

OPTIMIZING HYPERTENSION MANAGEMENT WITH VIRTUAL INTERACTIVE PATIENT CARE



March 2, 2023 | presented by Christian Milaster

WEBINAR SERIES

Optimizing Hypertension Management
With Virtual Care

Thu,
Feb 23

Interactive Patient Care
for Optimizing Hypertension Management

Thu,
Mar 2

Remote Physiological Monitoring:
People & Processes

Tue,
Mar 21

Remote Physiological Monitoring:
Technology & Vendors

Mon,
Apr 3

Implementing
Virtual Care Services

Tue,
Apr 18



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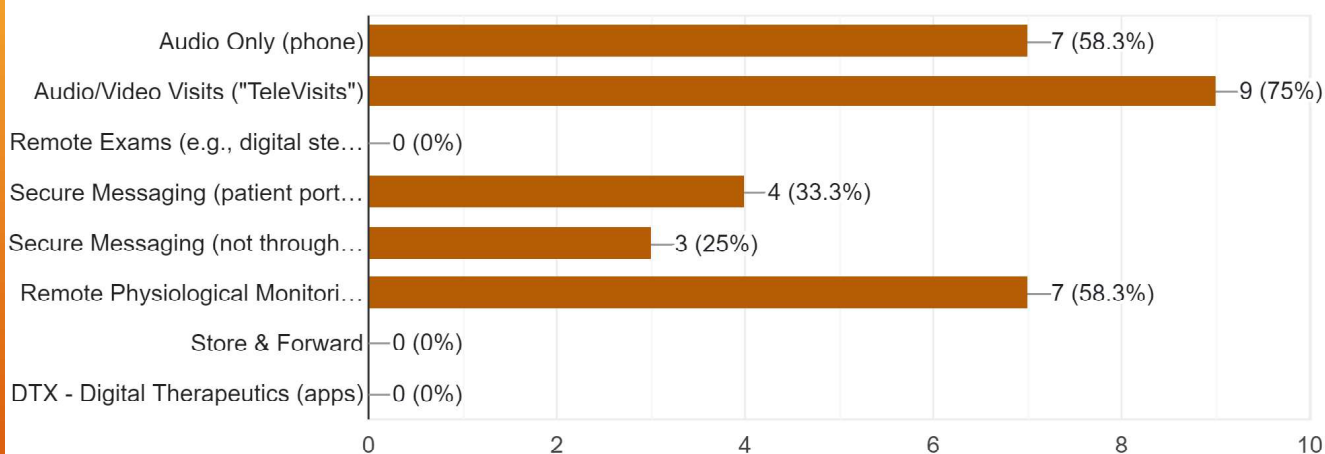


ABOUT YOU!

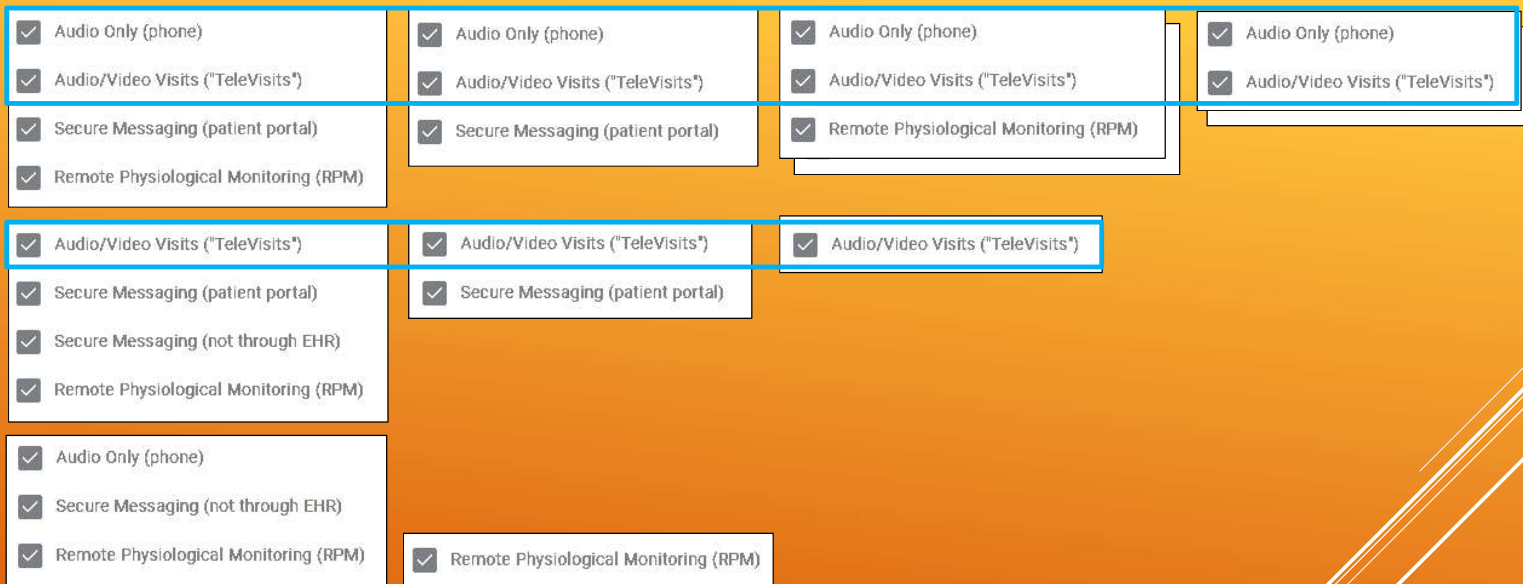


Which Virtual Care Modalities do your providers currently use on a regular basis for patient care?

