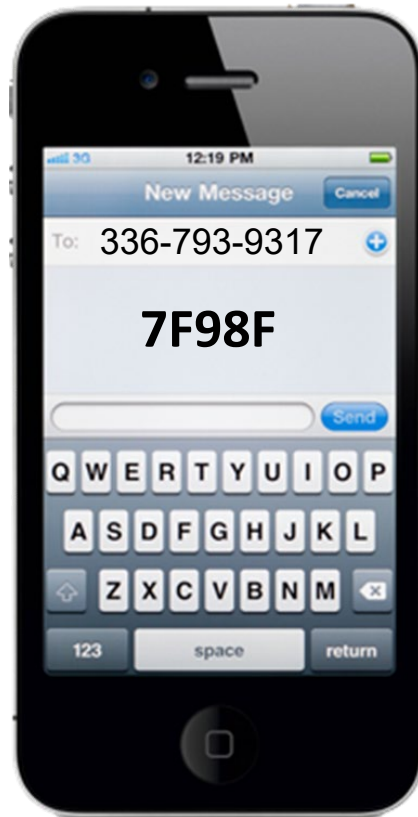# Telehealth Best Practices
Sharing practical ideas during the COVID-19 pandemic

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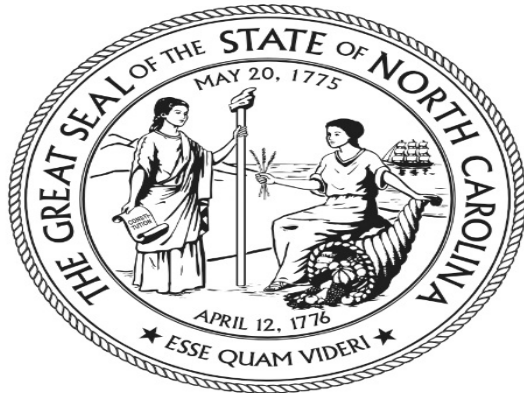***MyAHEC account is required for credit**
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NC Department of Health and Human Services

Telehealth Implementation Best Practices

Sharing practical ideas during the COVID-19 pandemic

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**Lakeisha Moore
Office of Rural Health**
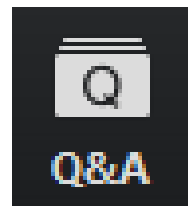
**Dr. John E. Jenkins
Greensboro AHEC**

