

STI Services Telemedicine ECHO Series

Session 2

Staff Utilization & Patient Engagement

Sheryl Malone-Thomas, DNP, RN, FNP-BC, Chief Nurse HIV, STD & Viral Hepatitis Prevention

Desiree Estrada, NP, San Antonio Metropolitan Health District

Kathleen Evans, FNP-BC, San Antonio Metropolitan Health District

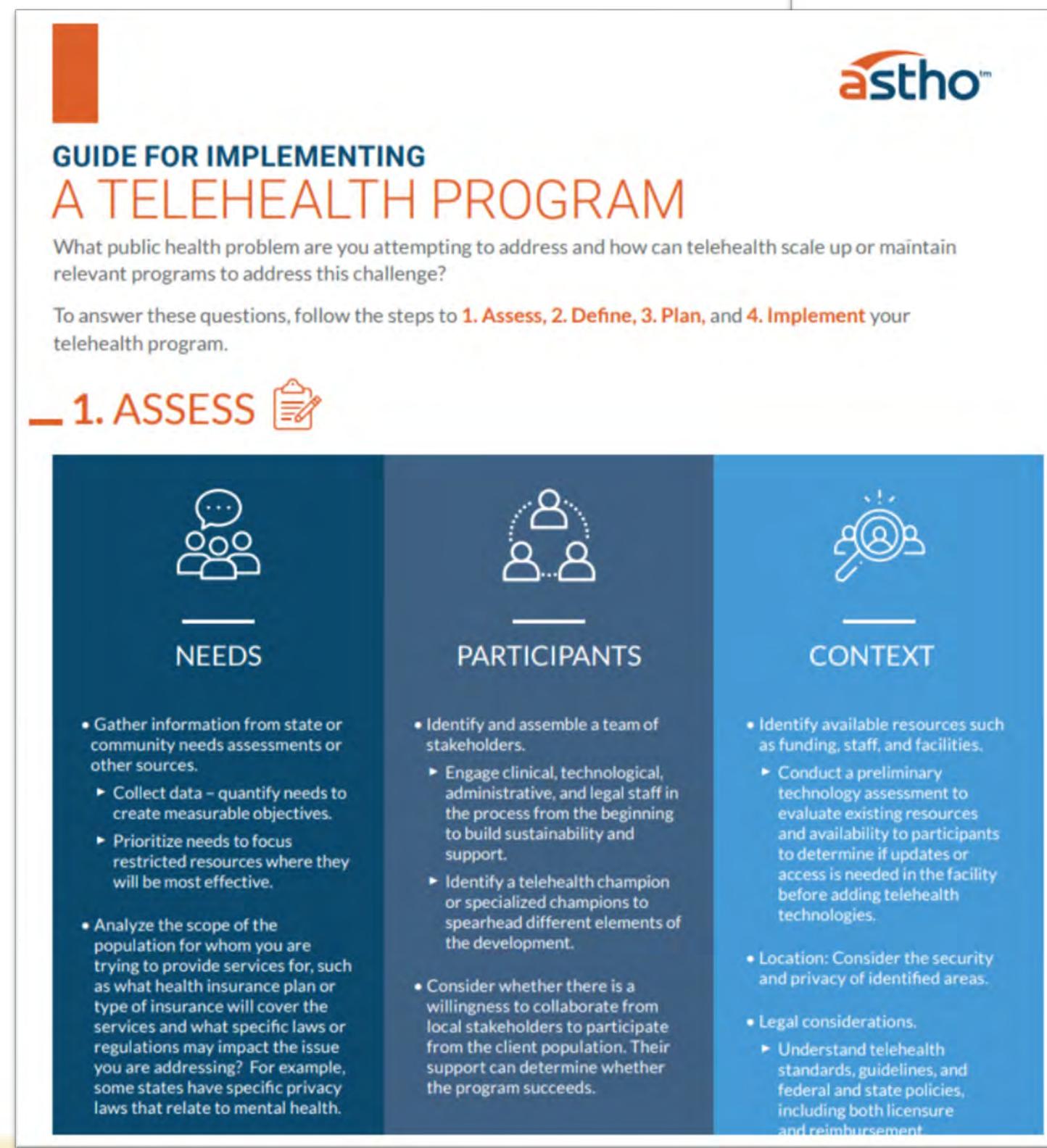
Thursday, October 29, 2020
1:00 p.m. – 2:15 p.m. CST



