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What is the American Telemedicine Association (ATA)?

The only organization completely focused on accelerating the adoption of telehealth, ATA is working to change the way the world thinks about healthcare.

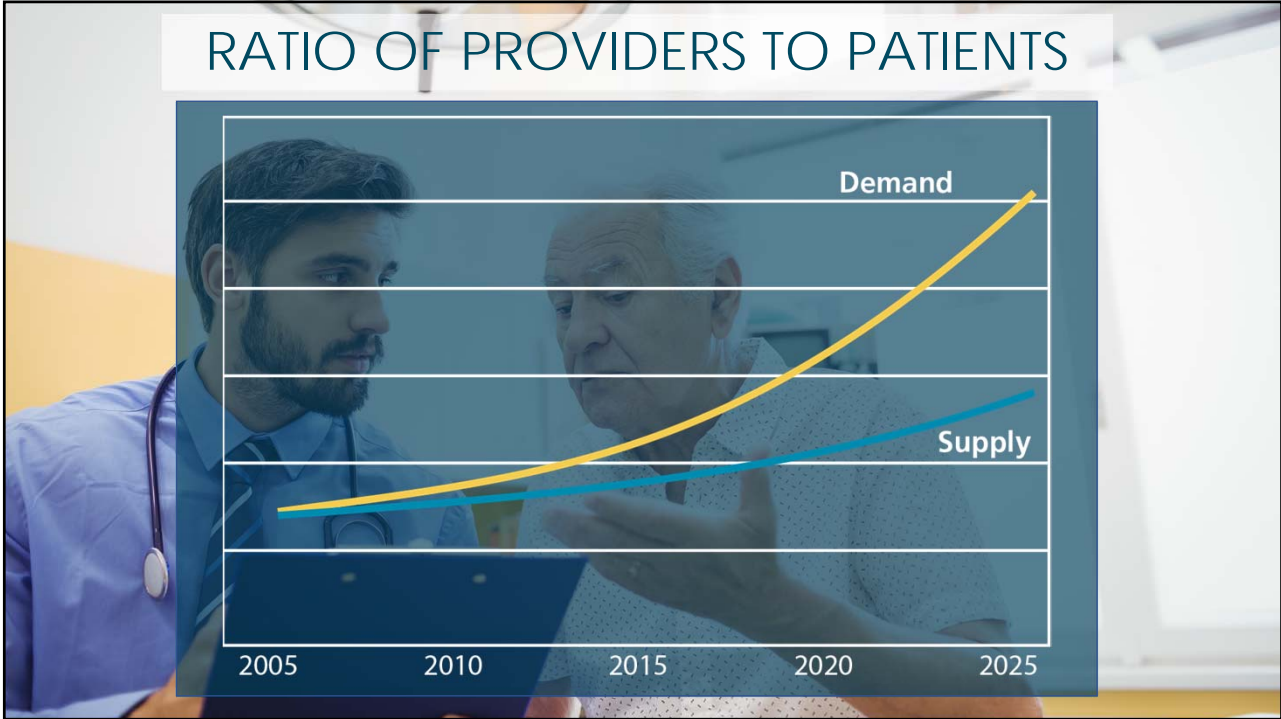
Select ATA Member Organizations:

Hospitals and Health Systems	Solution Providers	Other
Ascension Children's National HCA Healthcare Intermountain Healthcare JOHNS HOPKINS MEDICINE UPMC	American Well Avera eCARE BioTelemetry GlobalMed soc Telemed Teladoc HEALTH	<i>Independent Physicians and Groups; Other Associations; Start Ups; Entrepreneurs</i> 1800 contacts Humana intel Microsoft SONY Ziegler

OUR WORK

Education and networking are hallmarks
 SIGs advance practice guidelines and problem solve
 Initiatives focus on time sensitive topics
 Policy and advocacy at the Federal and state levels

