

Telemedicine: A Physician's Perspective

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The Four Pillars of Medicine

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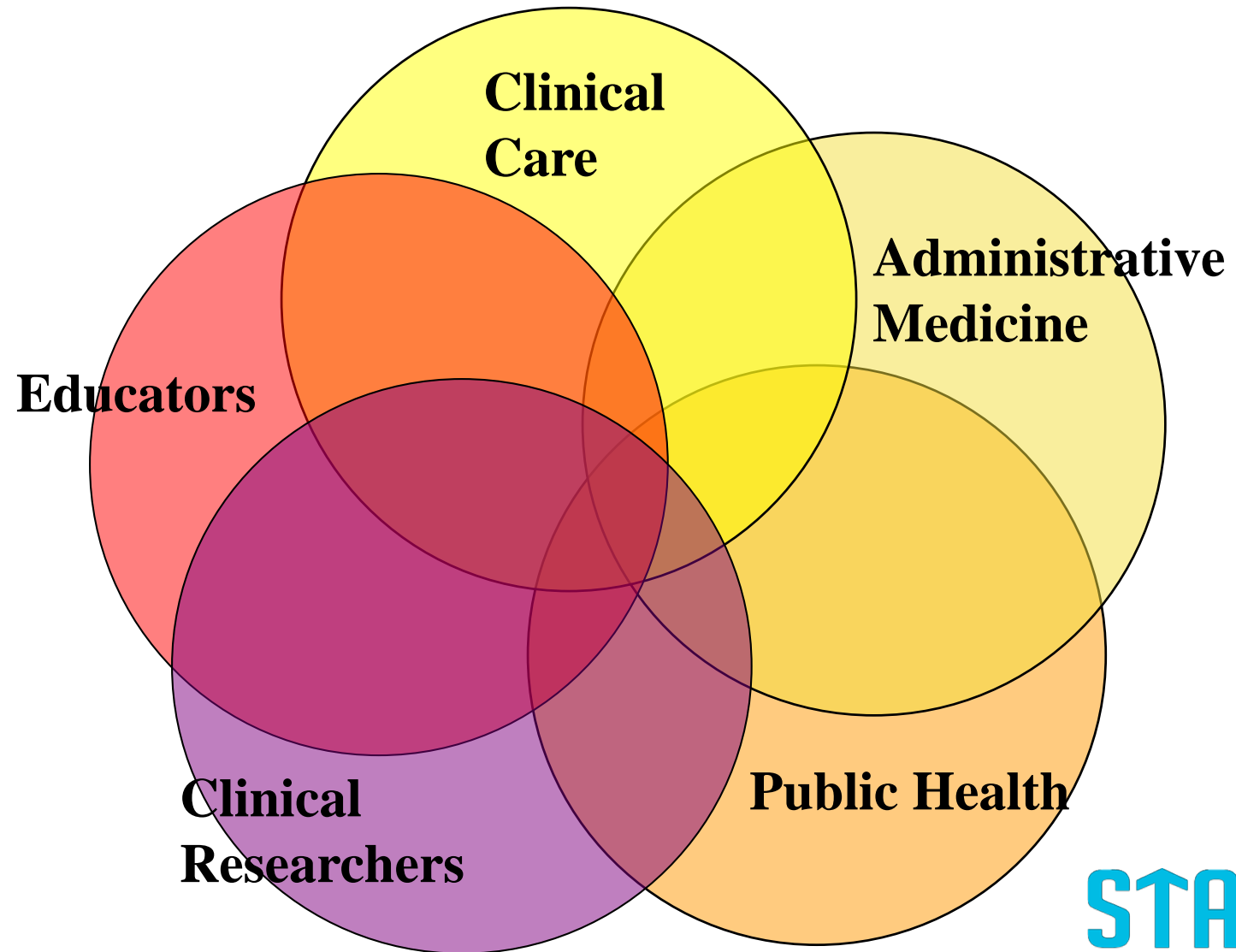
Former Chair, Department of Medicine, Harlem Hospital Medical Center stipulates these are:

- Patient Care
- Education
- Advocacy
- Research

Game Plan

- **Physicians Are Not Monolithic**
- **What Is Telemedicine?**
- **What Are the Major Considerations?**
- **Bottom-line: Not for the Timid!**

Physicians Are Not Monolithic



What Is Telemedicine?

- **Interchangeable with Telehealth**
 - Board & Advisory Council
 - Chief Executive Officer & Other Executive Leadership
 - Middle Managers
 - Staff
- **Nomenclature Varies Widely by**
 - Regulation: federal government versus state
 - Payor: insurance companies
- **It is a culture in which fund development is a valued and mission-aligned component of everything the organization does.**

Major Considerations

- Human Factors: Patient Engagement
- Privacy & Security
- Licensure
- Reimbursement
- Liability
- Performance Measurement
- Research Design and Methods

Human Factors: Patient Engagement

- Must be Patient and Provider Friendly
- How Does it Affect the Provider-Patient Relationship?
- Increasing Volumes of Patient Data

Privacy & Security

- HIPAA
- 42 CFR
- Yet, need more standardization between federal & state guidelines



Licensure

- A Key Driver of Provider Behavior
- Provider, Setting, etc.
- Conflicts across states
- Conflicts within NYS
 - NYS Department of Health
 - NYS Office of Alcoholism and Substance Abuse Services
 - NYS Office of Mental Health

Reimbursement

- Another Key Driver of Provider Behavior
- Supports Value-Based Payment
 - Lowest-cost care
 - Identification of and interaction with high risk persons
 - Use of integrated care teams
- Definitions of telehealth-reimbursable services still limited
- CPT codes need to be reviewed



Liability

- No typical liability insurer for telehealth
- Physician state of license more emphasized than patient's site of care
- Cybersecurity a clear risk

Performance Measurement

- Who Decides?
- Accountability
- Less Robust Behavioral Health Indicators
 - Quality
 - Cost-Effectiveness
 - Patient Satisfaction
- A Critical Priority

Research Design & Methods

- Requires Alternative Designs
- Innovative Analytical Techniques
- Should be Supportive of Randomized, Controlled Trials

SUMMARY

Telemedicine offers:

- Exciting Opportunities to Enhance Value-Based Clinical Care
- Unquestionable Challenges for Providers and Patients
- Overcoming the Challenges Should Be Among the Highest Priorities

Acknowledgments: START Treatment & Recovery Centers

- Medication Assisted Treatment Programs (7)
 - with integrated behavioral and primary healthcare
- REACH: specialty outpatient drug free (1)
- Adolescent Mental Health Services in Detention Centers
- Teen START
- 100 Schools Project
- The AIDS Institute Retention & Adherence Program
- HIV - Early Intervention Services
- Behavioral and Biomedical Research
- Advocacy
- www.STARTNY.org