Agenda

- **Welcome and Introductions**
- **Review of Telehealth Implementation Tools & Guides**
- **Session 2 Learning Objectives**
- **Case Presentation** – Sheryl Malone-Thomas DNP, RN, FNP-BC, Chief Nurse, Houston Health Department
- **Case Scenario** – Desiree Estrada, NP, San Antonio Metropolitan Health District; Kathleen Evans, FNP-BC, San Antonio Metropolitan Health District
- **Discussion**
- **Resources and Save the Dates**

Telemedicine Implementation Tools & Guides



GUIDE FOR IMPLEMENTING A TELEHEALTH PROGRAM

What public health problem are you attempting to address and how can telehealth scale up or maintain relevant programs to address this challenge?

To answer these questions, follow the steps to **1. Assess, 2. Define, 3. Plan, and 4. Implement** your telehealth program.

1. ASSESS

NEEDS	PARTICIPANTS	CONTEXT
<ul style="list-style-type: none">Gather information from state or community needs assessments or other sources.<ul style="list-style-type: none">Collect data – quantify needs to create measurable objectives.Prioritize needs to focus restricted resources where they will be most effective.Analyze the scope of the population for whom you are trying to provide services for, such as what health insurance plan or type of insurance will cover the services and what specific laws or regulations may impact the issue you are addressing? For example, some states have specific privacy laws that relate to mental health.	<ul style="list-style-type: none">Identify and assemble a team of stakeholders.<ul style="list-style-type: none">Engage clinical, technological, administrative, and legal staff in the process from the beginning to build sustainability and support.Identify a telehealth champion or specialized champions to spearhead different elements of the development.Consider whether there is a willingness to collaborate from local stakeholders to participate from the client population. Their support can determine whether the program succeeds.	<ul style="list-style-type: none">Identify available resources such as funding, staff, and facilities.Conduct a preliminary technology assessment to evaluate existing resources and availability to participants to determine if updates or access is needed in the facility before adding telehealth technologies.Location: Consider the security and privacy of identified areas.Legal considerations.<ul style="list-style-type: none">Understand telehealth standards, guidelines, and federal and state policies, including both licensure and reimbursement.

<https://www.astho.org/ASTHOBriefs/Guide-for-Implementing-a-Tel...>



5 Key Steps for Creating a Business Proposal to Implement Telemedicine

EXECUTIVE SUMMARY

Overview (1-2 paragraphs max) of key elements: written after all the other steps completed

- What telemedicine needed at this time & institution?
- Initial target stakeholders (provider & patient groups)?
- What is the main goal that will be achieved (outcomes)?
- Will it cost & what will expected ROI be?

INTRODUCTION & BACKGROUND

- Why does your institution need telemedicine now? Discuss gaps in patient care that can be addressed with telemedicine.
- Identify key players/stakeholders – providers, patients, finance, technical, admin, legal etc.
- Goals & metrics – what do you hope to accomplish if telemedicine implemented?

3. NEED & DEMAND ASSESSMENT

- All stakeholders – who needs & or wants telemedicine & why?
- Surveys, focus groups can be used to capture this information.
- Buy-in is critical from all stakeholders – need commitment to change current processes.

5. SERVICE PLAN ASSESSMENT

- Delivery mode(s) – store-forward, real-time, remote monitoring, ECHO, hybrid
- Reimbursement – who are your payors & do/will they reimburse for telemedicine? Will you choose a direct-to-consumer model where patient pays directly?
- Technology platform – depending on your delivery model(s) what technology will be required? What are you willing to invest? Who will maintain? Will you invest in a commercial platform or build in-house? Consider both sides of the connection – provider & patient/other client.
- Champions – not just providers, but patients, C-suite, IT, finance, administrative, legal etc.