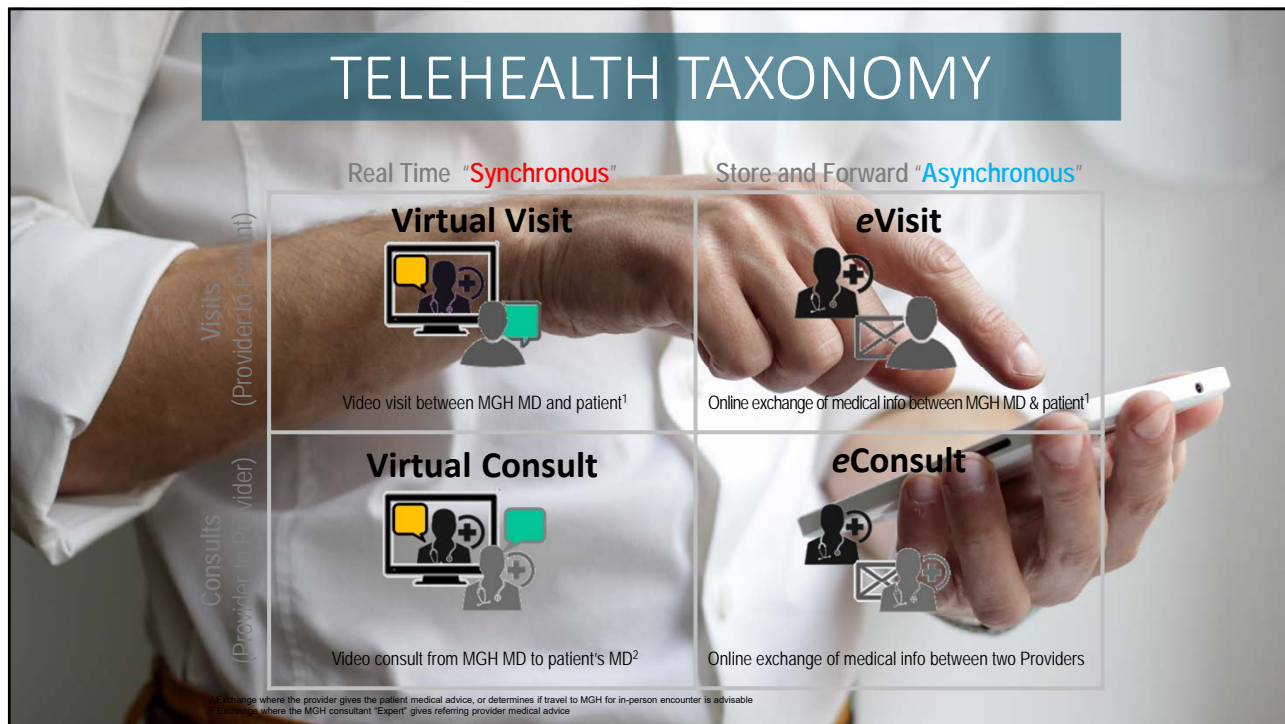
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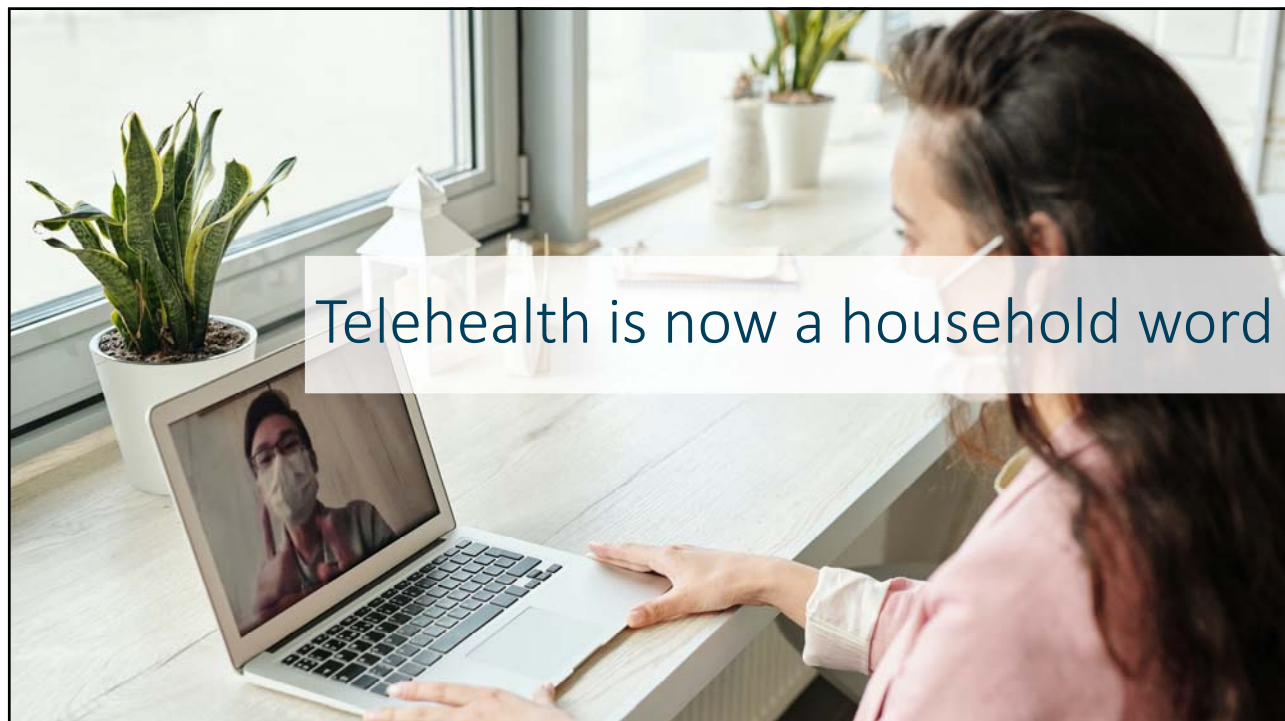
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March – June, 2020