**Stan Kachnowski, PhD
Director of HIT Lab
Columbia Business
School**

**Jordan Berg
Telehealth Technology
Assessment Center**

May 11, 2020

Logistics for Telehealth Best Practices
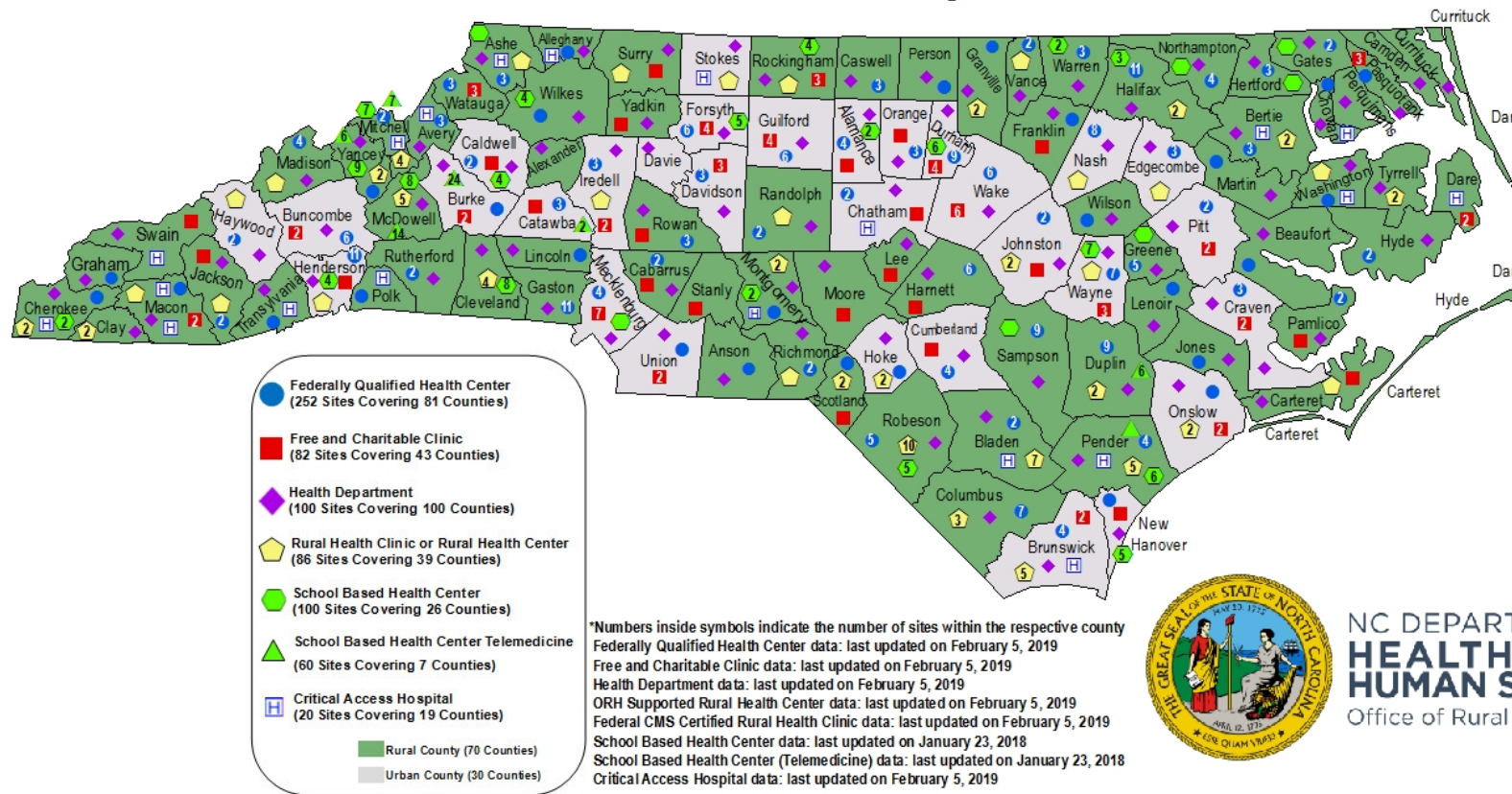
Questions during the live webinar

Technical assistance

technicalassistanceCOVID19@gmail.com

Welcome safety net sites

North Carolina Office of Rural Health
SFY 2019 Safety Net Sites

Agenda and Housekeeping

Agenda

- CME is available (**Lisa Renfrow**)
- Presentation of Telehealth Best Practices in Creating a Digital Health Strategy (**Dr. Jenkins and special guests – Stan Kachnowski, PhD – Columbia Business School and Dr. Sylvia Romm, Atlantic Health System**)
- Telehealth Technology During COVID-19 - Telehealth Technology Assessment Center (**Jordan Berg, Technology Assessment Specialist**)
- Question and Answer (**Robyn McArdle**)
 - Please submit your questions through Q&A

Housekeeping

- This Webinar is being recorded and will be available on the ORH and AHEC websites with slides
