

Telehealth Basics

Wednesday, May 20th
1:00 pm EST

a webinar offering from

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Summary handout and CPE certificate

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Webinar Speaker & Disclosures



Jessica Crandall Snyder, RDN, CDE

- Private Practice Telehealth service
- Conducted over #2150 telehealth consults in 2019
- Academy's Media Spokesperson
- Certified Diabetes Educator
- Outpatient Nutrition Director
- Personal Trainer

Disclosures (past 12 months):

- Abbott Nutrition
- National Dairy Council
- National Cattlemen's Beef Association

Overview

Background

Benefits / challenges

Set up logistics

Scheduling for success

Patient interactions

What is Telehealth?

- Telehealth is the general term used to cover “telecommunications and exchange of electronic information” to support long-distance health care
 - Communication over the internet
 - Video-conferencing
 - E-mail or fax
 - Other methods of distance communications for communication of broad-based nutrition information

Telehealth

- Virtual care is an **effective and flexible** means to receive and provide high quality nutrition and wellness services
- The widespread use of apps and smartphones have made integrating telehealth and technology a reality for practitioners and patients



Educating Clients about Telehealth

- Emphasize the benefits to patients
- Stay away from medical jargon use “online appointments, virtual care, or video chat your provider” instead
- Give patients the opportunity to ask questions
- Show patient how it works
 - Visit chosen platform, provide a walk through/instructions to accessing video conference
- Tell patients what equipment they need



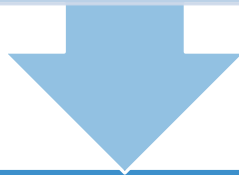
Benefits of Telehealth

Flexibility and convenience in your work schedule:

Work from home or wherever you'd like

Set your hours and availability for the day

Create a schedule that ultimately works for you



Savings on time and money: Save your clients (and yourself!) the time and expenses of commuting to appointments. You'll be able to invest that saved time into building your wellness business

Benefits of Telehealth

Lower startup costs: if you're looking to launch your business, starting out by providing telehealth nutrition services can help save you overhead costs



Closer relationships with clients: technology makes it easier to connect with clients

Benefits of Telehealth

- Increased access to care for clients:
 - Clients in remote locations now have the ability to receive quality care, thanks to telehealth!
- Expanded educational reach:
 - With telehealth nutrition, you can access more individuals at one time, with webinars and group counseling sessions
- Clients will love the convenience of virtual care:
 - It's more accessible for those who are unable to commit because of commute time, or for those who don't live in a reasonable distance for specialized care
- Improved client retention and outcomes:
 - Using the tools offered by telehealth nutrition to engage with your client more often

State Telehealth laws

- Telehealth up to date information
 - www.eatrightpro.org/practice/practice-resources/telehealth
- Telehealth laws, regulations, and reimbursements are determined by each state of government
- HIPAA-Compliant
 - Facetime, Skype, text messages, etc. are not compliant
- Check your state licensure laws
 - www.eatrightpro.org/advocacy/licensure/licensure-and-telehealth
- Check licensure laws in the state where your client(s) reside
 - Make sure to follow laws in all states you provide Telehealth for
- Liability insurance – coverage for Telehealth



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Obstacles to Opportunities

Obstacles

- Patient perceived:
 - Less intimate, logistical challenges, less professional/helpful.
- Practitioner perceived:
 - Inconvenient, cumbersome, less worthwhile, lack of acceptance.
- Program: Scheduling,
 - billing, accounting, staying connected while balancing a growing business.

Obstacles to Opportunities

- Patient reality:
 - More intimate, discovery call, convenient, user friendly, engaging, direct scheduling, better connectivity/relationship.
- Practitioner reality:
 - Extremely convenient, no wasted time, direct control of schedule, immediate feedback, sharing of education materials, no overhead, decreased office cost, no reason for “no shows,” decrease charting/admin time.
- Program reality:
 - Immediate/seamless scheduling rebooking feature, accounting and tracking built into program, control of schedule.