Providence	20 – 30x increase
Mass General	10 – 20x increase
Jefferson	10x increase in one week
NYU Langone	0 to 5,500 virtual visits in one day
Sutter	175x increase
Zipnosis	590 visits per day to 75,000 per day
Teladoc Health	100,000 visits in one week

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Telehealth is now a household word

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We have successfully brought the doctor's office into the home

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Polling Question 1

A patient sends her doctor a set of blood pressure readings over a secure email link and the doctor replies with advice on how she should titrate her blood pressure regimen. This is:

- A. Illegal
- B. An evisit
- C. A virtual visit
- D. a virtual consultation

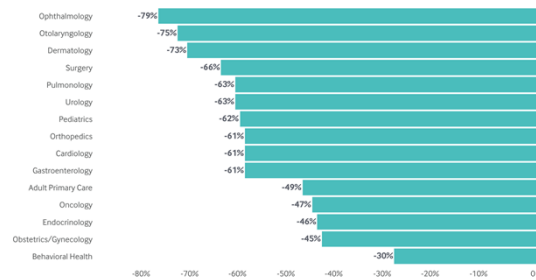
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What is the right mix?



Decline in Visits During the Lockdown Phase

Percent change in visits from baseline to week of April 5



Download data

Note: Relative decline in visits between week of April 5 (last full week of data) and baseline week of March 1. Data only for specialties shown. Decline shown is reflective of all visit types, so increases in telemedicine visits dampen the overall decline. Visits from nurse practitioners and physician assistants are not included.

Source: Ateev Mehrotra et al., "What Impact Has COVID-19 Had on Outpatient Visits?" To the Point (blog), Commonwealth Fund, Apr. 23, 2020. <https://doi.org/10.26099/afthe-jm36>

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Telehealth Reimbursement

Virtual Visit: standard E & M codes plus modifier (GT or 95)

e Visit (all for established patients):

- **G2012:** Brief communication technology-based service, e.g. virtual check-in, by a physician or other qualified health professional
- **G2010:** Remote evaluation of recorded video and/or images submitted by an established patient (e.g. store and forward), including interpretation with follow-up with the patient within 24 business hours
- **99421-23:** Online digital evaluation and management.

e Consult:

- **99446-99449:** Interprofessional telephone/internet/electronic health record assessment and management service provided by a consultative physician, including a verbal and written report to the patient's treating/requesting physician or other qualified health care professional. (99446: 5-10 min; 99447: 11-20 min; 99448: 21-30 min; 99449: 31 min or more)

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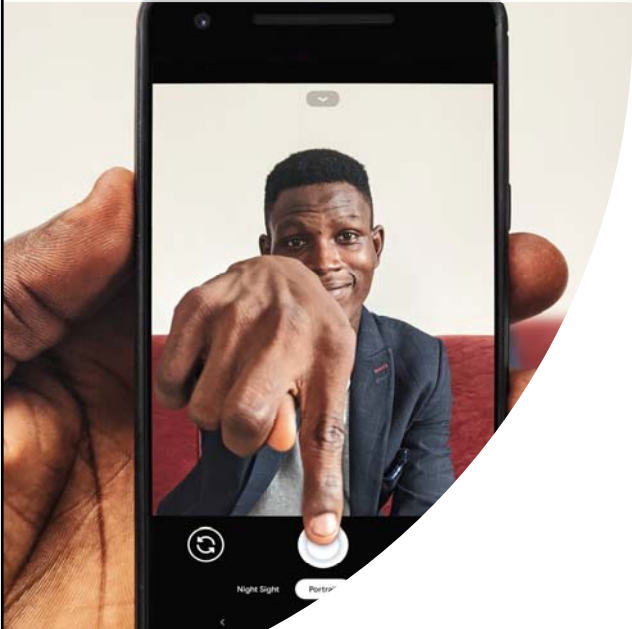
Trends to Watch



- Regulatory equilibrium
 - Reimbursement
 - Technology
 - Licensure
- Virtual visit add-ons
 - Digital biomarkers
 - Home devices (IOT)
 - Home laboratory testing
- More asynchronous
- More remote patient monitoring