6. MARKETING

- Market segmentation, targeting, positioning, share availability, growth – are there others in your area providing similar services that will compete for your clients? Do you currently have enough clients that are likely candidates for telemedicine? Will they be enough to generate needed ROI or will you need to grow your client base?
- Brand name – what will you call your program to set it apart from everyone else? Will it convey what you want to the audience you hope to capture? Think about a name, logo, hashtag, tag line.
- Promotion – how will you advertise your program & services?

<https://www.telehealthresourcecenter.org/wp-content/uploads/2019/01/15-Steps-Jan.-2019.pdf>

Key Themes

- Assessing the modifications needed to ensure staff stay safe while leveraging their skills and time efficiently and effectively
- Developing staff workflows and ensuring staff understand their roles and responsibilities
- Ensure patients and staff can access and understand how to use telemedicine platforms
- Meeting individual needs by using hybrid telemedicine models to adapt to patients needs and keep patients in care

Learning Objectives

By the end of this session, you will be able to:

- Identify at least one best practice for staff utilization policies and procedures; and
- Describe at least two methods for engaging and maintaining patients in care.



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Staff Utilization & Patient Engagement in Telemedicine STI Services

PRESENTED BY

Dr. Sheryl Malone-Thomas, DNP, RN, FNP-BC

Chief Nurse HIV, STD & Viral Hepatitis Prevention

October 29, 2020



HOUSTON HEALTH
DEPARTMENT

Objectives

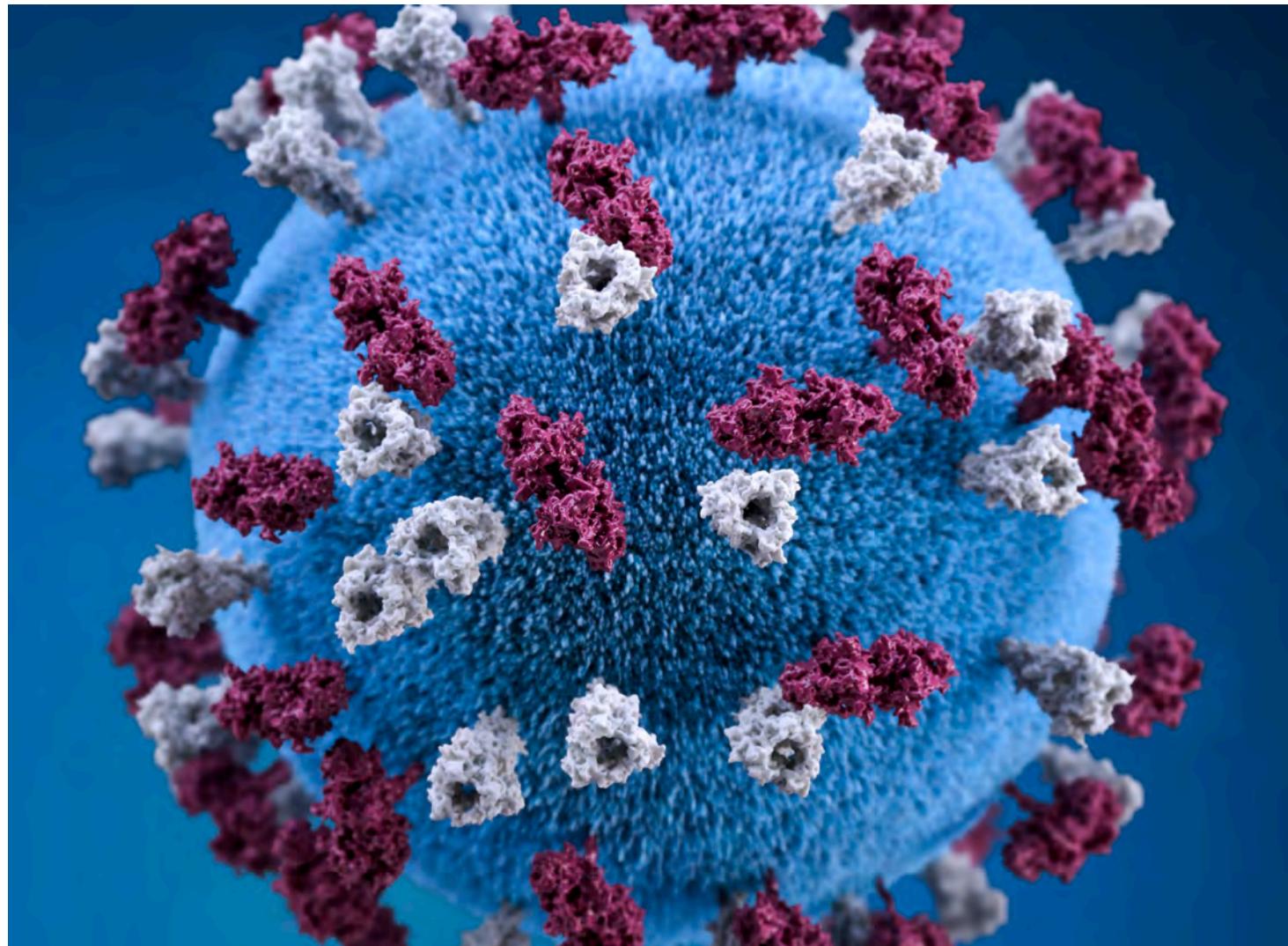


At the end of the presentation, the learner will be able to:

- Identify at least one best practice for staff utilization policies and procedures; and
- Describe at least two methods for engaging and maintaining patients in care.

Introduction

Change



- Houston Health Department (HHD) discussed the need of Telemedicine prior to the COVID-19 pandemic.
- COVID-19 pandemic helped to conceptualize the HHD Telemedicine program.
- Closing the doors to the HHD was NOT an option.

Developing a Successful Telemedicine Program

Now versus Future



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Priority Considerations

- State Laws
- HIPPA
- Electronic Health Record
- Patient Engagement
- Staff Utilization
- Developing Plan/Protocols
- Billing and Coding