12 responses



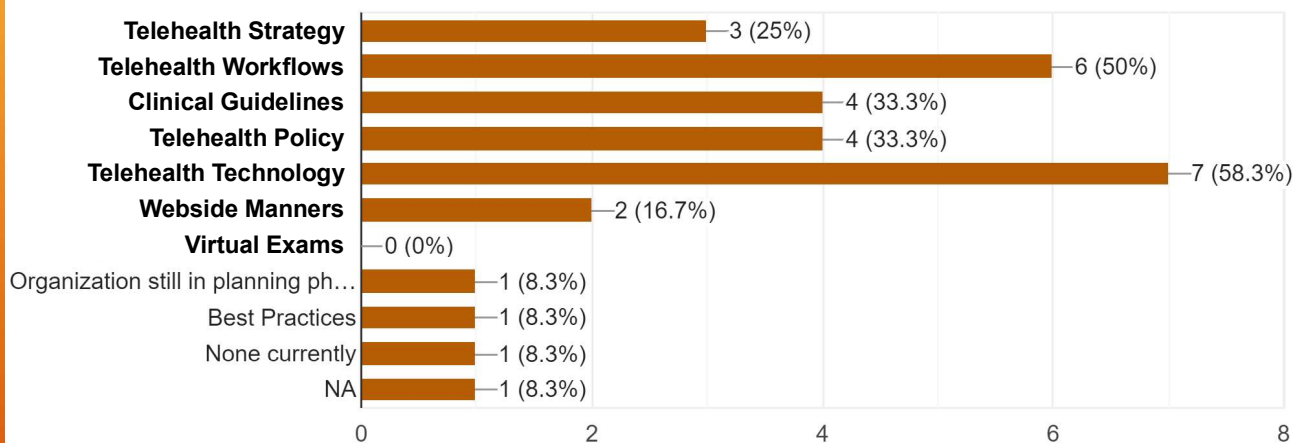
- Many use Tele Visits, still many Telephone
- A few using messaging
- No remote exams, Digital Therapeutics



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What types of training have you provided for your providers and staff?

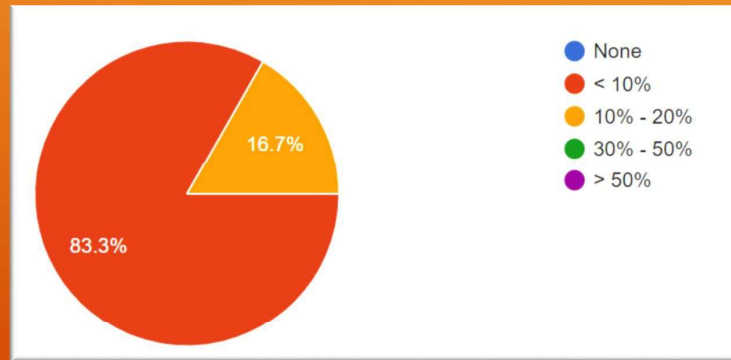
12 responses



- Most train on technology
- Some on Workflows
- Few on Webside Manners
- None on Virtual Exams

SURVEY QUESTIONS

What portion (%) of your current Primary Care patient services are video visits?

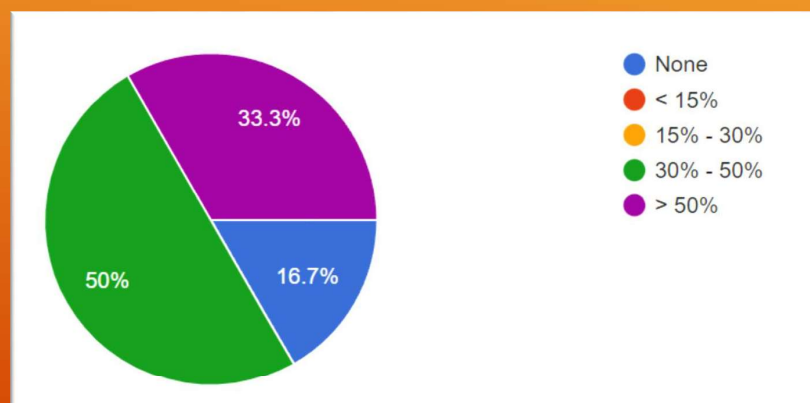


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SURVEY QUESTIONS

What portion (%) of your current Behavioral Health patient services are video visits?



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WHAT ARE YOU MOST INTERESTED IN LEARNING?

- Best Practices
- How to implement and train for interactive patient care
- Implementation models & educational strategies
- Hearing more about change management
- Gearing webinar towards already launched programs
- More information [on] billing for virtual health
- Patient Engagement strategies.
- Ideas on creating patient engagement campaigns for virtual care
- To increase the number of patients benefitting from the program
- Patient & physician engagement tools
- How to get RPM equipment to my patients and then incorporate it into their care
- Additional methods for screening and management of hypertension



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Virtual Care, Change Management