- If we are unable to ask the presenters your question during the session, we will consider the question for future webinar topics. You can also e-mail questions after the session to **questionsCOVID19telehealth@gmail.com**
- **Please include your name and e-mail address** if you submit a question through the webinar Q&A function, especially Telehealth Billing and Coding Questions.
- The goal of today's webinar is to highlight telehealth best practices in creating a digital health strategy and other telehealth resources specific to COVID-19.
- There are additional webinars and resources on COVID-19 clinical care, NC Medicaid updates, and more listed **here** for reference.

Telehealth Best Practices
Sharing practical ideas during the COVID-19 pandemic
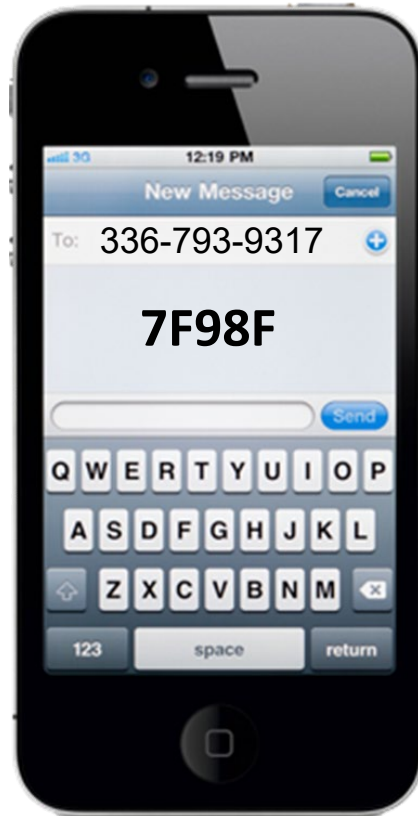
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ACCREDITATION

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the North Carolina Medical Society (NCMS) through the joint providership of Area L AHEC, Office of Rural Health, NC AHEC Program Office, Northwest AHEC, and Greensboro AHEC. Area L AHEC is accredited by the NCMS to provide continuing medical education for physicians.

