

Embracing Telehealth in 2021

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INFINITY REHAB

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State of Telehealth

Update on the Public Health Emergency

- HHS Secretary issued a renewal of the PHE effective January 21, 2021 for an additional 90 days **until April 20, 2021**
- Recent HHS letter to Governors indicated the PHE “will likely remain in place for the entirety of 2021.”
- Not an official Public Health Emergency declaration

<https://www.phe.gov/emergency/news/healthactions/phe/Pages/default.aspx>



NARA
The National Association of
Rehabilitation Providers and Agencies



INFINITY REHAB
TOUCH A FEELER

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Challenges

How can our organization fully embrace telehealth?

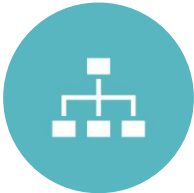
How do we get buy in from Therapists? Patients? Physicians?

Once the PHE ends how can we continue to use in OP?


How can we market our telehealth services to physicians?

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Fully Embracing Telehealth





ORGANIZATION



CLINICIANS



PATIENTS



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How does
this make
you feel?



5

...and this?

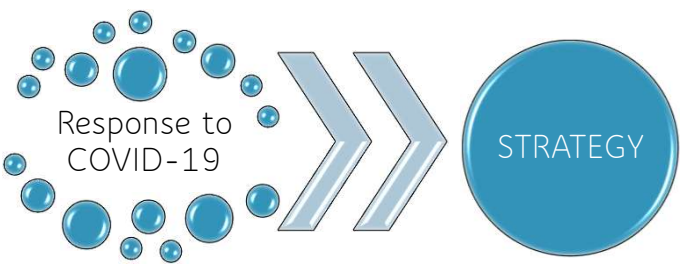


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Organization & Clinician Buy-In

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Telehealth in your Organization



Implementation

Maintenance



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Change Management

Embracing telehealth as a mode of care delivery is first and foremost a **change management** effort.

A successful telehealth strategy must outline the strategies and principles behind engaging the clinicians and staff.



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Shared Vision and Goals

A well-developed telehealth strategy conveys a **vision** that aligns with the organization's overall strategy.

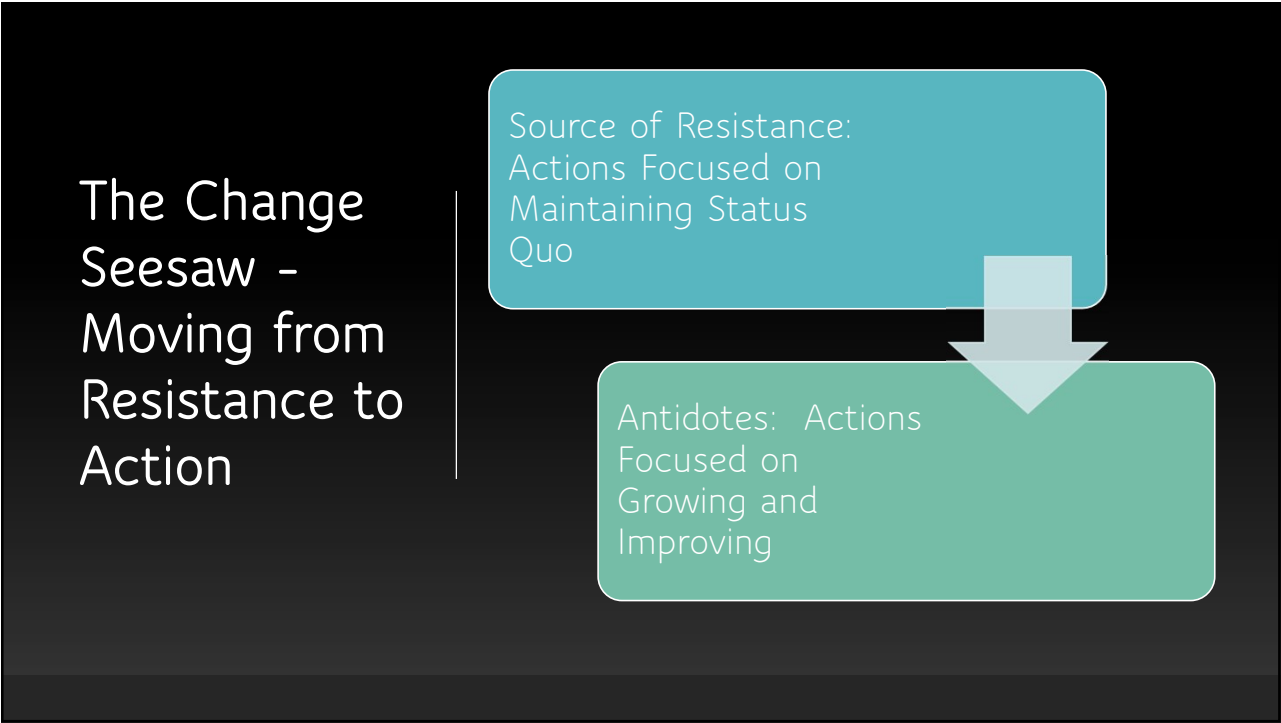
Answers "WHY?"