Patient Activation w/ IPC

7 Elements of Telehealth Success

Launching & Optimizing

Q&A

Pt. Engagement Strategies

Take Aways, Actions & Outlook

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ABOUT CHRISTIAN



30+ years



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VIRTUAL CARE

- Telehealth
- Telemedicine
- Video Visits
- RPM

VIRTUAL CARE

Telehealth

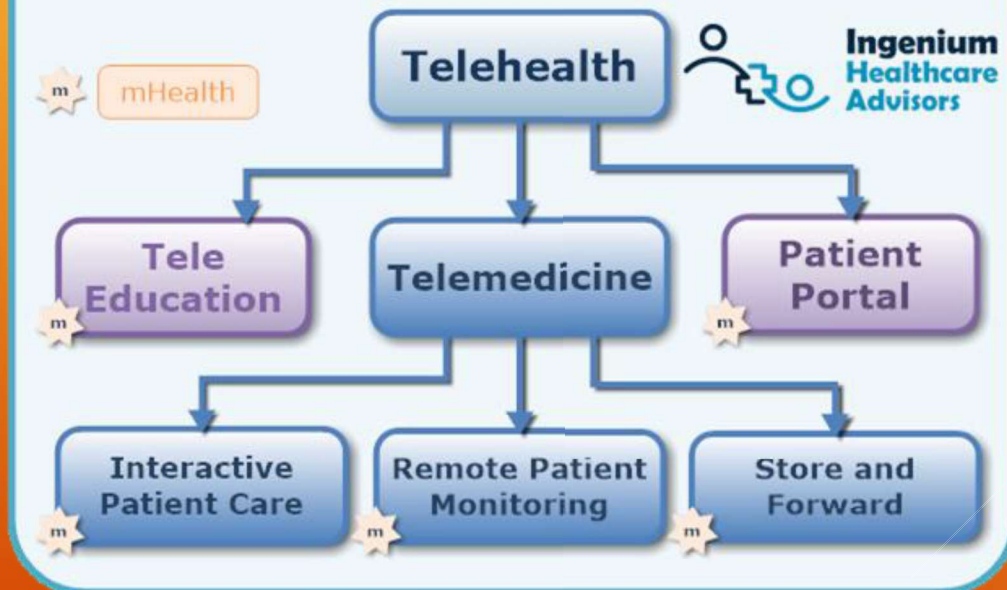
Delivering Care at a Distance

Telemedicine

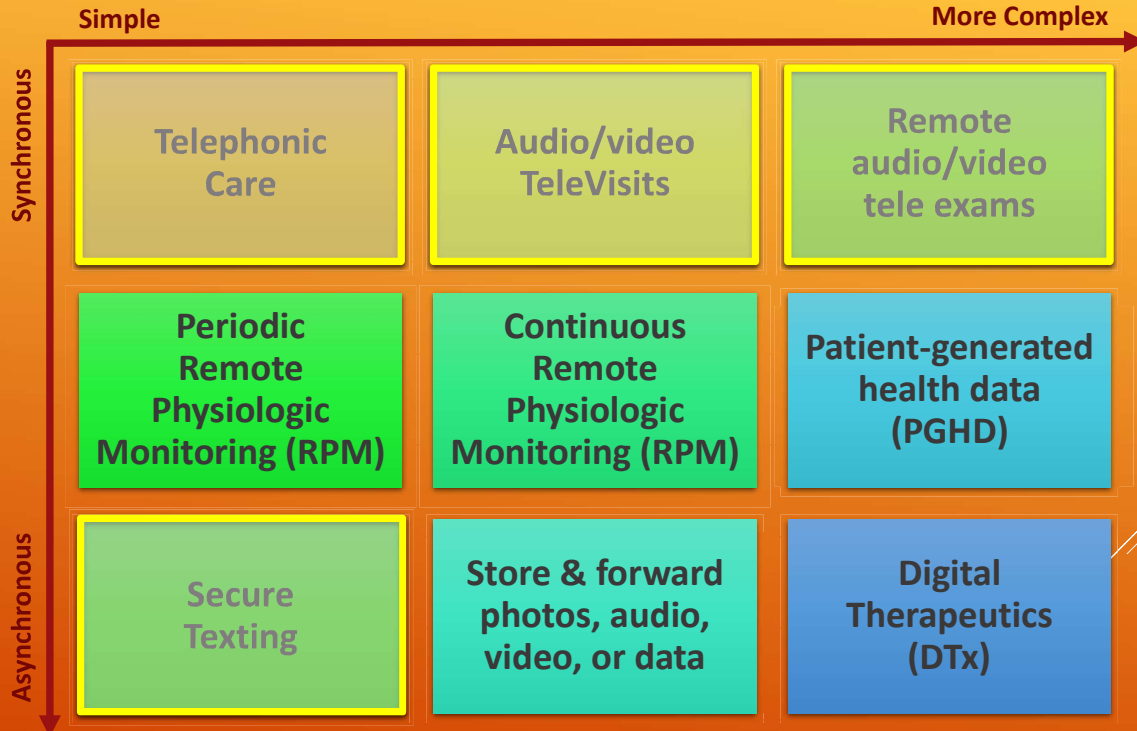
Practicing Medicine at a Distance

13

A Telehealth Taxonomy



VIRTUAL CARE MODALITIES



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CHANGE MANAGEMENT

Change Management

- ▶ Biggest Breakdown in Innovation Adoption is not managing the Change
- ▶ Resistance to Change is part of Human Survival
- ▶ Need to appeal to Emotions, to Logic and to Social Acceptance/Herd

ADKAR® FRAMEWORK

Change Management

Raise **A**WARENESS

- Define the Vision, promote the Solution

Create **D**ESIRE

- Demonstrate the Benefits

Supply **K**NOWLEDGE

- Use experienced advisors & train adequately

Build **A**BILITY

- Provide opportunities for Learning

Supply **R**EINFORCEMENT

- Ensure Accountability, Continuity, Support



WITHOUT CHANGE MANAGEMENT...

Change Management

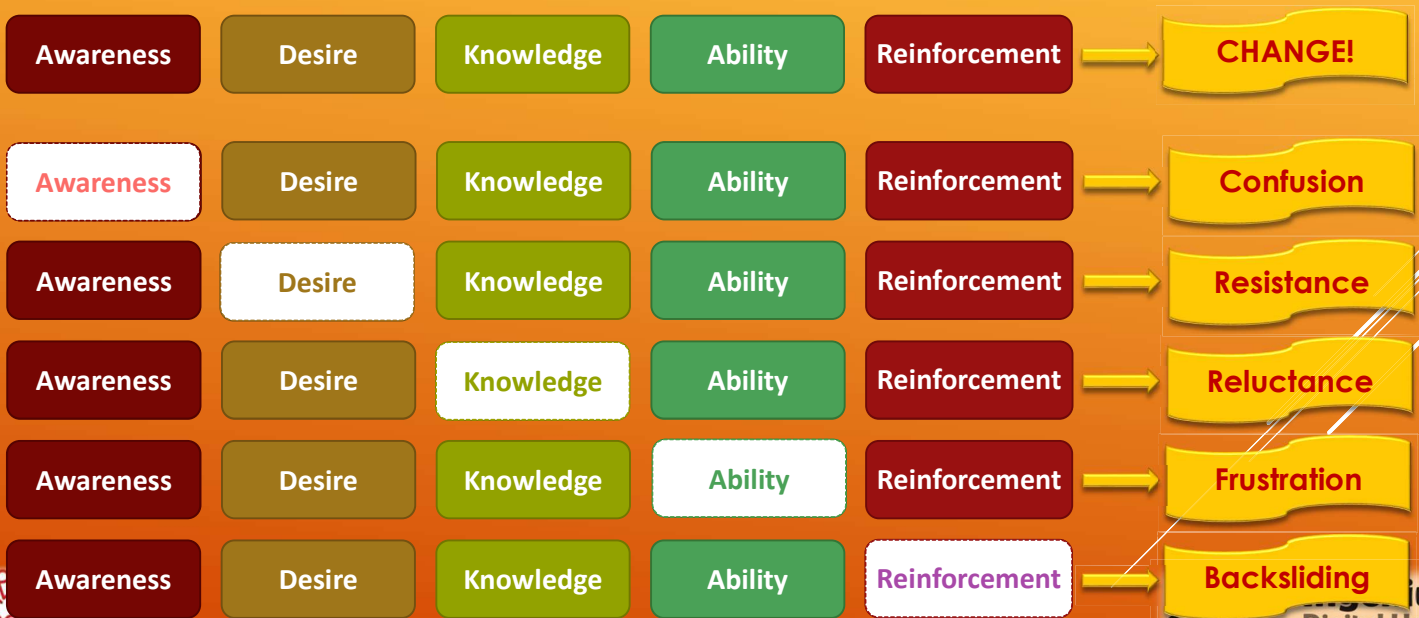
- ▶ Clinicians
- ▶ Staff
- ▶ Patients
- ▶ Leadership