CREDIT

The Health Education Foundation/Area L AHEC designates this educational activity for a maximum of **1.0 AMA PRA Category 1 Credits(s) ™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity. **All non-physicians will receive 0.1 hour of Continuing Education Units (CEUs), which is the equivalent of 1.0 contact hours.**

DISCLOSURE

The Health Education Foundation/Area L AHEC adheres to ACCME Essential Areas and Policies regarding industry support of continuing medical education. Commercial support for the program and faculty relationships within the industry will be disclosed at the activity. Speakers and planners will also state when off-label or experimental use of drugs or devices is incorporated in their presentations. **Presenters and planners for this activity have signed disclosures confirming they do not have commercial relationships and that they will not be discussing any off-label or investigational drugs. No commercial support has been received for this activity.**

DEFINITION OF A COMMERCIAL INTEREST

A commercial interest is any entity producing, marketing, re-selling, or distributing healthcare goods or services consumed by, or used on, patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests. Within the context of this definition and limitation, the ACCME considers the following types of organizations to be eligible for accreditation and free to control the content of CME:

Government organizations, Non-health care related companies, Liability insurance providers, Health insurance providers, Group medical practices, For-profit hospitals, For-profit rehabilitation centers, For-profit nursing homes, Blood banks, and 501-C Non-profit organizations (Note, ACCME screens 501c organizations for eligibility. Those that advocate for commercial interests as a 501c organization are not eligible for accreditation in the ACCME system. They cannot serve in the role of joint sponsor, but they can be a commercial supporter.)

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Telehealth Implementation Best Practices Episode 7

You cannot escape the responsibility of tomorrow by evading it today.
Abraham Lincoln

Two conversations

Part One:
Stan Kachnowski, PHD MPA
Director | Digital Health Program |
Columbia Business School, Executive Education
Chair | HITLAB

Part Two :
Sylvia Romm, MD, MPH, FAAP
Chief Innovation Officer
Atlantic Health System

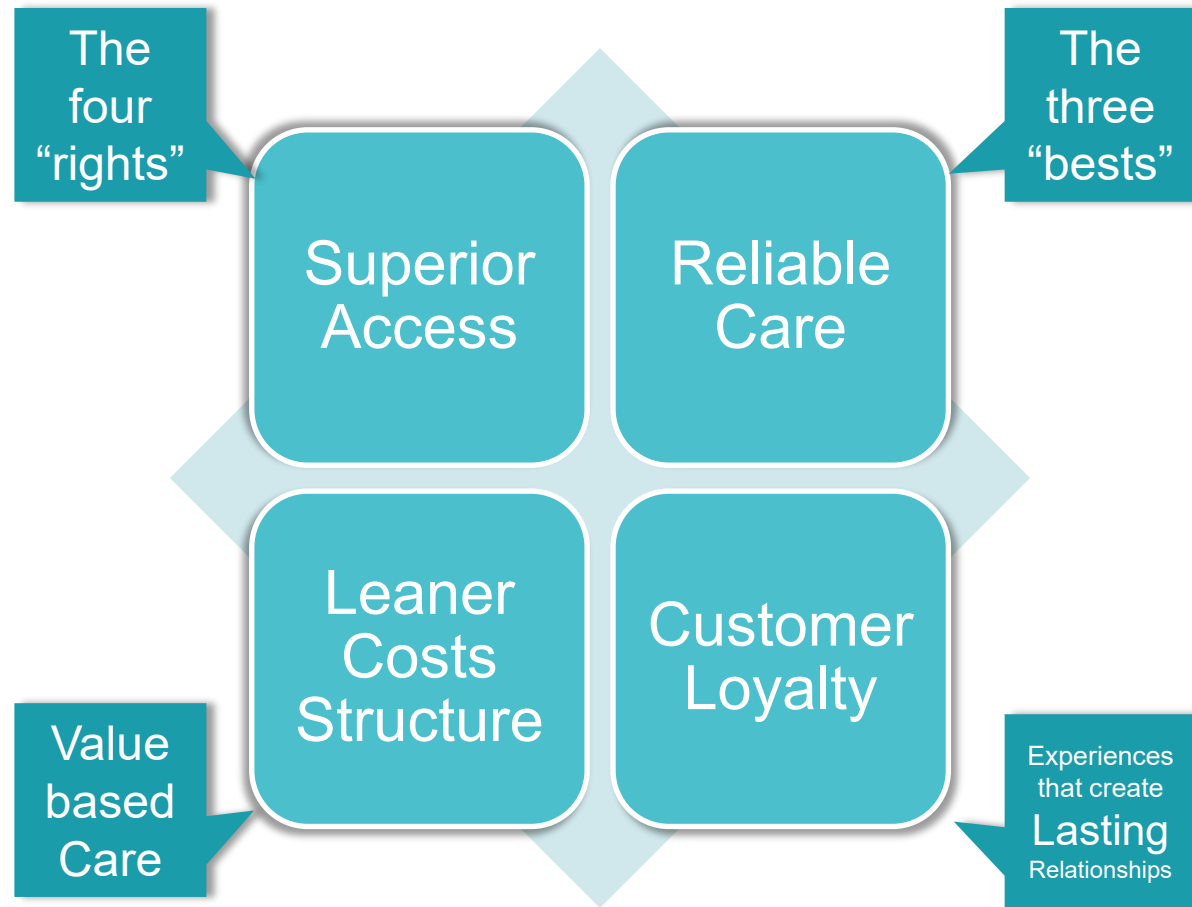## THE WHY:

The Future of Telehealth in Access to Health and Wellbeing

Digital health solutions will help practices reach these goals

The four "rights"

The three "bests"

Superior Access

Reliable Care

Leaner Costs Structure

Customer Loyalty

Value based Care

Experiences that create **Lasting** Relationships

The four pillars of care delivery to keep and gain customers

Stan Kachnowski PHD, MPA

Director Digital Health Program Columbia Business School, Executive Education
Chair HITLAB

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HITLAB
Healthcare Innovation Technology

Digital Health Strategy

Contact Dr. Stan Kachnowski
212 543 0107
swk16@gsb.columbia.edu

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HITLAB

Digital Health Strategy
Agenda

Columbia University Campus
May 12 - 14

DAY 1	DAY 2	DAY 3
Terms & Perspectives	**Methods & Technologies**	**Techniques & Case Studies**
9:00 – 9:30 AM **Welcome and Introduction to Digital Health Strategy** What is the definition of digital health? What are the practical applications of digital health in life sciences today? *Prof. Stan Kachnowski, Chair,* **HITLAB** 9:30 – 10:00 AM **Team Building Activity** *Prof. Stan Kachnowski, Chair,* **HITLAB**	9:00 – 9:15 AM **Opening Remarks** *Prof. Stan Kachnowski, Chair,* **HITLAB** 9:15 – 10:45 AM **Overview of Digital Health: Proven, In Trial, Emerging** Which electronic tools are proven to work outside of cure settings? How is efficacy being measured? *Prof. Olena Mamykina, Florence Irving Assistant Professor of Bioinformatics,* **Columbia University**	9:00 – 9:15 AM **Opening Remarks** *Prof. Stan Kachnowski, Chair,* **HITLAB** 9:15 – 10:45 AM **Introduction to Portfolio Theory: Planning Methods** Introduction and Industry Context, Portfolio Strategy to Inform Business Model Choices, An Approach to Build Digital Products *Peter Pfeiffer, Senior Partner,* **McKinsey & Company** *Rita McGrath, Professor of Management,* **Columbia Business School** *Sari Kaganoff, Associate Partner,* **McKinsey & Company** *John Hammitt, former Global CIO,* **eJNJ**
10:00AM – 12:30 PM **The Pharma Value Creation Process Standard in Medical Technology and Innovation** What are the mandatory standards in medical technology and innovation? Which standards bring value to pharma? *Prof. Frank Lichtenberg, Courtney C. Brown Professor of Business,* **Columbia Business School**	11:00 = 11:45 AM **Everything You Need to Know About Digital Health** Digital health & intellectual property, FDA & reimbursement considerations, Privacy & cybersecurity *Roger Kuan, Partner,* **McDermott Will & Emery** 11:45 AM – 12:30 PM **Non-Operational Pilots:** Saving big pharma billions of dollars each year *Katrina Mateo, Director, Digital Health Research,* **HITLAB** *Savira Dargar, Director, Research & Strategy* **HITLAB**	11:00 - 11:45 AM **Digital Strategy Workshop:** Break into teams 11:45 - 12:30 PM **Report on Group Digital Health Strategy**
LUNCH 12:30 – 1:30 PM	**LUNCH 12:30 – 1:30 PM**	**LUNCH 12:30 – 1:30 PM**
1:30 – 2:15 PM **Diagnostic Perspectives on Digital Health Therapeutics** How are population health programs using digital health? How does pharma align with health plans? *Richard Schwabacher, Vice President, Consumer Experience, Digital Marketing and Innovation,* **Pfizer**	1:30 – 2:15 PM **From Angels to A Rounds:** The Journey to Funding Early Stage Startups Why is digital health investing important to your strategy? How does an organization conduct due diligence on digital health startups? *Robert Lorenzo, Founding Partner,* **Eden Roc Capital**	1:30 – 2:15 PM **Google & Digital Health Strategy: Case Studies** How does someone develop a partnership with Google? How has Google helped Bayer pharmaceuticals improve their revenues? *Melissa Saw, Global Digital Manager,* **Bayer U.S.** *Stefani Klaskow, Health Industry Lead,* **Google**
2:15 – 3:00 PM **The Physician and Hospital Perspective: The Challenge of Using 1970s Technology in a 21st Century Digital World** How does digital technology affect the physician-patient bond? How are physicians collaborating with outside stakeholders to improve patient engagement? *Jason Lazar, MD, MPH, Director of Non-Invasive Cardiology,* **Downstate Medical Center**	2:15 – 3:00 PM **The ABCs of Digital Health Investing:** From Drips to Downfalls Why has digital health investing grown 400% over the past 3 years? Where should pharma invest now? *Harsha Murthy, MBA, Managing Partner,* **Consummate Capital, LLC.**	2:15 – 3:00 PM **The Novartis Biome: Helping the Digital Health Ecosystem Impact Drug Development** How did a team of three people implement the Novartis biome? How has the Novartis biome helped improve research and development efficiency and commercial sales? *Robin Roberts, Head of Innovation and Strategy,* **Novartis Biome**
3:15 – 4:00 PM **The Public Health Perspective: Government and Digital Health** How is digital health changing public health? Where is the diffusion taking place? *April Smith-Hirak, Acting Regional Health Administrator,* **US Department of Health and Human Services**	3:15 – 4:00 PM **Case Studies on Digital Therapeutics** Defining digital theraputic. Pathways to FDA approval: past and present guidelines for FDA approval. *Dr. Stan Kachnowski, Chair,* **HITLAB**	3:15 – 4:45 PM **How Digital has Changed Healthcare by Empowering the Patient** What do you consider the unconventional strategies of digital health life sciences today? How can these strategies disrupt the future of the healthcare ecosystem and empower patients? *Matthew Holt, CEO,* **Smack Health,** *Co-founder* **Health 2.0**
4:00 – 4:45 PM **The Pharma Perspective: The Digital Health Venture Fund Strategy** Has the history of the pharma digital health venture fund produced any successes? What have we learned about past digital health venture funds? *Bill Taranto, President,* **Merck Global Ventures** 6:30 - 8:00 PM **Networking Reception:** *Location: TBD*	4:00 – 4:45 PM **Biosensors, Wearables, and VR:** Tools of the Trade in Digital Health What is the problem we are trying to solve today in healthcare? What are biosensors, wearables, and VR in digital health today? *Natalie Schneider, Vice President Digital Health,* **Samsung**	
Synopsis & Conclusion by Prof. Kachnowski	Synopsis & Conclusion by Prof. Kachnowski	Synopsis & Conclusion by Prof. Kachnowski

Definition

*Estimated

Categories

Healthcare Commerce	**Wearables & Biosensing**	**Apps, Health Tools & Tracking**	**Analytics/Big Data**
Mobile Health Technology (mHealth)	**Digital Medical Devices**	**Telemedicine Telehealth**	**Personalized Medicine**
Social Media	**Gamification**	**Data Visualization**	**Healthcare EHR & Clinical Workflow**