Your telehealth strategy must demonstrate how telehealth will be used to drive the organization's **strategic objectives**.

Drives buy-in



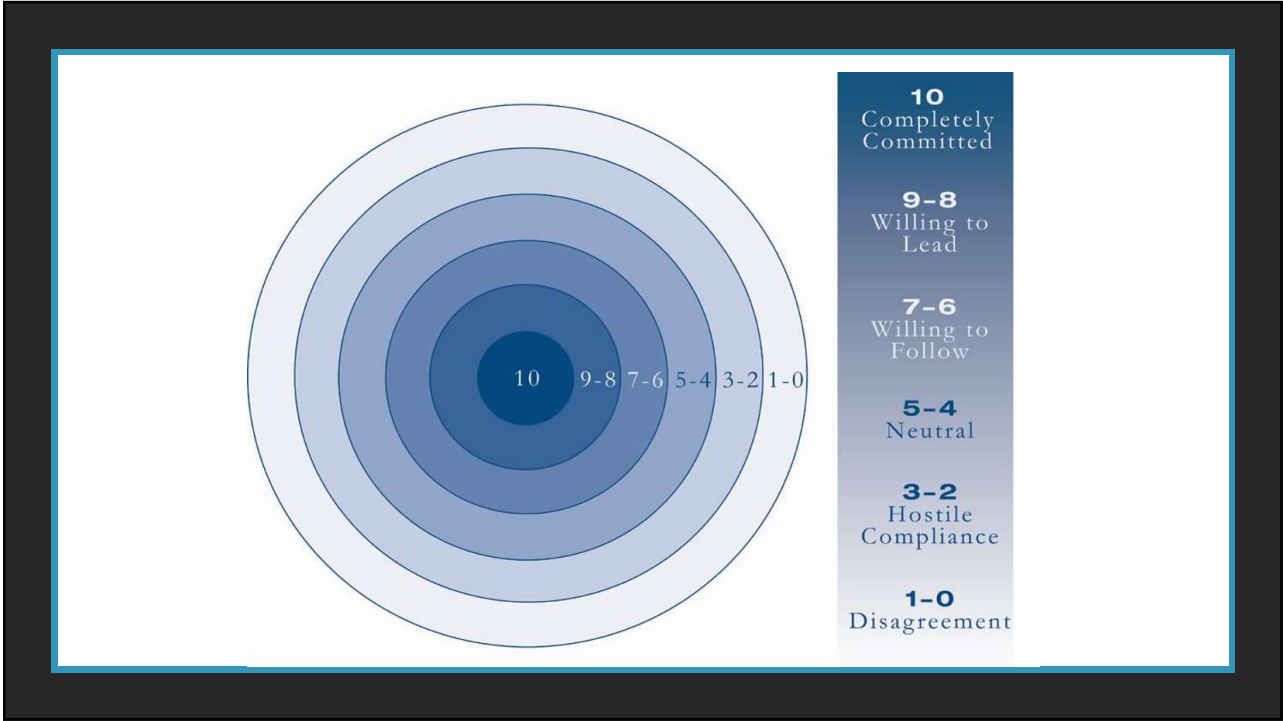
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<div>RESIST CHANGE</div> <div>CHANGE</div>	SOURCE OF RESISTANCE <small>Action focused on maintaining status quo</small>	ANTIDOTES <small>Actions focused on growing and improving</small>
	1. The old way is comfortable and known.	<ul style="list-style-type: none">• Provide encouragement and support• Acknowledge discomfort and assist people to move through it instead of avoiding it
	2. The need for change is not clear or not accepted.	<ul style="list-style-type: none">• Structure rational dialogue• Structure high levels of participation from the earliest stages
	3. The nature of the change is unknown or feared.	<ul style="list-style-type: none">• Educate about anticipated processes and outcomes• Frequent and open communication on process and outcomes
	4. The change may require new skills or skills that are perceived to be lacking.	<ul style="list-style-type: none">• Provide coaching and training for competence and confidence building
	5. The impact of the change is not clear or not accepted.	<ul style="list-style-type: none">• Provide education on the impact• Structure dialogue regularly• Allow participation in planning and design• Provide incentives to change
	6. There is no incentive to change.	<ul style="list-style-type: none">• Revamp performance appraisal and reward systems
	7. There is a lack of commitment to the change or to its implementation.	<ul style="list-style-type: none">• Promote high levels of participation in planning• Inquire as to what is needed for people to make commitment and create a plan
	8. The change is inconsistent with the current culture.	<ul style="list-style-type: none">• Define shift in paradigm• Reframe activities to fit new paradigm• Invest in organizational learning and development