can become

- 1) confused
- 2) embarrassed
- 3) frustrated
- 4) reluctant
- 5) resistant



ADKAR MODEL FOR SUCCESSFUL, SUSTAINABLE CHANGE



LEVERAGING VIRTUAL CARE FOR HYPERTENSION MANAGEMENT

HYPERTENSION MANAGEMENT

Desired Outcome
Controlled Blood Pressure

Interventions

Medication

Lifestyle Changes:

Diet, Exercise, Stress Management, etc.



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OVERCOMING BARRIERS TO ACHIEVING CONTROLLED BLOOD PRESSURE

- ▶ **Awareness** — HTN is bad for you
- ▶ **Desire** — Education on Effects
- ▶ **Knowledge** — Medication, Lifestyle
- ▶ **Ability** — Time, Cost, Support
- ▶ **Reinforcement** — Accountability



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LEVERAGING INTERACTIVE PATIENT CARE TO OVERCOME BARRIERS

- ▶ Human-to-Human Interaction, Touchpoints
- ▶ “Someone Cares” — “Someone is Watching”
- ▶ Adult Learning: 7 times in 7 different ways
- ▶ High Blood Pressure is “Silent”
- ▶ A text. A call. A video visit.



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THE GOAL: ENGAGED, ACTIVELY PARTICIPATING PATIENTS



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The Evolution Of Patient Care Participation

Compliance



Adherence



Engagement



Activation

COMPLIANCE:
Submitting to a
Wish, Request, or Demand

ADHERENCE:
Sticking to a Plan
or Regimen

ENGAGEMENT:
Participation and contribution
to achieve agreed-on objectives

ACTIVATION:
Self-motivated, proactive
actions to achieve personal goals

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INTERACTIVE PATIENT CARE MODALITIES

1. Audio Only (phone)
2. Live Audio/Video Visit
3. Live Audio/Video Exam
w/ virtual diagnostic tools
4. Secure Messaging

Video Visits

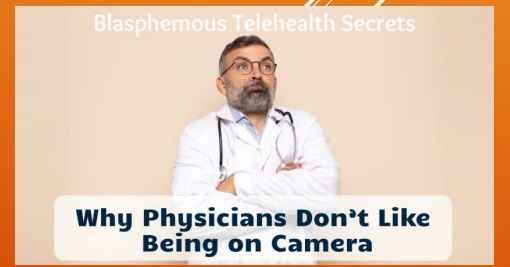
- ▶ 85% of communication is nonverbal
- ▶ Observe body language, facial expressions
- ▶ Interpret silence correctly
- ▶ Come across more professionally, more trustworthy, authoritative
- ▶ See patients "in their natural habitat"
- ▶ Patients are less distraught by

Audio Only

- ▶ Good for established patients
- ▶ Better than no visit at all
- ▶ Alternative if poor connectivity
- ▶ Use sparingly
- ▶ Should not be used to avoid video...
- ▶ Check reimbursement requirements

VIDEO VS. AUDIO ONLY

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VIRTUAL DIAGNOSTIC EXAM TOOLS

- ▶ Video Otoscope
- ▶ Video Dermoscope
- ▶ Digital Stethoscope



EHR integration? Compare with in person care...



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SECURE MESSAGING

- ▶ Patients' Preferred Form of Communication
- ▶ Reimbursement, Time – FFS vs. VB
- ▶ CTO's preferred solution: EHR patient portal
 - ▶ BUT: cumbersome login, notifications, etc.
 - ▶ Consider HIPAA secure messaging app
 - ▶ Or part of your preferred RPM solution