Obstacles to Opportunities

New technology; some clients may not be ready or willing to try Telehealth

Create a free session as a discovery call and virtual introduction

Learning curve for you - build a platform that supports you and your client and buffer time appropriately

Reimbursements/Insurance or billing

How to Chose a Platform Best For Your Practice

How to Chose a Platform Best For Your Practice

Find out what you need in a platform

- HIPPA security
- Scheduling individual or group practice
- Paperwork
- EHR/charting
- Billing/charges
- Faxing
- Journal feature
- Communication portal

Platforms

TheraNest

Coreplus

Get Healthie

Simple Practice

Doxy.me

Vsee

Wecounsel.com

Practice Better

Zoom for
Healthcare

Platforms

Doxy.me

- Free for limited services, \$35/month for individual professionals, \$50 per user for clinics
- Reviewers on Capterra highlighted the solution's free option and ease of use but mentioned that calls drop if the internet service isn't strong

TheraNest

- \$38/month (additional \$10 for each user to take advantage of HIPAA-compliant video conferencing)
- Unlimited users, storage, and support
- Specifically tailored for mental health applications
- Electronic health record software with Wiley Practice Planners treatment planning solution add-on

Platforms

Zoom for Health Care

- \$200/month
- Consistent, high-quality video
- Commonly used in webinars
- Arguably the most popular video conferencing software tool

SimplePractice

- Individual plans: \$39/month for essential plan, \$59/month for professional plan (HIPAA-compliant messaging)
- Group plans: \$59/month for the first clinician, \$39 for each extra clinician
- Part of a wider practice management platform for small businesses in health and wellness
- Includes integrated features such as free appointment reminders (SMS, email, and voice), mobile app, e-claim filing
- Reviewers report a clean interface

Platforms

GetHealthie

- Includes scheduling, virtual care, E-paperwork, client messaging, food journaling and education, charting/EHR, and billing/payments, course creation
- Access from any device: desktop, tablet, and mobile phones
- HIPAA and PCI compliant
- Various plans and pricing ranging from \$29-149+/month

PracticeBetter

- Various plans and pricing starting at \$0-\$135/month
- Secure messaging and notifications
- HIPPA, PIPEDA and GDPR compliant
- Food and lifestyle journals
- Scheduling and billing

Logistics

Set Up the Environment

- Dress professionally
- Sound - Microphone quality
- Lighting
- Neutral wall color/background
- Limit distractions - Private Space
- Camera at eye level



Marketing to the Client

- Promote your new telehealth service via your website, newsletter, on all printed practice materials, and on your social media pages
 - “Now available for video sessions”
- Ask current clients if they are interested in trying out telehealth
 - Telehealth is a great alternative option when clients call to cancel or reschedule
- Put up signs in your office regarding this new feature
- Inform clients at the end of their sessions that you now offer a telehealth option as well



Scheduling Clients

- Maximize time – Back to Back
- Schedule a lunch break
- Ensure time to chart/ complete admin tasks
 - Calling and scheduling
 - Billing
 - Faxing
 - Filing



Pre-Consult

Book Online
(website links with
calendar or video
conferencing
system)

Pre-visit data

- Medical/Diet hx
- Goals
- Insurance/billing
- Consent form
- Cancellation policy
- Labs/exam results

Patient Interaction

During – Consult

- Ask permission and advise patient you are taking notes during consult
- Establish a plan for technology failure
- Rebook
- Taking payment

Post – Consult

- Sending email/resources
- Send fax to referring specialist

How will
you take
Payments?

Private Insurance

- Every policy is different – clients should check prior to consult

Self-pay

Medicare

Medicare Coverage

Nutrition Therapy Services

- Medicare Part B (medical insurance) may cover MNT services and certain related services if you have
 - Diabetes Mellitus
 - Kidney disease
 - Had a kidney transplant in the last 36 months

Services may include:

- An initial nutrition and lifestyle assessment
- Individual and/or group nutritional therapy services
- Help managing the lifestyle factors that affect your diabetes
- Follow-up visits to check on your progress in managing your diet

In Closing

Telehealth is a new opportunity and a powerful tool



Consider whether it is right for your specific situation and population



Client care and outcomes remain priority



Get familiar with your technology

Speakers Contact Information

Jessica@vitalrd.com

VitalRD.com

Vital RD

NUTRITION FITNESS WELLNESS



Thank you!

Q&A

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