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Training and Workflow

A telehealth program is only as strong as the training clinicians receive around quality care delivery and engaging patients virtually.

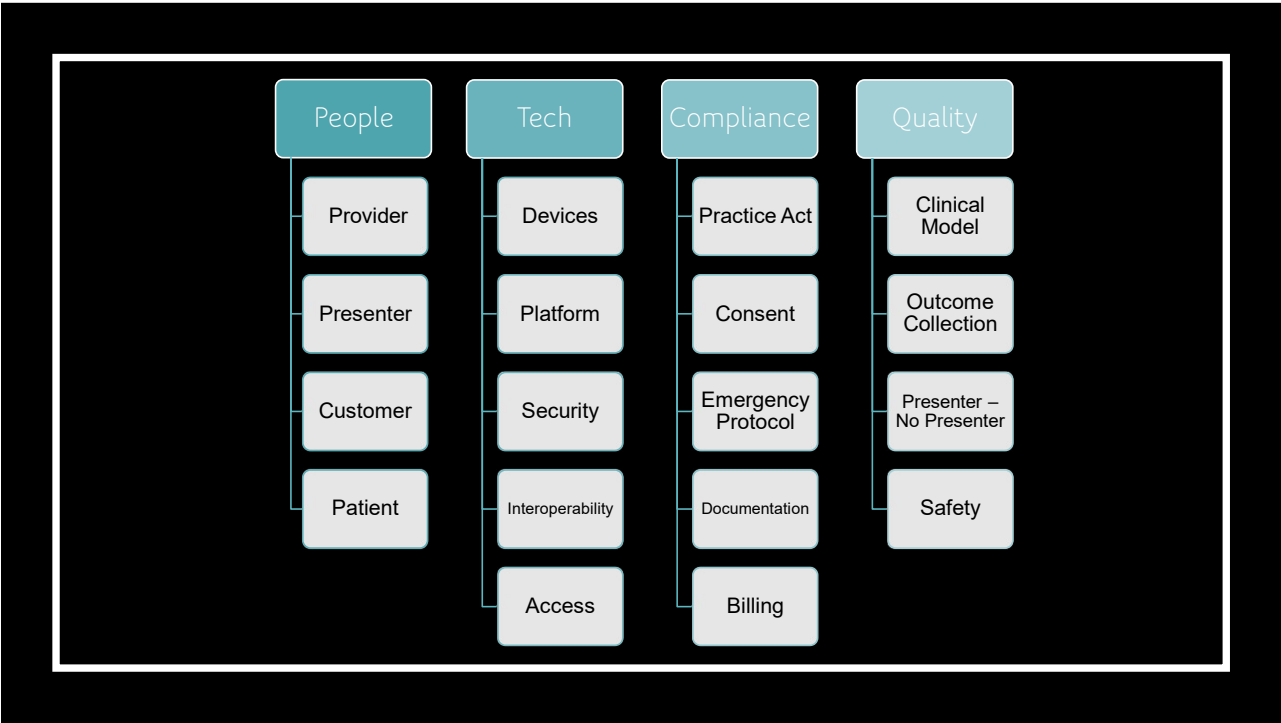
Review telehealth workflow to simplify and resolve barriers.