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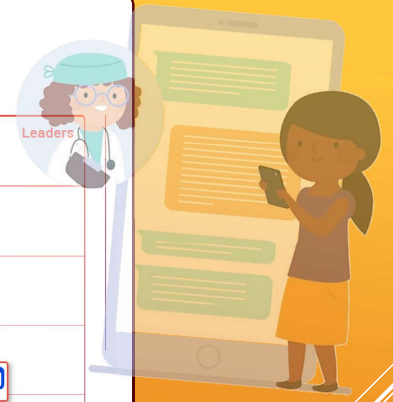
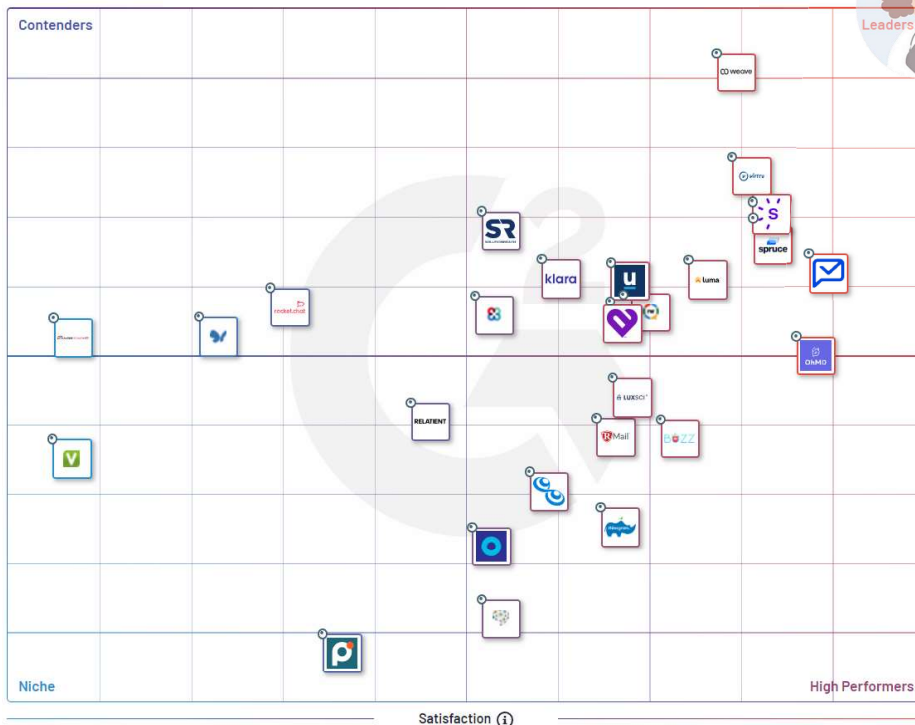
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G2 Grid® for HIPAA Compliant Messaging

91 Listings in HIPAA Compliant Messaging Available



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7 ELEMENTS OF SUCCESSFUL VIRTUAL INTERACTIVE CARE SERVICES



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TELEHEALTH POLICY ELEMENTS

Telehealth
Policy

CRITICAL

- ▶ Licensure / Pt. Location
- ▶ Patient Consent
- ▶ Documentation
- ▶ Professional Conduct
- ▶ Confidentiality/Privacy
- ▶ Other

DIRECTIVES

- ▶ Telehealth Governance
- ▶ Clinical Guidelines
- ▶ Crisis Procedure
- ▶ Remote Work
- ▶ Other



Don't mix Procedures with Policy!
Policies change infrequently.
Procedures should be continuously improved.



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TELEHEALTH WORKFLOWS

- ▶ Care Delivery = Series of Workflows
- ▶ In Person Care = 7 Workflows
- ▶ Virtual Care = 7 Workflows
- ▶ Multiple Workflow “Actors”
- ▶ Happy Day Scenario First, Alternate/Exception Scenarios Second



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TELEHEALTH AND THE 7 THWORFS

Telehealth Scheduling

Telehealth Onboarding

Telehealth Rooming

Telehealth Visit

Telehealth Post Visit

Telehealth Follow Up

Telehealth Billing



WORKFLOW ELEMENTS

- ▶ A TRIGGER event
- ▶ ACTORS...
 - ▶ taking ACTIONS
 - ▶ using SYSTEMS
 - ▶ using ARTIFACTS
 - ▶ creating ARTIFACTS
- ▶ ...until the process ends



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TELEHEALTH SCHEDULING WORKFLOW

- ▶ Trigger?
- ▶ Actors?
- ▶ Systems?
- ▶ “Artifacts”?

**Telehealth
Scheduling**

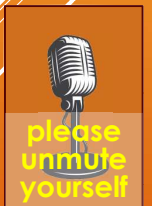


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Happy Day Scenario

Typical, 80% of the time

Alternate Scenario

Expected Variations

Exception Scenario

possible breakdowns



Telehealth Scheduling Alternate Scenarios

WORKFLOW DESIGN BY SCENARIO

TELEHEALTH WORKFLOW OPTIMIZATION

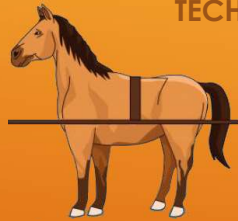
Common Current State	Cost of Current State	Tactics

WORKFLOW DRIVES TECHNOLOGY

Telehealth
Technology

- ☑ Don't put the horse behind the cart

WORKFLOW



TECHNOLOGY

**Everybody Practices
on Top of their License!**
*“Do only the things
that only they can do.”*

- ☑ First, design your clinical, operational, and financial workflows
- ☑ Then select the technology that best fits your needs



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Telehealth is a Clinical Tool

Telehealth is
NOT a technology
NOT a distinct service

Would you use a
bone saw
when you need a
scalpel?



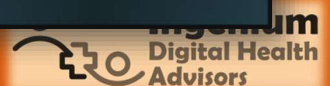
Then why only use
one technology
for telehealth?

Telehealth
Technology



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Clinician System

- ▶ Dual Screen: Video & EHR
- ▶ HD Camera w/ good auto focus
- ▶ Good microphone
- ▶ Speakers, Speakerphone, Earbuds
- ▶ HIPAA Secure Software
- ▶ Good Lighting, Clean Background

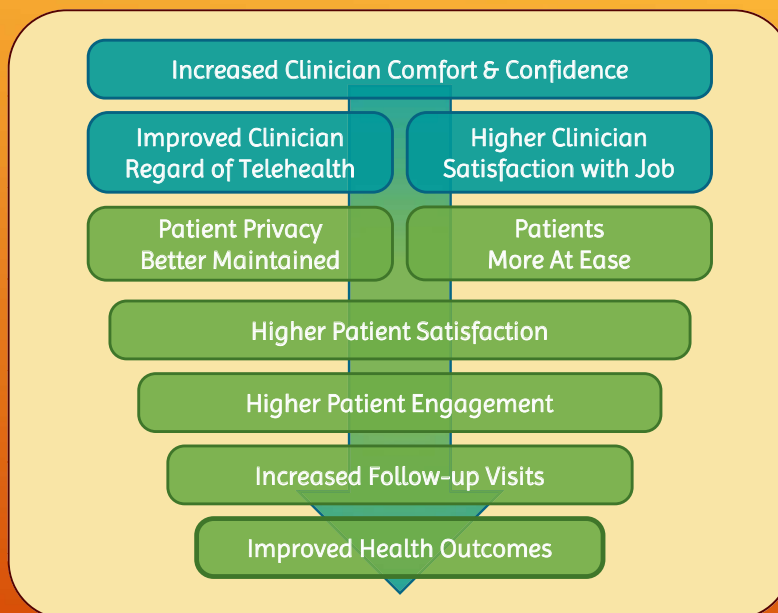
Patient System

- ▶ Good connectivity
- ▶ Laptop/Computer, Tablet, Smartphone if only choice
- ▶ Telehealth TechCheck
- ▶ Good Lighting