Key Concepts
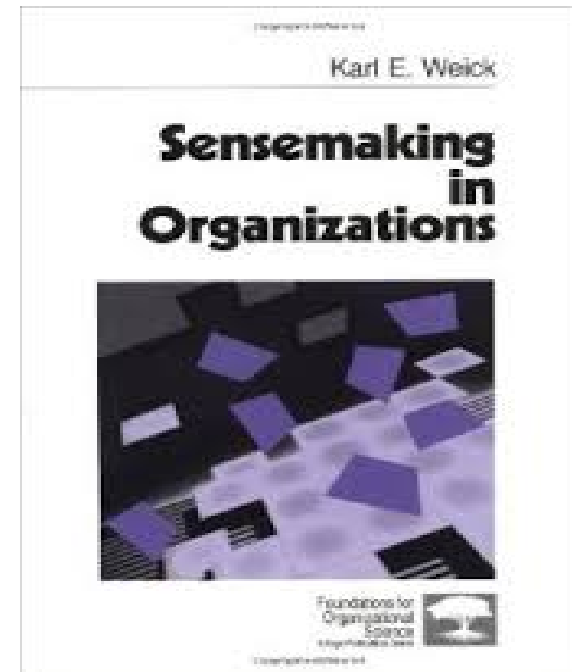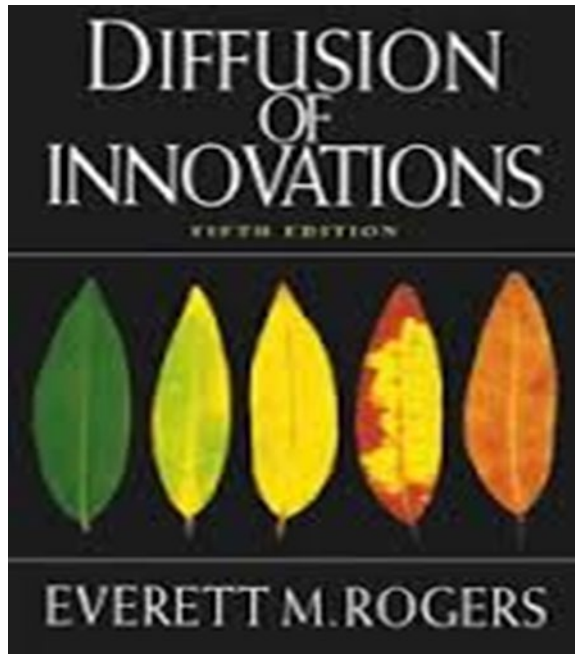
The Future of Digital Health
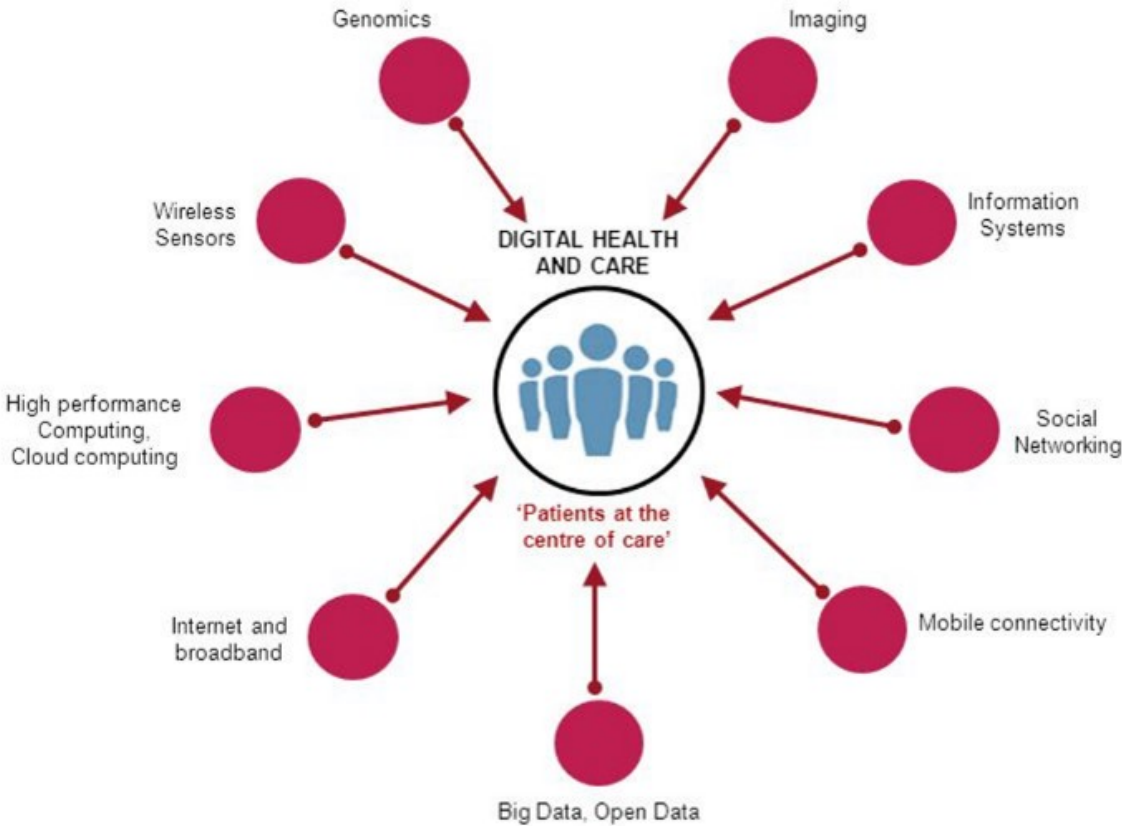
Thank you!
Contact Dr. Stan Kachnowski
212 543 0107
swk16@gsb.columbia.edu
LinkedIn