- o 44% stated lack of training on how to practice medicine via telehealth
- o 41% stated limited technology infrastructure

Source: Digital Doctor 2020 survey of 1,745 PCPs across 21 countries (Nov 2019-Feb 2020)



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Clinician Training

IMPLEMENTATION

Benefits of telehealth

Basic clinical decision-making with telehealth delivery

Basic technology troubleshooting

Best practice for workflows and patient scheduling


MAINTENANCE


Advanced clinical decision-making with telehealth delivery

Incorporate other technology (exercise videos, digital measurement)

Engaging other stakeholders (physicians, caregivers) as part of telehealth visits


Problem solving environmental barriers as needed (with distant provider and/or patient)






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What will you measure?



QUALITY OUTCOMES



PATIENT EXPERIENCE



PROVIDER SATISFACTION

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Measuring Impact

Input Measures – resources, i.e. time, staff, money, spent on delivering the service

Output Measures – quantifiable results, i.e. the number of visits or patients seen

Quality Measures – characteristics of the results, i.e. patient or physician satisfaction

Outcome Measures – impact and value generated, i.e. improved health or reduced ED visits



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Patient Buy-In

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Barriers



FEAR OF TECHNOLOGY



LACK OF ACCESS TO TECHNOLOGY



PERCEPTION THAT TELEHEALTH IS A LOWER QUALITY OF CARE

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Patient Introduction to Telehealth

Hybrid approach

- At evaluation, present telehealth as *part of* delivery of therapy (not a replacement)

Main principles of patient-centered therapy apply

- Build rapport
- Ask patient his/her goals and preferences
- Practice active listening
- Use shared-decision making



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Education

Educate on what telehealth is (and isn't)

- Media/Communication (brochures, emails, newsletters)

Assess access and familiarity with technology

- Assure telehealth is secure
- Provide Technology tips
- Do a practice run

Set expectation and prepare patient/caregiver for what a telehealth visit "looks" like

- Patient checklist
- What to do prior to visit (i.e. test equipment, find a quiet area with good light, charge device)
- What to have available for visit (i.e. adaptive devices, vitals equipment, clinician's cell #)



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Device	Age 65+ (inclusive)	Age 75+	Source
Cell phone (not smartphone)	40% 24%	58-63%*	Pew 2017, AARP 2019
Smartphone	46%	31%	Pew 2018
Fitness band	10%	N/A	AARP 2019
Tablet	40%	20-28%*	AARP 2019, Pew 2018
Computer (Desktop, Laptop)	61%	73%	AARP 2019, Pew 2015
Use the Internet	66%	44-60%*	Pew 2018
Home broadband	61-66%	28- 41%*	Pew 2018

Device Adoption of Older Adults 65+

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Telehealth after the PHE

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Motivation Beyond Safety

Currently, one of the main messages is that telehealth provides safe and convenient access to care.

As we move past the pandemic, the safety message will still be important, but providers will also need messages for different demographics.

The motivation to use telehealth is going to be different for a person who is completely mobile with a car, where eliminating the hassle of an in-person appointment will be appealing, vs. an older adult who has limited mobility or someone who lives in a rural community.



Build into Your Business Strategy



IDENTIFY REIMBURSEMENT
SOURCE (BE AWARE OF ANY
RULES AND RESTRICTIONS)



REVIEW STATE PRACTICE ACTS
AND REGULATIONS AFTER PHE
FOR CHANGES





BE INNOVATIVE AND BUILD OFF
THE REFERRAL RELATIONSHIPS
YOU HAVE ESTABLISHED

Marketing to Physicians and Other Referral Sources

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Marketing Telehealth Therapy Services

- Imbed use of telehealth as a mode of delivery into existing campaigns
- General Notice
- Opportunity to Educate
- Reach out to Referral sources
- Contact current and former patients
- Anticipate common questions and provide information proactively




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Marketing Telehealth



Be consistent with your organization's identity



Telehealth as a mode of delivery of your organization's clinical model



Include your data

Quality outcomes

Patient experience

Provider satisfaction

Get to know Telehealth

What is telehealth?

Telehealth is health services via audio and visual technology, connecting clinicians and patients for assessment, treatment, and consultation.

What are the benefits of telehealth?

Same Quality Care
Patients receive the same quality therapy they always have with Infinity Rehab, conducted virtually. 100% of Infinity Rehab patients surveyed said their in-person visits and telehealth visits were equal in quality.