TECHNOLOGY CONSIDERATIONS FOR VIDEO VISITS

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VALUE OF MASTERING “VIDEO CARE”



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WEBSITE MANNERS CHEAT SHEET

Webisode
Manners &
VirtualExams

CLINICIAN SETUP

Background

Camera
Position

Looking
Elsewhere

Before the Visit

Eye Contact for 30 seconds

ACKNOWLEDGE

Background

Noises

Newness

Benefits

At the Beginning

Periodic Eye Contact

ENSURE PATIENT

Comfort

Privacy

Body Language:
Leaning Back & Leaning In

During the Visit



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VIRTUAL PHYSICAL EXAMS

Webisode
Manners &
VirtualExams

- ▶ **Observing the patient**
 - ▶ skin color, sweat, demeanor, energy, speech
- ▶ **Can instruct patient for a multitude of exams**
 - ▶ pain, pulse, sinuses, pain, gait, range of motion, etc.
- ▶ **Adequate documentation is key**
- ▶ **Further assessments are always an option**



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CLINICAL GUIDELINES

Clinical
Guidelines

- ▶ Clinician Consensus on when Telehealth is NOT appropriate
- ▶ “Chief Complaints Inappropriate for Telehealth”, e.g.
 - ▶ open wounds, physical injuries
 - ▶ head trauma, blurred vision, new onset headache
 - ▶ stroke symptoms (call 911!)
 - ▶ chest pain, shortness of breath (depending on circumstances)
 - ▶ etc.



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TELEHEALTH SUPPORT

Telehealth
Support

Operational
Support

Technical
Support

Optimization
Support

Launch
Support



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OPERATIONAL SUPPORT

Telehealth
Support

A designated named individual to:

- ❖ Provide Training & Orientation
- ❖ Collect & Track Performance Measurement
- ❖ Track & Act on new/updated Regulations
- ❖ Address & resolve Issues
- ❖ Liaise with Technical Support



TECHNICAL SUPPORT

Telehealth
Support

Designated named individual to

- ❖ Conduct Maintenance/Updates of Technology
- ❖ Provide Technical Training
- ❖ Address & Resolve Technical Issues
- ❖ Support Selection of New Technologies



OPTIMIZATION SUPPORT

Telehealth Support

Interim assigned resource

- ❖ Analyze issues and design solutions
- ❖ Plan and manage improvement initiatives
- ❖ Workflow, Technology, Policy, Training, etc.



LAUNCH SUPPORT

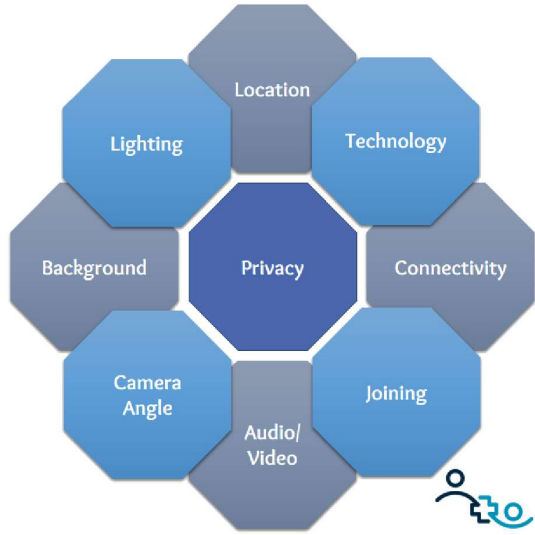
Telehealth Support

Interim assigned resource

- ❖ Plan, design, and manage launch of new telehealth service
- ❖ Manage verification, definition, validation & implementation
- ❖ In coordination with operational and technical support



Telehealth TechCheckSM Checklist

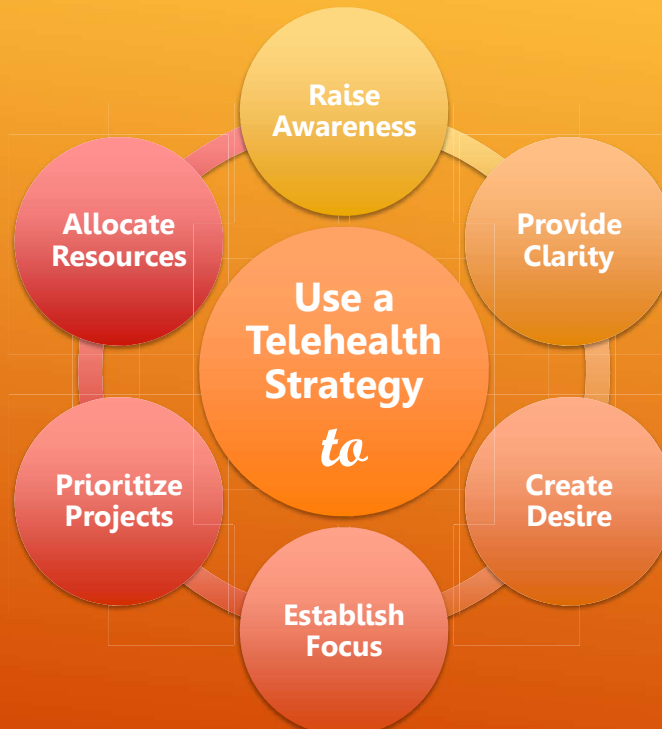


- ▶ Mostly for first time telehealth users
- ▶ Ideally a few days ahead of time
- ▶ Multiple Objectives:
 - ▶ Minimize distractions, frustrations
 - ▶ Increase patient confidence, satisfaction
 - ▶ Decrease provider frustration (*no more "clinicians as tech support"*)
 - ▶ Increase the quality of the consult: the technology fades into the background

TELEHEALTH TECHCHECKS

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WHY USE A TELEHEALTH STRATEGY?