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Business Implications



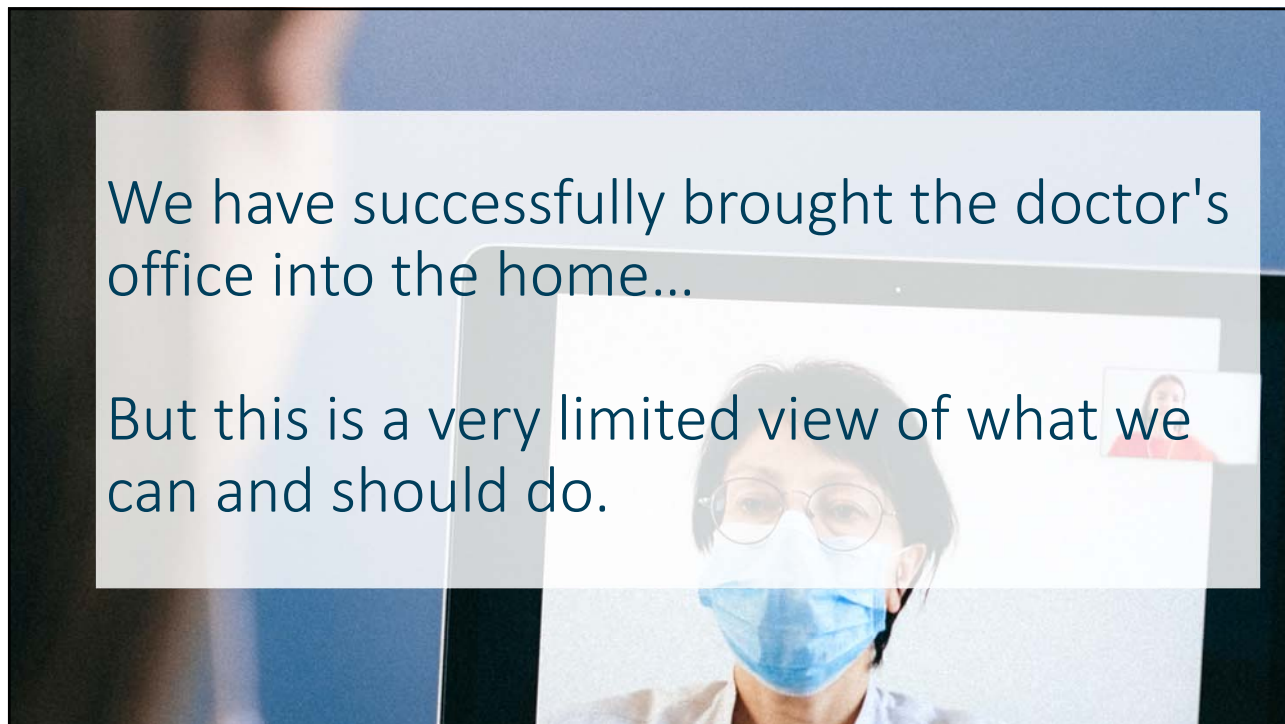
Providers:

- Optimize the use of the physical plant
- Rethink overhead calculations
- Workforce implications

Payers

- Is telehealth additive or substitutive?
- How to manage increased access and keep costs in check?

