The National Consortium of Telehealth Resource Centers (NCTRC) consists of 14 Telehealth Resource Centers (TRCs). As a consortium, the TRCs have an unparalleled amount of resources available to help virtual programs across the nation, especially within rural communities. Each TRC is staffed with telehealth experts who are available to provide guidance and answer questions. As telehealth continues to gain more visibility and recognition in healthcare, the TRCs will remain positioned to provide assistance for all.
Webinar Tips and Notes

• Your phone &/or computer microphone has been muted.
• If we do not reach your question, please contact your regional TRC. There may be delays in response time: https://www.telehealthresourcecenter.org/contact/
• Please fill out the post-webinar survey.
• The webinar is being **recorded**.
• Recordings will be posted to our YouTube Channel: https://www.youtube.com/c/nctrc
Polling Questions

The NCTRC is considering adding CMEs to the webinar series. Please take **30 seconds** to complete the poll. We appreciate your feedback and time to complete the poll, thank you!
Kacy Crittenden, Director of Ambulatory Quality - Our Lady of the Lake Physician Group

Kacy supports Our Lady of the Lake Physician Group as the Director of Ambulatory Quality. Her areas of responsibility include the development and implementation of workflows that support the goal of achieving the Triple Aim. She supports a unique team that has daily touchpoints with patients and works to promote preventative care and screenings. She recently received her Master of Applied Science in Population Health Management from the Bloomberg School of Public Health of Johns Hopkins University. Kacy and her team were instrumental in enabling the rapid scale of video visits across the health system in the midst of COVID-19.
Chris Funes, MD, FAAP, Medical Director for Quality - Lake Physician Group

A native of Baton Rouge, Dr. Funes is a graduate of Louisiana State University School of Medicine in New Orleans. He completed his post-graduate training at Baylor College of Medicine in the Texas Children’s Hospital Affiliated Pediatric Residency Program, during which time he served as the Ben Taub Hospital Neonatology Chief Resident.

He has practiced General Pediatrics with Our Lady of the Lake Physician Group since August 2000. He has served as faculty in the Our Lady of the Lake Pediatric Residency Program, and was awarded the inaugural ‘Golden Apple’ award for outstanding teaching. He was named the first Medical Director for Quality for OLOLPG in 2014 and continues in that role today. Since 2018, he has served as Medical Director for Community Care for OLOLPG.

Dr. Funes has been an outspoken advocate for virtual health, and a leader in the push to expand video visits.

He resides in Baton Rouge with his wife and two children.
Jenny Smith, Director of Digital Health - Franciscan Missionaries of Our Lady Health System

Jenny currently serves as Director of Digital Health for the Franciscan Missionaries of Our Lady Health System, where she is responsible for the development and implementation of a system-wide digital health strategy. Jenny is also past Chair for the Louisiana Taskforce on Telehealth Access and a member of the TexLa Telehealth Resource Center Advisory Committee. Jenny received her Bachelor of Science degree in Information Systems and Decision Sciences from Louisiana State University, and her Master of Science in Information Systems from Middle Tennessee State University. Jenny has built her career around enabling access to quality care through technology.
Making Video Visits Personal

Implementing and Scaling with Your Own Providers
Agenda

FMOLHS - Who We Are

Video Visit Journey

Perspectives from the Team

Wrapup
Franciscan Missionaries of Our Lady Health System

• One of the largest healthcare systems in Louisiana

• Non-profit, Catholic organization

• The leading healthcare provider for more than half of Louisiana’s population, as well as serves Mississippi’s largest metropolitan area.

• Began in 1911 when six Franciscan Sisters brought their healing ministry to Louisiana. St. Francis Sanitarium opened in 1913.