Sylvia Romm MD, MPH, FAAP

Chief Innovation Officer
Atlantic Health System

Atlantic Health System

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Telemedicine Technology During COVID-19

Presented at the NCAHEC
Webinar on May 11, 2020

Jordan Berg
Technology Assessment Specialist
Telehealth Technology Assessment Center
jjberg@anthc.org

Doris Barta
Program Director
Telehealth Technology Assessment Center
dtbarta@anthc.org

Who is TTAC?

- TTAC is federally funded through the Office for the Advancement of Telehealth (OAT)
- TTAC provides Technology Assessment services to the 12 regional TRCs as well as the other national TRC.
- Between the three TTAC staff, there is over 50 years of experience in Telehealth

Telehealth Resource Centers

Provide FREE RESOURCES for Telehealth program development and sustainability
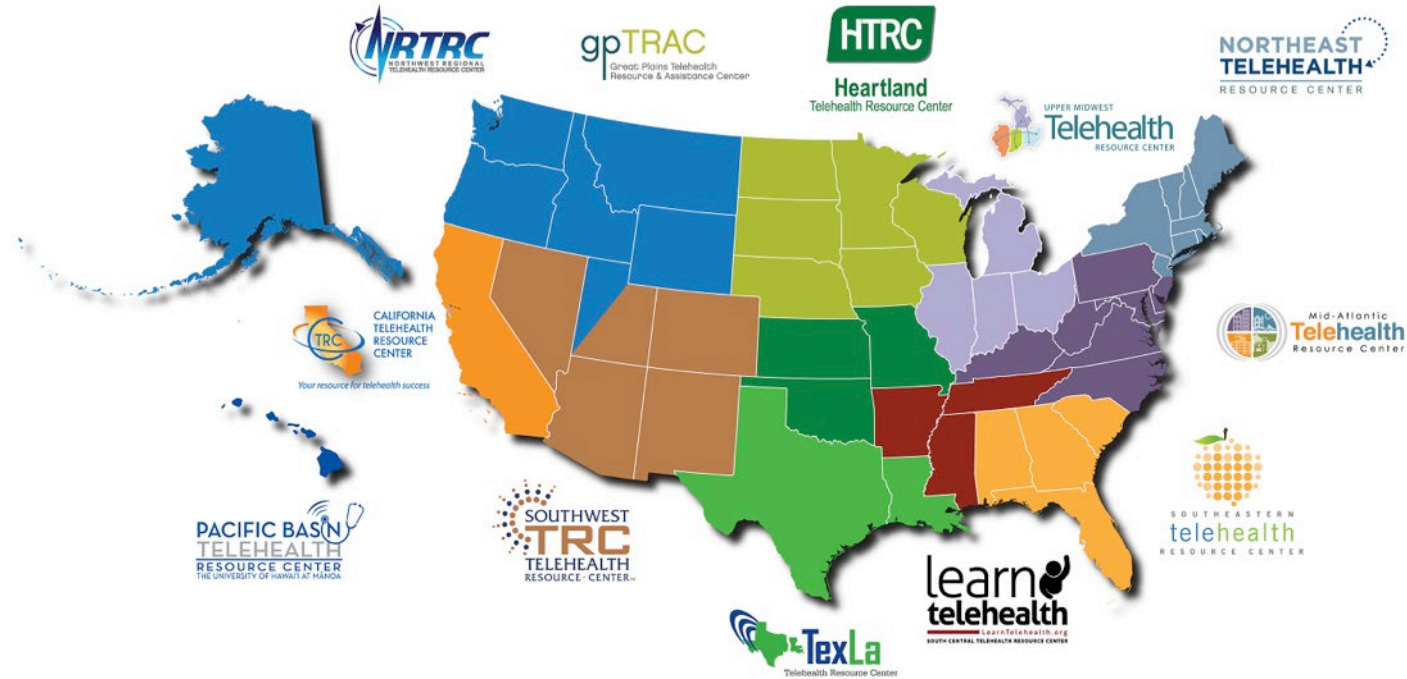
Overview