Evidence-Based Clinical Model
Our clinicians follow an evidence-based clinical model to help patients meet their therapy goals. Under this model, our therapists focus on:




- Intensity
- Patient Self-Management
- Maintenance & Prevention
- Tailoring Care to Cognitive Ability


Access to Therapy
Telehealth is Infinity Rehab's innovative solution to ensure continued access to therapy services and best clinical care without disruption.

What does telehealth mean for therapy services?

- Patients meet one-on-one with their therapist virtually
- Trained telehealth specialists lead therapy sessions via a HIPAA secure audio-visual platform with the technology to ensure privacy
- Sessions are live and not recorded

Infinity Rehab is primed to work with patients through technology.







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Marketing Direct to Consumer

Consumers 65+ are using a wide range of digital platforms to find the right provider. (via Healthgrades 2020)

- 60% use search engines
- 51% use social media
- 31% use voice search



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Resources

Evaluation of Pragmatic Telehealth Physical Therapy Implementation During the COVID-19 Pandemic

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Sang S. Pak, DPT2, Daniel R. Keller, DPT2, Deborah E. Barnes, PhD, MPH3

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Original Research



Evaluation of Pragmatic Telehealth Physical Therapy Implementation During the COVID-19 Pandemic

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Abstract

Objective. The objective was to evaluate implementation of telehealth physical therapy in response to COVID-19 and identify implementation strategies to maintain and scale up telehealth physical therapy within a large urban academic medical center.

Methods. The Reach Effectiveness Adoption Implementation Maintenance (RE-AIM) framework was used to evaluate telehealth physical therapy implementation. Patient-level data were extracted from electronic medical records between March 16, 2020, and May 16, 2020 (implementation phase). Reach was defined as the proportion of physical therapy sessions completed via telehealth. Effectiveness was assessed using a patient-reported satisfaction survey with a 5-point Likert scale. Adoption was defined as the proportion of physical therapists who used telehealth. Implementation was assessed through qualitative analysis of patient and clinician perspectives to identify emergent themes, retrospectively classify strategies used during the implementation phase, and prospectively identify evidence-based strategies to increase telehealth maintenance and scale-up. Maintenance of telehealth was defined as the proportion of patients who indicated they would attend another telehealth session.

Results. There were 4548 physical therapy sessions provided by 40 therapists from March 22, 2020, to May 16, 2020, of which 3883 (85%) were telehealth. Ninety-four percent of patients were satisfied. All physical therapists (100%) used telehealth technology at least once. Retrospectively classified and prospectively identified evidence-based strategies were organized into 5 qualitative themes that supported implementation: organizational factors (policies, preexisting partnerships), engaging external stakeholders (satisfaction survey), champions (clinician leaders), clinician education (dynamic, ongoing training), and process (promote adaptability, small tests of change). Ninety-two percent of patients reported they would attend another telehealth session.

Conclusion. Findings from this study suggest that implementation of telehealth physical therapy during the COVID-19 pandemic was feasible and acceptable in this setting.


Impact. These results can be used to guide future health policy, quality improvement, and implementation science initiatives to expand the use and study of telehealth for physical therapy.

Keywords: Telehealth, Quality Improvement, Implementation Science, Outpatient Physical Therapy, Hospital-Based

Resources

California Telehealth Resource Center

<https://www.caltrc.org/knowledge-center/>



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TRAINING

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Resources



CTRC produces materials that incorporate best practices in telehealth to meet the needs of a variety of telehealth programs. These publications provide practical guidance, tools and templates, and are designed to support your organization in reaching their telehealth goals.

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[Sample Forms and Guidelines](#)

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[Videos](#)

Resources

HHS Telehealth Resource site

<https://telehealth.hhs.gov/>


TELEHEALTH.HHS.GOV

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Search

Telehealth: Health care from the safety of our homes.

Whether you're a patient looking for medical care, or a doctor who provides it, telehealth keeps us connected — even while social distancing during COVID-19.



Learn more about telehealth

For patients

Find out what telehealth is and what to expect from a virtual doctor's visit. You can also check out our tips on finding telehealth care.

What is telehealth?

Telehealth during COVID-19

Finding telehealth options

See more on the patients page

For providers

Get information to help you provide remote care through telehealth services and get up to speed on recent COVID-19 changes to policies and billing and reimbursement.

Getting started with telehealth

Policy changes during COVID-19

Billing for telehealth during COVID-19

See more on the providers page

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Thank you!

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