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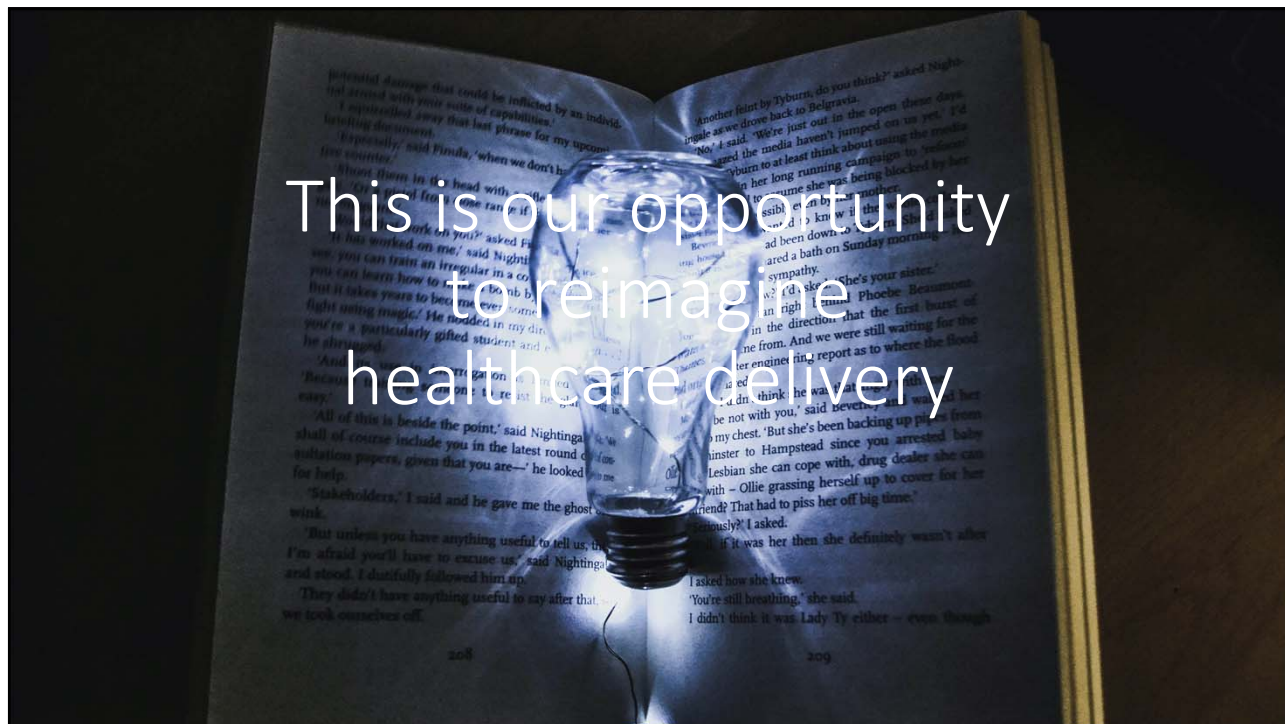
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Polling Question 2

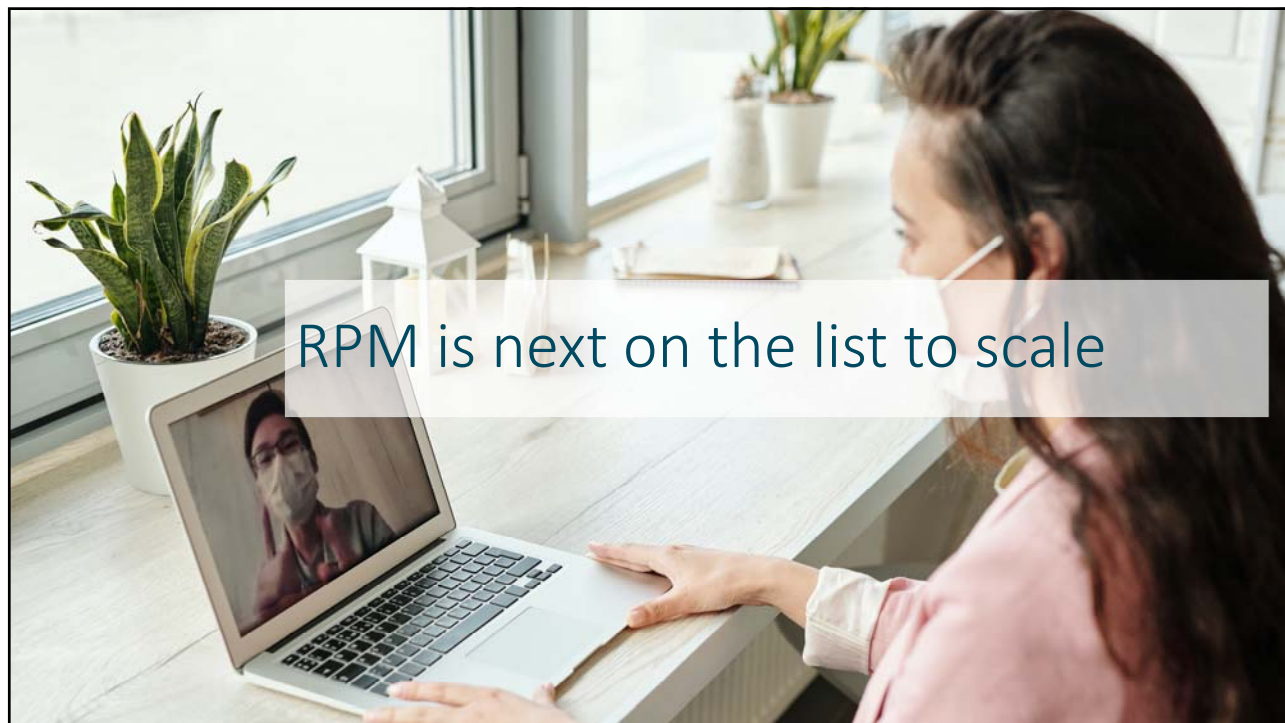
Regulatory policy regarding telehealth has changed during the public health emergency. Which of the policy areas below was NOT affected by the PHE?

