

Online Care

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Trends in the market

Online video enhance visits are a growing service.

- Teladoc – over 200,000 consults in 2013
- MDLive – average 11 minutes to connect a patient with a doctor
- NowClinic – supported by United Healthcare in 22 States
- American Well -
- VA – over 5,000 direct to home psychiatry visits a year

Consumer grade video conferencing equipment ... it works

- Flash, Vidyo, Vsee, HTML5, WebRTC, Google Helpouts, etc
- Each has pros and cons

Why we did what we did

eVisits at Intermountain Healthcare

- First – turn your technical clock back to November 2011
- Goal: Easy ... easy ... easy
- Flash based solution (most pervasive codec on desktops)
- Flash? But what about mobile? Not in 2011.
- Key features – prove the impossible can be done



Get answers to your health questions from home.



Connect Now

Click here to speak with a receptionist or meet with a provider.

Details

This service is only available to certain designated Intermountain employees and their dependents who are covered by a SelectHealth medical insurance plan.

Employees and dependents on a traditional plan will pay \$10 per visit while those on an HSA plan will pay \$50 per visit, until the deductible is met.

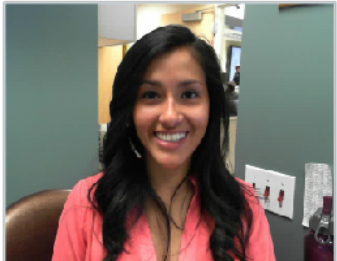
You will need an HD web camera, speakers, and a microphone.

Use the TeleHealth eVisit to manage the following common conditions and more:

ADULT CARE			PEDIATRIC CARE	
Acne	Diabetes	Nausea	Ear infection	Nausea
Allergies	Gout	Pneumonia (mild)	Cold & flu	Pink eye
Asthma	Hair Loss	Rashes	Constipation	Stomach viruses
Family planning	Headache	Sinus conditions	Hemorrhoids	Vomiting
Bladder Infection	Heartburn	Stable herpes	Fever	
Bronchitis	Hemorrhoids	Thyroid conditions		
Cold & flu	High blood pressure	Urinary tract infection		
Constipation	Infections	Yeast infection		
Diarrhea	Joint ache & pains			



Close X



Turn Off Turn On

You are connected to Sandra Pineda
You are connected to Sandra Pineda
You :Hi

Type a message here **SEND**

Powered by LiveADVISOR

End Your visit
Turn the Camera
and Microphone on



Turn On Turn On

You are connected to Cory Smith
You are connected to Cory Smith

Type a message here **SEND**

ConsentToTreat

Highlight input fields [Increase Font](#) [Decrease Font](#)



PATIENT NAME (LAST, FIRST, MI)	DATE OF BIRTH (MO/DT/YR)	MEDICAL RECORD #
Joe Smith	06/12/2013	65469879

As either the Patient, or as the authorized agent or legal representative of the Patient, I consent and agree to the terms and conditions of this agreement. I intend that the following terms apply to all of my or all of the Patient's outpatient and clinic care in facilities owned or operated by IHC Health Services, Inc. (the "Facility"). I make the following consents, understandings, and agreements on my own behalf and on behalf of the Patient in partial consideration of health care services to be provided to the Patient in the Facility:

Consent for Services. I hereby consent to health care services provided by the Facility, its physicians, employees, and independent contractors for the benefit of the Patient for this visit and any subsequent visits. I understand this consent may be revoked in writing at any time. I understand that there is a risk of substantial and serious harm involved in such health care services, and I accept such risk in the hope of obtaining beneficial results from such services. No promises of any particular outcome or successful result have been made. I accept that there is some uncertainty involved in the health care services for which this consent is given. I understand that physicians are separately responsible to explain what they do and, in some cases, to obtain separate consent for some of the procedures they perform.

Independent Contractors. I understand that some of the physicians and other health care providers furnishing health care services to the Patient, including residents, interns and other persons in training, may be independent contractors and not employees of the Facility. Some may be employees of the State of Utah, University of Utah, University of Utah School of Medicine or other training programs. The Utah Governmental Immunity Act (U.C.A. 63-30-1, et seq.) controls claims of liability or malpractice against University or State employees.

Release of Information. The Facility is required by law to make and keep records of the Patient's medical treatment. The Facility safeguards those records and it uses and discloses such records and the information they contain only in accordance with State and Federal privacy laws. Such uses and disclosures are described in detail in Intermountain's Notice of Privacy Practices, which may be amended from time to time. I understand that either the Patient or I may ask for a copy of the current notice at any time.

Assignment of Benefits. Any and all benefits from insurance companies and other third party payers that are payable to the Patient or on behalf of the Patient for health care services and related payments for services rendered or provided to the Patient are hereby transferred and assigned to the Facility for the exclusive purpose of paying for charges associated with the



Why we did what we did

Easy ... easy ... easy

- Website is essentially a single button
- No username or password, no log in, no create account
 - Flash does require a security check to allow use of webcam
- Video launches direct to a receptionist
- Collaboration space allows forms to be filled out and e-signed.
 - Patient gets copy of signed form via PDF

Proving the “impossible”

Video solution allows incoming video calls to be held in queue

No need to “create a room”

Patient’s video can be put on hold

Patient’s video can be transferred to another machine

- This allows the patient on video to follow the existing clinical workflow
- Receptionist can transfer to a nurse, who then can transfer to a provider
- Calls can be transferred to other Instacare clinics to load balance
- Virtual patients are transferred into real exam rooms
- Allows for escalation of calls if necessary

Missing features and Drawbacks

Current solution is unable to multichat

- Flash can do multichat but this product hasn't incorporated this yet.

Does not integrate with telephone or VOIP system

Does not easily connect with H.323 legacy hardware

Mobile solution technical capabilities still up and coming

Flash is a processor intensive codec and not as efficient as newer codecs now available

What can online care be used for?

Since every clinical encounter starts with a history, anything can be addressed initially online.

Typically advertised for low acuity services

eVisit pilot study similar to primary care clinic distribution

- 19% level 4
- 49% level 3
- 22% level 2
- 10% level 1

How companies are making money

PEPM (per employee per month) is primary revenue.

- \$2 - \$0.40

Per click (subsidized or unsubsidized)

- \$5 - \$50

What if I want to do this?

Turn Key solutions for solo practitioners

- NowClinic, American Well, etc can add an online experience to your clinic
- Most companies contract providers rather than own their own group

What about for healthcare systems?

- Tougher question – decision should align with corporate strategy
- If the system doesn't have an online care strategy, it is losing market share
- Can leverage technology for an in-system solution

Questions?