TELEHEALTH STRATEGY ELEMENTS

Telehealth
Strategy

Telehealth Vision

Telehealth Mission

Strategic Themes & Strategies

Alignment with Organizational Strategy

Service

Quality

People

Finance

Growth

Community

7 LEVELS OF TELEHEALTH TRAINING





CEO
Opening Remarks
(Strategy)



CMO
Opening Remarks
(Strategy)



Tele Visit Workflow
Review



Technology
Training



Clinical Guidelines
Review



Policy Review



Webside Manners
Training



Virtual Exam
Overview

TELEHEALTH CLINICIAN TRAINING AGENDA



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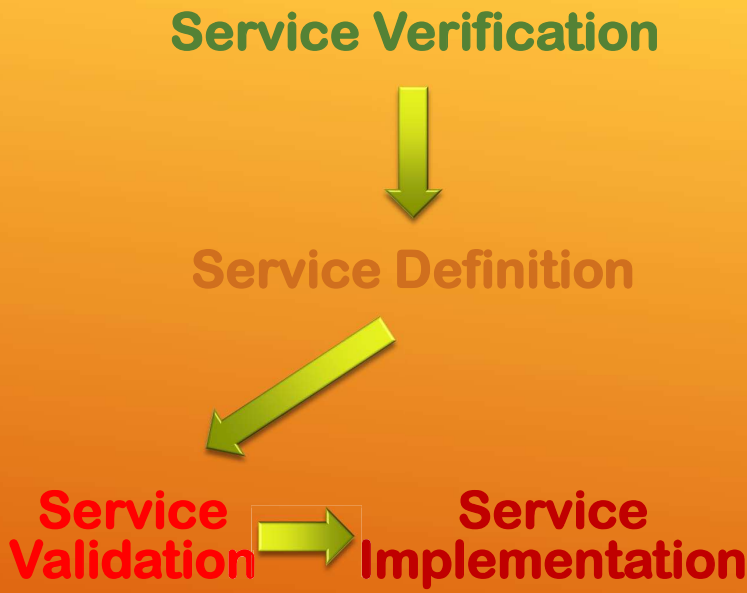


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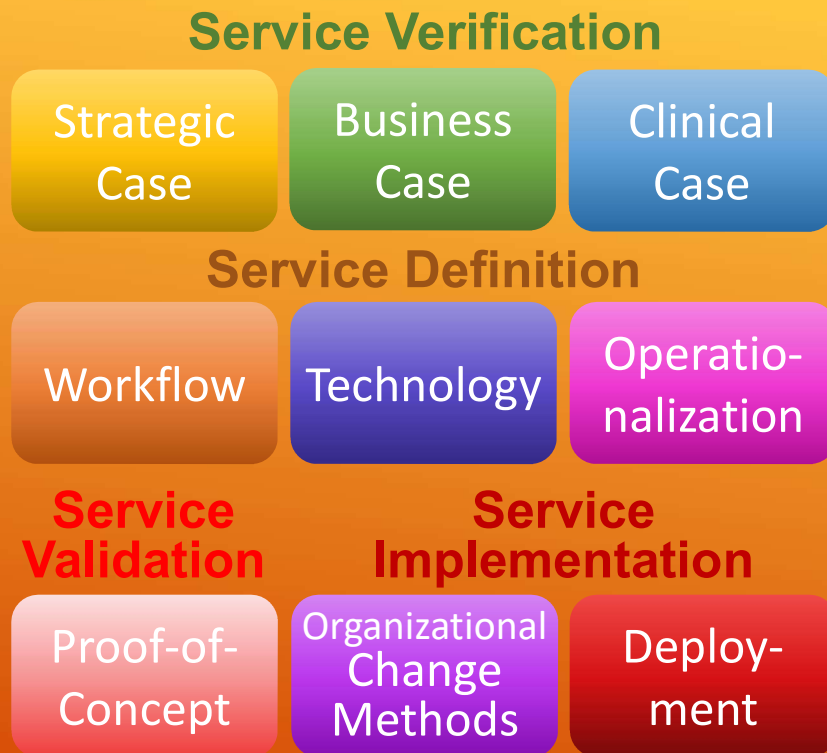
OPTIMIZING & IMPLEMENTING VIRTUAL INTERACTIVE PATIENT CARE SERVICES

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**Ingenium
Telehealth Service
Launch Process**



**Ingenium
Telehealth Service
Launch Process**



WORKFLOW

Workflow

- ▶ Prior to selecting the technology, define the desired experience for patients, providers, and staff:
 - ▶ Become an Informed Buyer
- ▶ Look at all 7 elements
- ▶ Focus on Happy Day Scenario first



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TECHNOLOGY

Technology

- ▶ Armed with a set of expectations, evaluate existing technology or review new technologies/vendors
- ▶ Adjust Workflows according to the Vendors' capabilities
- ▶ Incorporate new ideas from innovative vendors



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OPERATIONALIZATION

Operatio-
nalization

Define how this new telehealth service (e.g., video visits with patients in the HTN Mgmt. RPM Pgm.) will be operationally and technically supported.

Identify legal barriers, financial constraints, staffing challenges, awareness building, etc.



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After the Q&A

Your Interest
Pt. Engagement
Strategies
Key Takeaways
Action Items
Webinars Outlook

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WHAT ARE YOU MOST INTERESTED IN LEARNING?