- A. Licensure
- B. Reimbursement
- C. HIPAA
- D. The Stark law

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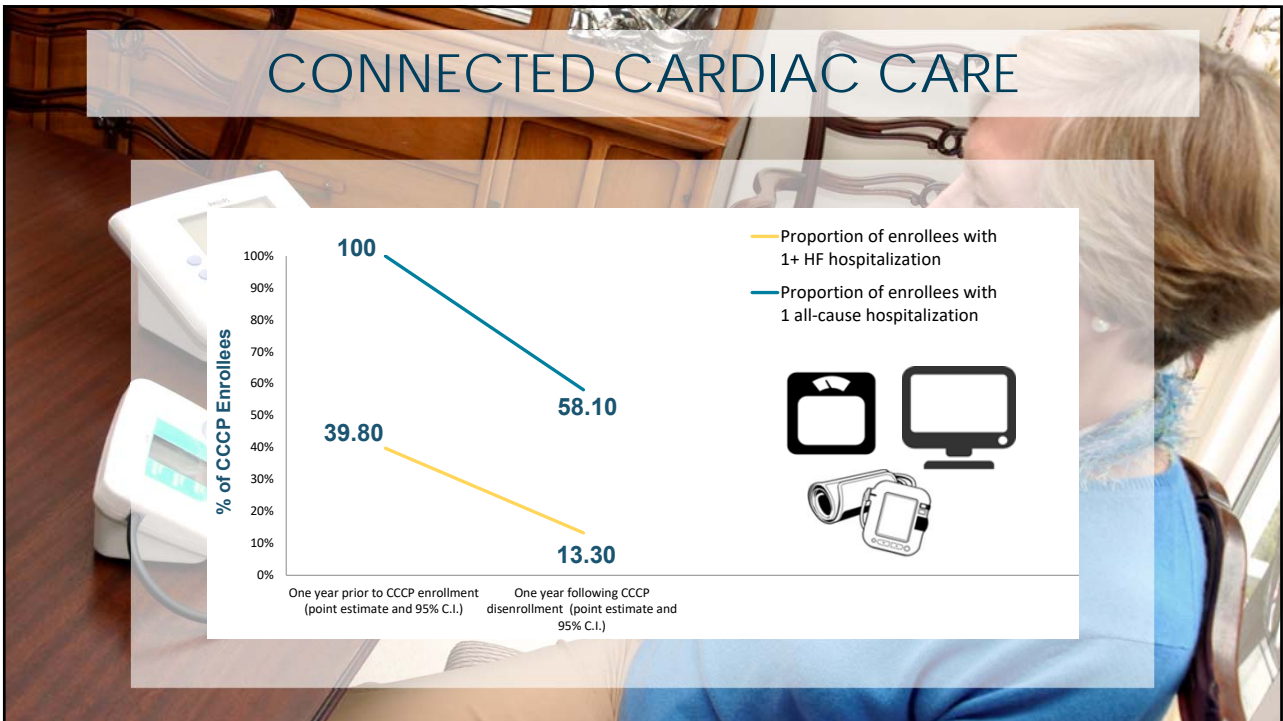
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RPM Reimbursement

- **99453**: Remote monitoring of physiologic parameters. Initial; set up and education of patient on use of equipment
- **99454**: Device supply, each 30 days
- **99457**: Remote monitoring management services 20 min./month. Requires interactive communication with the patient.
- **99458**: More than 20 min.
- **99091**: Collection and interpretation of physiologic data. 30 min. per 30 days. Must be a QHP

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Polling Question 3

Remote patient monitoring works well for

- A. Congestive heart failure
- B. diabetes
- C. Home appendectomies
- D. All of the above
- E. A + B

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DIGITAL THERAPEUTICS

Market to hit \$9B by 2025

Examples:

Pear Therapeutics

Akili Interactive

Happify

Proteus

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reSET & reSET-O



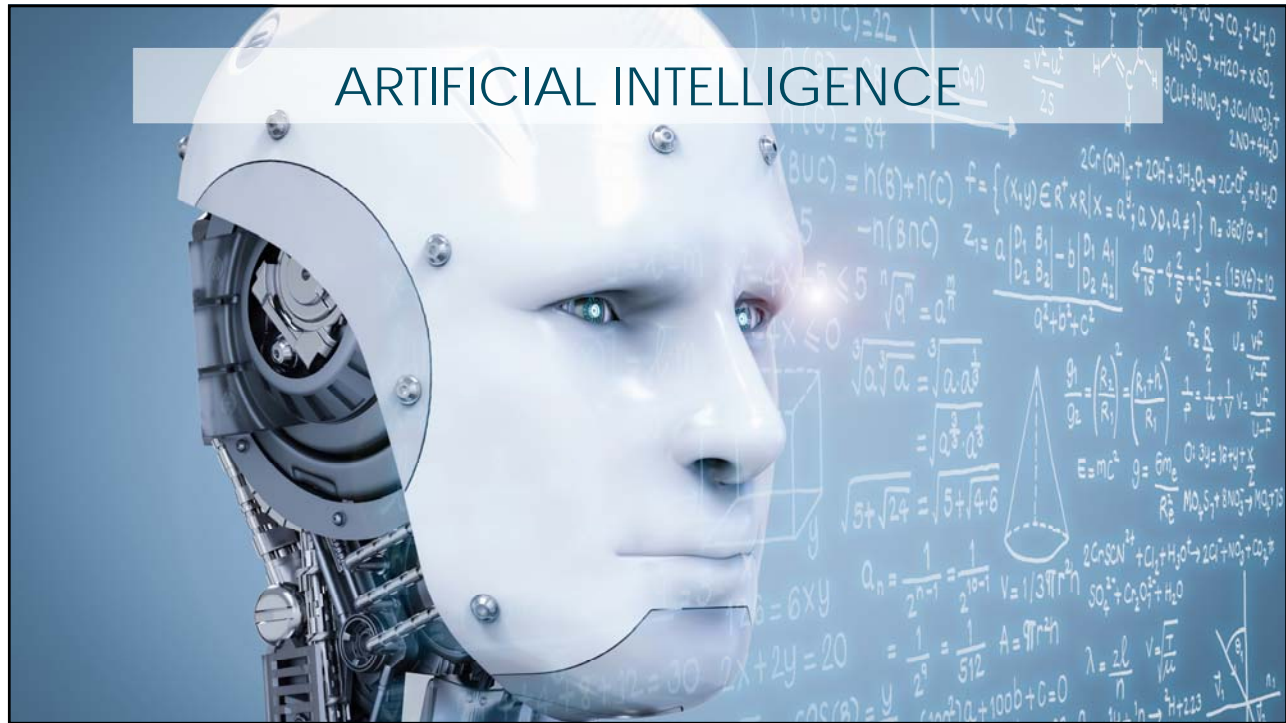
Provider Facing Dashboard

Patient Facing Application

Prescription Digital
Therapeutics (PDT) to treat
substance disorder from Pear
Therapeutics

AMA is currently looking at
how best to reimburse for
these services

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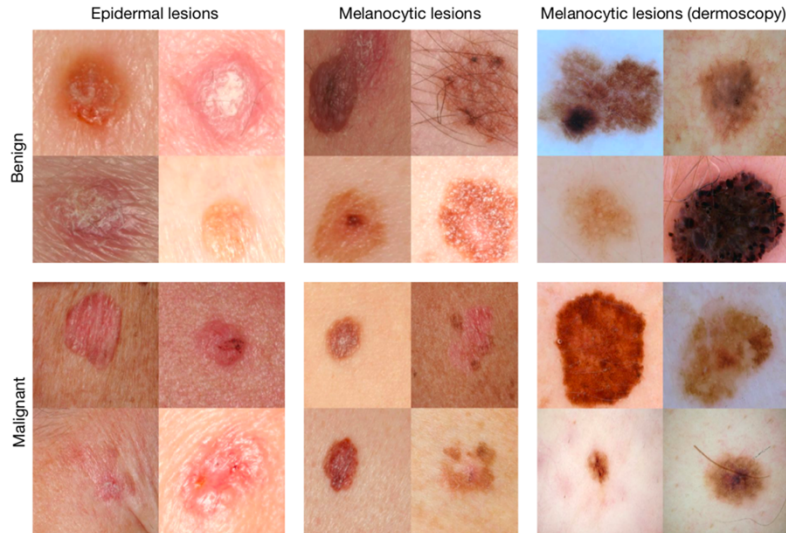


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Dermatology: Deep neural network classifies skin conditions *as well as* a dermatologist