- **State of Telemedicine Technology during COVID-19**
  - **Telemedicine Platform Trends**
    - **Security and Privacy**
- **Key Thoughts**
  - **Telemedicine Technology**
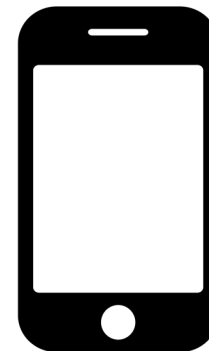 - **COVID-19**
- **Questions**

Telemedicine Video Platform Trends: COVID-19

- **Web-Based**
- **Direct to Patient in Home**
- **Mobile Platforms**
- **Link Based/No Download**

Key Platform Dimensions:
- **Deploy-ability**
- **Scalability**
- **Reliability**
- **Ease of Use**

Telemedicine Technology Trends: Remote Monitoring

- **Temperature**

- **SpO2**

- **Chronic Disease**
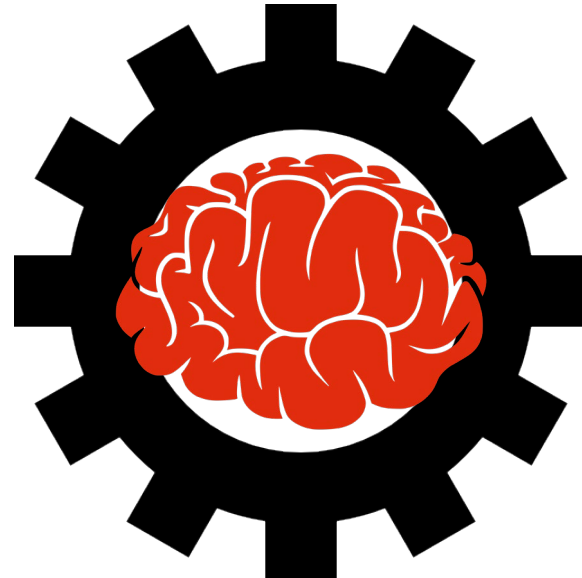 - **Blood Pressure**
  - **Blood Glucose**
  - **Weight**

Key Dimensions:
- **Availability**
- **Integration and Interoperability**
- **Ease of Use**

Key Thoughts: Telemedicine Technology

- Technology should always support the Use Case

- Hands-on is vital

- Obtain Support:
  - Clinical
  - Administrative
  - Technical/IT

Key Thoughts: Telemedicine Technology (Cont.)

COVID-19

- Using what the patient has

- Security and Privacy

- Plan past the Crisis

How to have TTAC help you…

1 www.telehealthtechnology.org

2

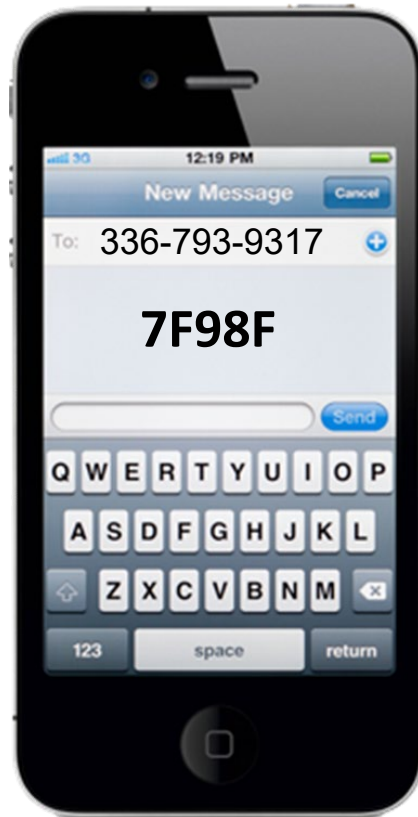**3** Ask us your technology questions.

Thank You

Contact Us:

www.telehealthtechnology.org

1-844-242-0075

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Telehealth Technical Assistance is Available

Contact Us

Safety Net Health Care Providers

NC ORH Website - https://www.ncdhhs.gov/divisions/orh

Email – ORH_Telehealth@dhhs.nc.gov

Health Care Providers

NC AHEC - https://www.ncahec.net/practice-support/what-we-do/

Email - practicesupport@ncahec.net

facebook.com/ncahec   twitter.com/ncahec

CCNC Website - https://www.communitycarenc.org/newsroom/coronavirus-covid-19-information

E-mail - ccncsupport@communitycarenc.org

State COVID-19 website: www.ncdhhs.gov/COVID19