Flexible Staffing

- **Chief Nurse/Provider Duties**
 - Oversee STI and PrEP Clinical Operations
 - Perform both Telemedicine and in person visits
 - Develop Standard Operating Procedures
 - 340B
 - Provide staff education
 - Assist patients with connectivity issues
- **Certified Medical Assistant/PrEP Navigator Duties**
 - Register new patients
 - Schedule/reschedule appointments
 - Complete Prescription Assistance Applications
 - Verify insurance benefits
 - Assist patients through referral process
 - Obtain vital signs/lab work
 - Administer medications and/or vaccines
 - Make new start telephone follow-up calls

Best Practices in Patient Engagement



- In person and telemedicine visits
- Lab and treatment services
- Patient personal risk reduction plan
- Self-Report and test for level of PrEP medication in urine
- Contraceptive counseling
- Follow-up calls for new PrEP/PEP patients
- Online trainings
- Spread the word

Successes & Challenges of Implementation



Successes:

- Imperative
- Quick and Convenient
- Less missed work hours for patients
- Seroconversions in PrEP patients: 0
- Outbreaks of other STIs: 0
- 340B eligible

Challenges:

- Connectivity Issues
- Low literacy levels
- Patient labs
- COVID positive patients
- Staff assigned to COVID-19 team



HOUSTON HEALTH
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Session 2

Staff Utilization & Patient Engagement

DESIREE ESTRADA, NP

San Antonio Metro Health Department

KATHLEEN EVANS, FNP-BC

San Antonio Metro Health Department

San Antonio Metro Health Department

- Desiree Estrada, NP and Kathleen Evans, FNP-BC
- Primary Service Area: Sexually Transmitted Infection (STI)
- Patient Population: Sliding Scale/Primarily Uninsured
- Number of Patients Served: Around 11,000/year pre-COVID (including screeners); 200 total PrEP patients
- Implemented Telemedicine in April 2020
- Telemedicine tools integrated into EMR? No
- Do you plan to maintain telemedicine service past the COVID-19 emergency? Yes

San Antonio Metro Health Department

- **Policies and procedures to ensure patient and staff safety**
 - Reducing face-to-face interaction
 - Alternating staff schedules
- **Staff and patient engagement**
 - Community outreach for STI/HIV
 - Asymptomatic STI screenings on Fridays
- **Telemedicine Challenges**
 - Limited transportation
 - Limited technology
 - Adherence



SAMHD STD/HIV Mobile Clinic. Picture courtesy of the San Antonio Metro Health Department.