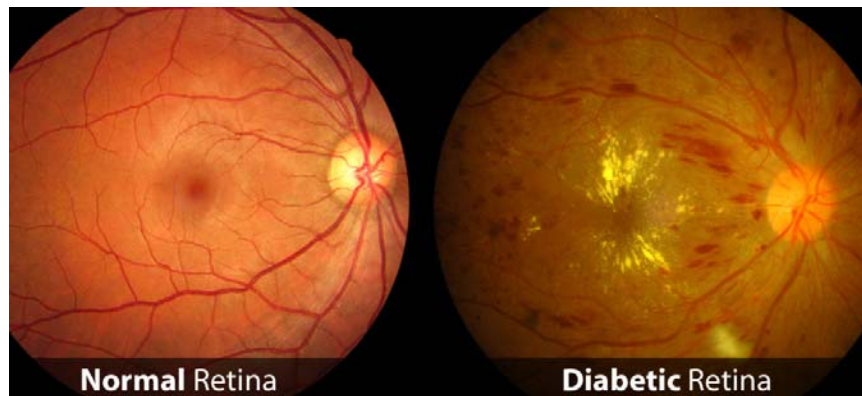


Esteva et al, *Dermatologist-level classification of skin cancer with deep neural networks*, Nature, VOL 542, 2 February 2017

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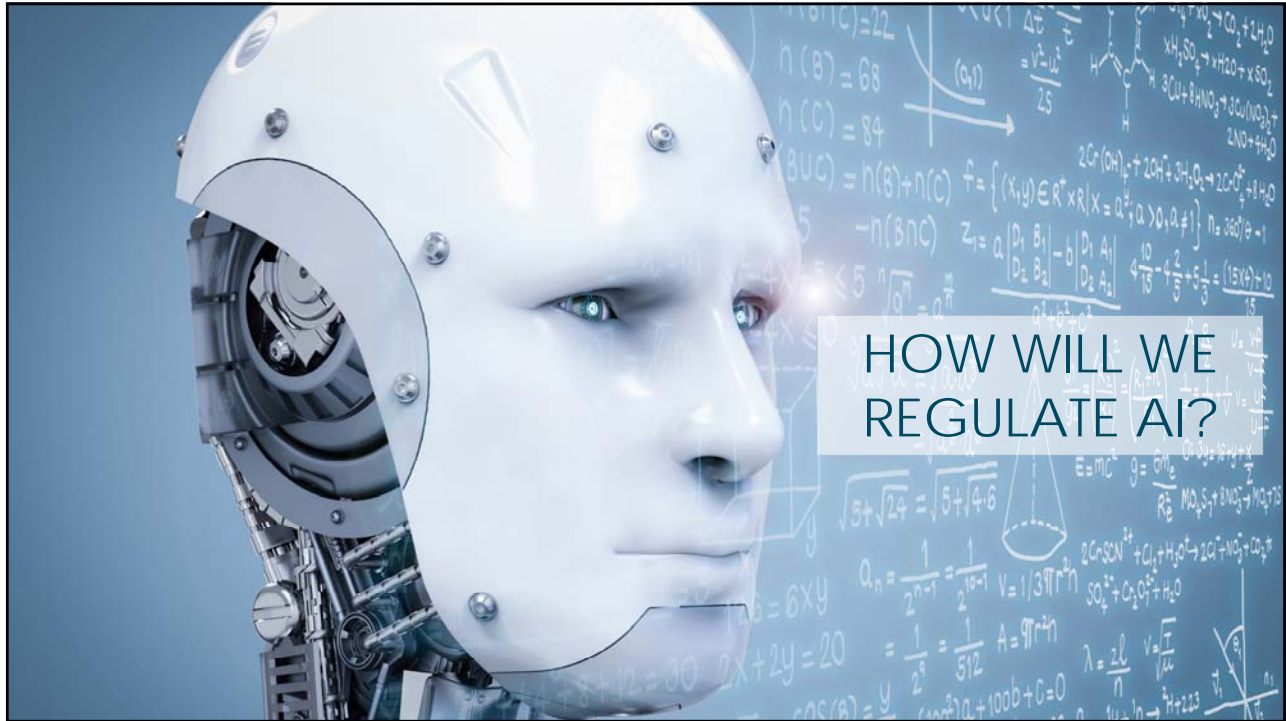
Ophthalmology: Deep learning system detects diabetic retinopathy across multiethnic population

The Deep Learning System had high sensitivity and specificity for identifying diabetic retinopathy and related eye diseases using retinal images from multiethnic populations with diabetes.



Ting et al, *Development and Validation of a Deep Learning System for Diabetic Retinopathy*, JAMA. 2017;318(22):2211-2223.

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SOLUTIONS ARE ALL PUZZLE PIECES

<h3>Remote Monitoring</h3>	<h3>Specialized Telehealth</h3>	<h3>Robotics</h3>
<h3>Computer Vision</h3>	<h3>Chatbots</h3>	<h3>Digital Therapeutics</h3>

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CONNECT WITH ME



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- The Internet of Healthy Things
- The New Mobile Age

Available at Amazon.com

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