPM, VOD education, or prescription software.
• Support patient autonomy. The growth of digital health in the pandemic has offered patients more choice and more access to their data than ever.
• Engage the patient proactively as both a client and student of their health and wellness with intuitive data tools and insights.

For Providers
• Partnerships with local community providers and critical access hospitals represent an opportunity for digital healthcare in Arkansas emphasizing continuity of care.
• UAMS and the IDHI can serve as a digital backstop, providing clinical, technical, and logistics expertise to help providers deliver care when and where wanted.
• Lessons learned in Trauma, Burn, Stroke, and High-risk pregnancy should be expanded to other clinical scenarios.

For Payors & Industry
• Pilot, iterate, and teach on the unique opportunities digital health adds when baked into a clinical enterprise, particularly in a non-fee for service model.
• Provide an equivalent experience to the in-person visit but leverage the scale offered by using medical data structures as just that, and not a paper analogues.
• Expand novel data acquisition and near-real time decision support beyond the four walls of the hospital.
Our Next Webinar

The NCTRC Webinar Series

Occurs 3rd Thursday of every month.

**Telehealth Topic:** TBD

**Hosting TRC:** Northeast Telehealth Resource Center (NETRC)

**Date:** April 15th, 2021

**Times:** 11 AM – 12 PM (PT)
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