- ✓ Best Practices
- ✓ How to implement and train for interactive patient care
- ✓ Implementation models & educational strategies
- ✓ Hearing more about change management
- ✓ Gearing webinar towards already launched programs
- ☐ More information [on] billing for virtual health
- Patient Engagement strategies.
- Ideas on creating patient engagement campaigns for virtual care
- To increase the number of patients benefitting from the program
- ✓ Patient & physician engagement tools
- ☐ How to get RPM equipment to my patients and then incorporate it into their care
- ☐ Additional methods for screening and management of hypertension

More to come
in session 5

Session 3

Session 5



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PATIENT (AND PROVIDER) ENGAGEMENT STRATEGIES

1. **Your biggest barrier is provider buy-in and comfort level.**
If providers don't like doing it, patient don't have a good experience.
Invest in workflow optimization as well as bedside manner & virtual exam training.
2. **Your providers are your best salespeople:**
"Would you like to schedule your next visit as a telehealth visit?"
3. **Develop Clinical Guidelines and train front office staff to offer telehealth as an option.**
4. **Conduct Telehealth TechChecks to increase satisfaction for patients and providers.**



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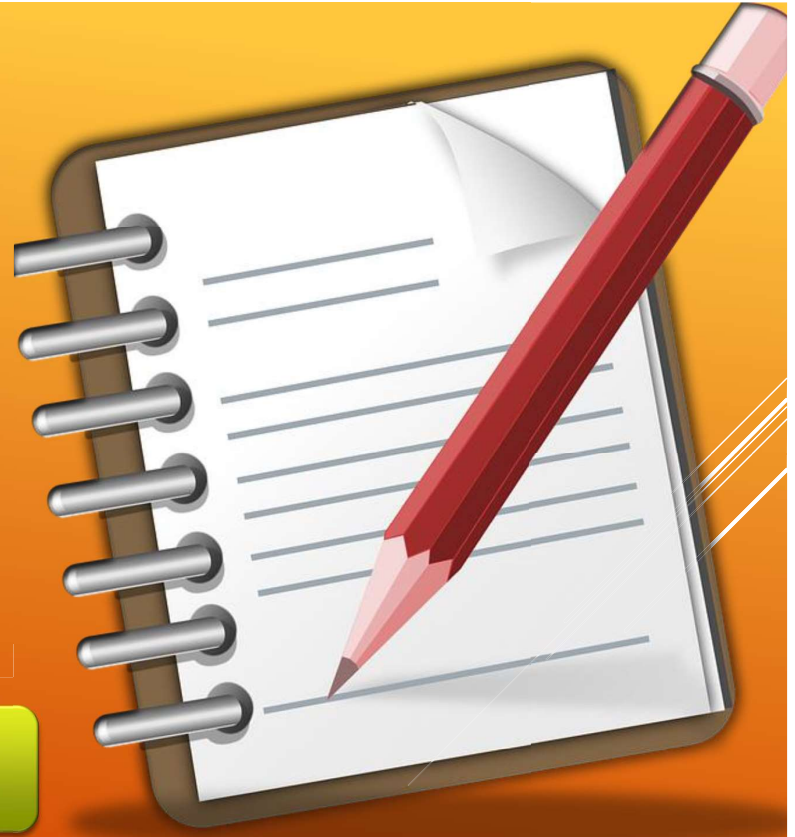
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KEY TAKEAWAYS

Put your Major Insights,
Learnings into the Chat.



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4 KEY TAKEAWAYS

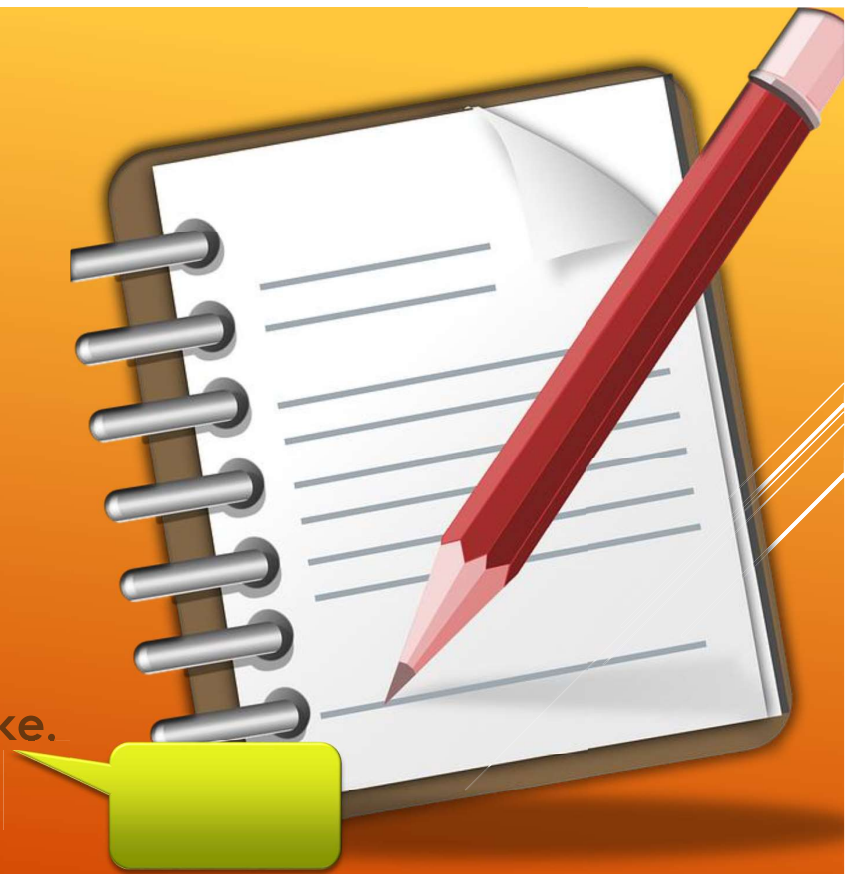
- ▶ TeleVisits are just like In Person Care – and all 7 Processes need to be defined in the virtual world
- ▶ One time Telehealth TechChecks can greatly enhance provider and patient satisfaction
- ▶ A strategy is key to ensure buy in (Awareness, Desire)
- ▶ Clinical Guidelines take away ambiguity and assure provider autonomy and sound care quality.

ACTION ITEMS

Jot down 1-3 Action Items
you will take on now!

Share in the Chat, if you'd like.

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SAMPLE ACTION ITEMS

E.g.,

- ▶ Map out your current Telehealth Workflows

WEBINAR SERIES

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With Virtual Care

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OPTIMIZING HYPERTENSION MANAGEMENT WITH VIRTUAL CARE



See you next Thursday, March 2 @ 9 AM!