Mistakes, Myths and Misconceptions Your Telehealth Diabetes Program Needs To Avoid to be Successful!

May 20th, 2021
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Mistakes, Myths & Misconceptions
Your Telehealth Diabetes Programs Need To AVOID to be Successful!

Tony Song “Diabetes CEO”
President, CEO, PWD
Diabetes Care Partners
Founder and CEO, Tony Song AKA "The Diabetes CEO" uses his own diagnosis of diabetes as the catalyst to pursue his goal to help every person living with diabetes become their own expert.

Me at the beginning of Pre-Diabetes
Diabetes Care Partners

- Founded in 2003
- ADA recognized since 2006
- Started Telehealth services in 2013
- Over 36 remote telehealth sites in California
- 900 miles of access through telehealth
- Oregon to the Nevada and Mexico border
- Partner with Payers and Health Systems
How Many Blocks Do you See?
Now
How Many
Circles
Do you See?
There are 16 Circles
If you Build it they will come....
Value of Telehealth

- Increase Access
- Saves time
- Saves money
- No day off work
- No child care needed
- Convenience from home
Shiny Object Syndrome...
Many DSMT Started Telehealth with mixed results

- Low attendance and Engagement
- Decrease in referrals for Telehealth DSMES
- Less people received DSMES
- Programs downsized or Closed
- Diabetes Educators lost jobs
Myths or Truths?
My Patients Don't Want to use Telehealth

What do you believe?
Our Programs During Covid

- In office group cohorts to In-home cohorts
- 313% increase referrals from 2019 vs 2020
- Over 6000 telehealth sessions in 2020
- 4 week waiting list
Lesson Learned

- Telehealth isn’t for everyone
- Find the value for the patient
- Become Frictionless
My patients don't have the equipment and internet access.

What do you believe?
The Digital Divide is Real

- 21 Million Americans don't have Internet
- 3 in 10 people-27 percent in rural places
- 60 percent of health care facilities outside metropolitan areas don't have broadband connections.
What We Know

- 97%—cell phones / 85%—smartphones
- 95-96% Age 18–49 have smartphones
- 61% Age 65+ have smartphones
- Smartphone dependency most common in younger adults and lower income Americans

Lessons Learned

- Build your strategy for mobile
- Have discussions with your payers
- Partner with local community resources
Doctors don’t want to Refer to telehealth programs

What do you believe?
Referrals before the PHE

- <5% Medicare beneficiaries received DSMT
- <7% of private insurance members received DSMT
Lessons Learned

• Create more value by Building a stronger relationship
• Regular In service
• Consistent Follow-up
• In office telehealth
I can't get meaningful connection with my patient using telehealth. What do you believe?
Telehealth is Hard

- Nonverbal cues
- Background noise
- Late for program
- No shows
Lessons Learned

- Active contributor vs passive consumer
- Give Virtual Hugs (That you understand and Care)
- Camera, Lighting, Sound and Gestures
- Make it fun
- Be obsessed about the member experience
How Will You know?

- Light bulbs (Aha!)
- Outcomes Data
Engagement by Attendance

Attended 2nd session:
- 89%

Completed Program:
- 76%

Affects CMS Star Measure C24 C25
Achieved a **1.9 decrease in A1c** from an Average of 10.8 to 8.9 for High Risk Members

Telehealth High Risk Diabetes Member >9.0% A1C

8.5 out of 10 people overall **decrease their A1c**

**Affects CMS Star Measure C15**
High Risk Member Outcomes

6 out of 10 Members Decrease their A1c from above 9 to below 9 after completing the program.

Affects CMS Star Measure C15
Total Cholesterol

21 point Average Decrease In Total Cholesterol

70% of patients
7 out of 10 patients that were above 200 total cholesterol achieved below 200 after completing the program.

Patients under 200 total cholesterol with the help of Diabetes Care Partners

Affects CMS Star Measure C20, D12 & D14
We will just wait until the PHE is over and go back to normal

What do you believe?
Telehealth may not be for everyone but the genie is out...
Covid Survival and Blood Sugar Control

Well-controlled

Poorly-controlled

Adjusted HR = 0.14 (95% CI 0.03 - 0.60)
P = 0.008

No. at trial:
Well-controlled 250
Poorly-controlled 250

Time (Days)

242 241 232 228 223 222
249 242 241 232 228 223 222
248 240 239 223 217 214 211

Cell Metabolism. Volume 31, Issue 6, 2 June 2020, Pages 1068-1077.e3 Lihua Zhu et al
What’s in common?
Call to Action

- Be obsessed with the experience
- Think Mobile first
- The Data will lead you
- Build Relationships
- Plan for the long term,
- Don't Wait
Thank you

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The NCTRC Webinar Series

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Telehealth Topic: TBD
Hosting TRC: Great Plains Telehealth Resource & Assistance Center (gpTRAC)
Date: June 17th, 2021
Times: 11 AM – 12 PM (PT)
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