Discussion



Additional Resources

- **AMA Telehealth Playbook:** <https://www.ama-assn.org/system/files/2020-04/ama-telehealth-playbook.pdf>
- **ASTHO Resources for Implementing Telehealth:** <https://www.astho.org/telehealth/>
- **CMS Toolkit:** <https://www.cms.gov/files/document/general-telemedicine-toolkit.pdf>
- **HHS and CDC Guidance:**
 - STD Treatment (April 6, 2020) - <https://www.cdc.gov/std/dstdp/DCL-STDTreatment-COVID19-04062020.pdf>
 - EPT update and clarification to April 6 letter (May 13, 2020) - <https://www.cdc.gov/std/dstdp/dcl-clarification-may2020.pdf>
 - Test Shortage (September 3, 2020) - <https://www.cdc.gov/std/general/DCL-Diagnostic-Test-Shortage.pdf>
- **HHS COVID and Telehealth Guidance:** <https://www.hhs.gov/coronavirus/telehealth/index.html>
- **National Consortium of Telehealth Resource Centers:** <https://www.telehealthresourcecenter.org/resource-documents/>
- **NCSD's COVID Command Center – Telehealth Resources:** <https://www.ncsddc.org/covid-command-center-std-clinic-resources/#telemedicine-and-express>

Additional Resources

Peer Reviewed Articles on Telehealth Implementation

- ***Virtually Perfect? Telemedicine for Covid-19:***
https://www.nejm.org/doi/full/10.1056/nejmp2003539#article_citing_articles
- ***Novel Coronavirus (COVID-19): telemedicine and remote care delivery in a time of medical crisis, implementation, and challenges:*** <https://academic.oup.com/tbm/advance-article/doi/10.1093/tbm/ibaal05/5938027>
- ***Telemedicine — maintaining quality during times of transition:***
<https://www.nature.com/articles/s41572-020-0185-x>
- ***The role of telehealth during COVID-19 outbreak: a systematic review based on current evidence:*** <https://bmcpublhealth.biomedcentral.com/articles/10.1186/s12889-020-09301-4>

Past Webinars and Upcoming Virtual Events:

- **“Best Practices for Telemedicine: The Provider and Patient Experience” (past webinar):** <https://www.pennmedicine.org/updates/blogs/penn-physician-blog/2020/april/telemedicine-best-practices-successful-virtual-visits>
- **“NCTRC Webinar – Telehealth and COVID-19”:**
<https://www.telehealthresourcecenter.org/event/nctrc-webinar-telehealth-and-covid-19/>
- **Upcoming webinars on telehealth:**
 - <https://www.telehealthresourcecenter.org/events/category/webinars/>
 - <https://www.ruralhealthinfo.org/events/topics/telehealth>

Save the Dates: ECHO Sessions

Session 3: Sustainability, Billing & Coding in STI Services Telemedicine

- Thursday, November 19, 2020; 1:00 p.m. - 2:15 p.m.

Session 4: Program Goals & Measuring Success in STI Services Telemedicine

- Thursday, December 10, 2020; 1:00 p.m. - 2:15 p.m.

Save the Dates: Peer-to-Peer Sessions

Thursday, November 12
11:30-12:30 pm CT

Friday, December 4
11:30-12:30 pm CT

Thursday, December 17
11:30-12:30 pm CT

What are the peer-to-peer sessions?

- Discussion based on key topics following the ECHO sessions
- Opportunity to connect with colleagues and share successes and challenges
- No CE offered
- More *information* will be emailed to *ECHO* participants

Thank You!

Please complete the evaluation to receive a certificate of completion for this session.

[https://www.surveygizmo.com/s3/5764018/STI-Telemedicine-
Technical-Assistance-ECHO-Series-Evaluation](https://www.surveygizmo.com/s3/5764018/STI-Telemedicine-Technical-Assistance-ECHO-Series-Evaluation)

Note: This link will also be emailed to participants within 24 hours of this session.