• Headquartered in Baton Rouge, Louisiana, the ministry serves patients in Louisiana and Mississippi through a network of hospitals, clinics, physicians, elderly housing and integrated systems.
Principles

The Video Visit Journey

- Strategy from the outset – our providers, not outsourced
- Established patients
- Integrated with the EMR – don’t ask providers or patients to have to use another platform
- Replicate in the virtual process what we can do in clinic (consent, copay, rooming)
- Bill and collect insurance – why charge out of pocket when covered?
- Approved conditions (initially)
- Seamless connection to follow-up care
- Keep patient and revenue in our system
Approved Symptoms

- Allergies
- Sinus Pain/Pressure
- Sore Throat
- Cough/Congestion/Runny Nose
- Headache
- Nausea/Diarrhea/Vomiting/Constipation
- Pink Eye
- Rashes
- Insect Bites/Stings
- Burning/Painful/Unusual Urination
- Follow-up for ADD/ADHD
- Medication Question/Refills
- Behavior/Development Questions
Critical to Success

- Physician champions
- Continuity of care enabled by using our providers
- Making the process easy
- Thorough training and testing processes
- Seamless, integrated workflow

Measure and respond:
- Metrics
- Providers live and actively using
- Visit types
- Visit frequencies
- Demographics
- Reimbursement
- Provider and patient surveys
The Impact of COVID-19

**Sep 2018- Feb 2020**
~ 200 providers live
> 3,000 visits conducted

**Mid-March 2020**
All 600+ ambulatory providers live
> 8,400 visits in one week

**Total Increase of 15,859%**
Adding to our Team Approach

- Previous rapport with patients
- Effective phone communication skills
- Experience with MyChart
- Clinical Care Partners (CCPs)
Preparing the Team for Success

Communication class
- Awareness of Personal Communication Style
- Active Listening
- Crucial Conversations

Scripting
- Highlight benefits to patients and families
- Provides guidance for team members
- Written in a manner further rapport with providers
Preparing the Team for Success

- Video Education for the Team Members from the Patient View
- Providing the Gift of Time
- Identifying Subject Matter Experts and Referring Patients/Families in Need of Additional Support
Engaging Our Patients

First MyChart Message: How to participate in a Video Visit

Our triage:

- Leading with patients who were at higher risk and needed immediate care
- Transitioning to a proactive approach

Incorporating long-term efforts into existing workflows
Virtual Care: A Physician's Perspective
Engaging Our Providers

- Beta testing with committed change agents (and hand-picked patients)
- Expanded to a group of tech savvy ‘early adopters’
- Shared our success and invited a ‘coalition of the willing’ to participate
- Targeted roll-out with individual ‘touches’
- Widespread adoption in early 2020
- System-wide adoption upon emergence of COVID
Engaging Our Providers

- Allowed us to identify hardware/software trouble spots early
- Opportunity to improve the patient experience
- Created champions who could speak to benefits; how much patients appreciated modality
- Patients became our advocates; pod to pod contagion
Most Common Pushback

• No one will pay me if they can’t see me in person
• Can’t do a visit without vital signs
• I can’t complete the visit or may need labs
• Patients are going to make visits for dumb things
• Patients are going to make visits for emergent things
• I can’t bill if I don’t do a physical exam
• My patients aren’t tech savvy; don’t have a computer
• My patients aren’t interested
Our Pitch

• Your patients are in the digital space – if you don’t meet them there, someone else will

• Increases MyChart adoption

• (Unreimbursed) 20-minute phone call becomes video visit

• The Hammonds – family of 6 who live 30 minutes away, and normally go to an Urgent Care for ‘sick visits’

• Team care – keeps care within the ‘family,’ documentation in OUR EHR
In Summary

“The demand for virtual care and remote monitoring has reached critical mass. It’s time for the supply to keep up.”
- Eric Rock, founder and CEO of Vivify Health—August 23, 2019

“Patients are starting to enjoy being seen from home. We need to be prepared for this to continue.”
- FMOLHS MD

“These [video visits] have been helpful. The strange thing is that, in this era of mask wearing, I feel more humanly connected to the patients on video visits than in person because I can see their facial expressions.”
- FMOLHS MD

“I believe video visits are a great way to provide access to care.”
- FMOLHS MD

Thank you!
The NCTRC Webinar Series

Occurs 3rd Thursday of every month.

Telehealth Topic: TBD
Date: July 16th, 2020
Times: 11 AM – 12 PM (PT)
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