



Remote Patient Monitoring's Role in Bridging Gaps in Rural Health Through Value-Based Care

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Bridging Gaps in Remote Care



ata2024 NEXUS

ATA's Annual Conference
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BUSINESS

Business Models, Equity & Diversity, Legal & Regulatory Considerations, Licensing, Reimbursement, Staffing/Training



CLINICAL

DTC, Hospital-at-Home, Long Term Care, Pharmacy, Primary Care, Specialty Care



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Delivery Systems, Employers, Investors, Life Sciences Companies, Payers, Startups



TECHNOLOGY

Async/Sync, Data Safety & Security, DTx, Emerging Solutions, Generative AI, Home Testing, Products/Platforms, Remote Monitoring



Early Bird Registration
Ends Feb. 1, 2024.

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INTRODUCTIONS



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Today's webinar will explore:

- Value in Healthcare
- Remote Patient Monitoring
- Value Targets for RPM
- Value-Based RPM for Rural Health
- Future Outlook:

*Remote Care Tech *Policy and Regulations
*Access to Care *Rural Health * AI in Healthcare
*Personalized, Convenient, Patient-Centric Care

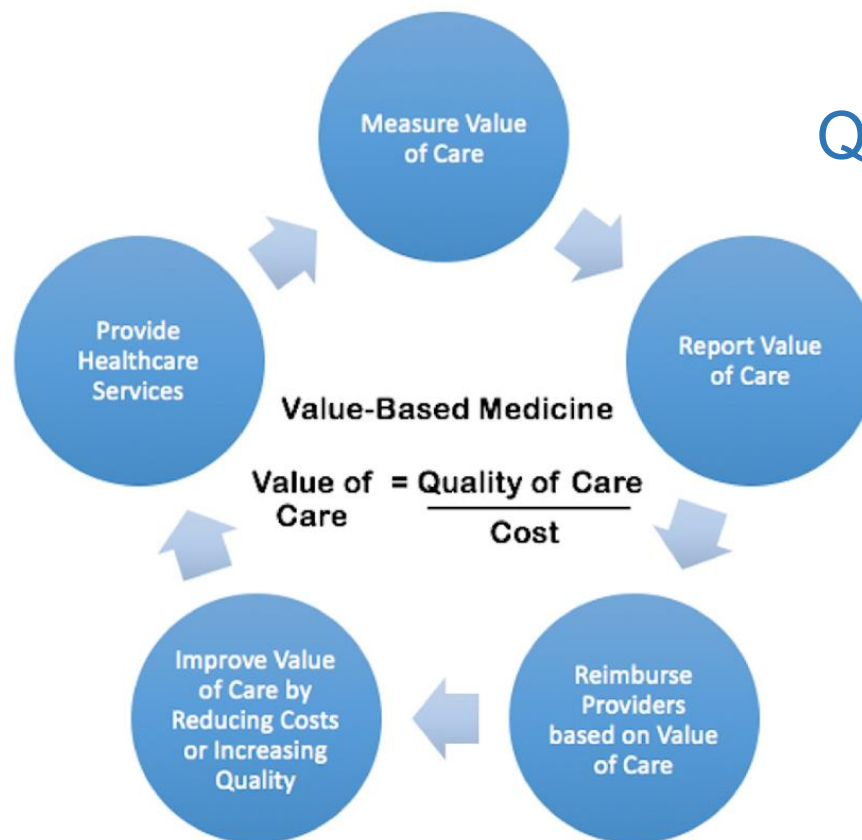


Value in Healthcare

Social Determinants of Health



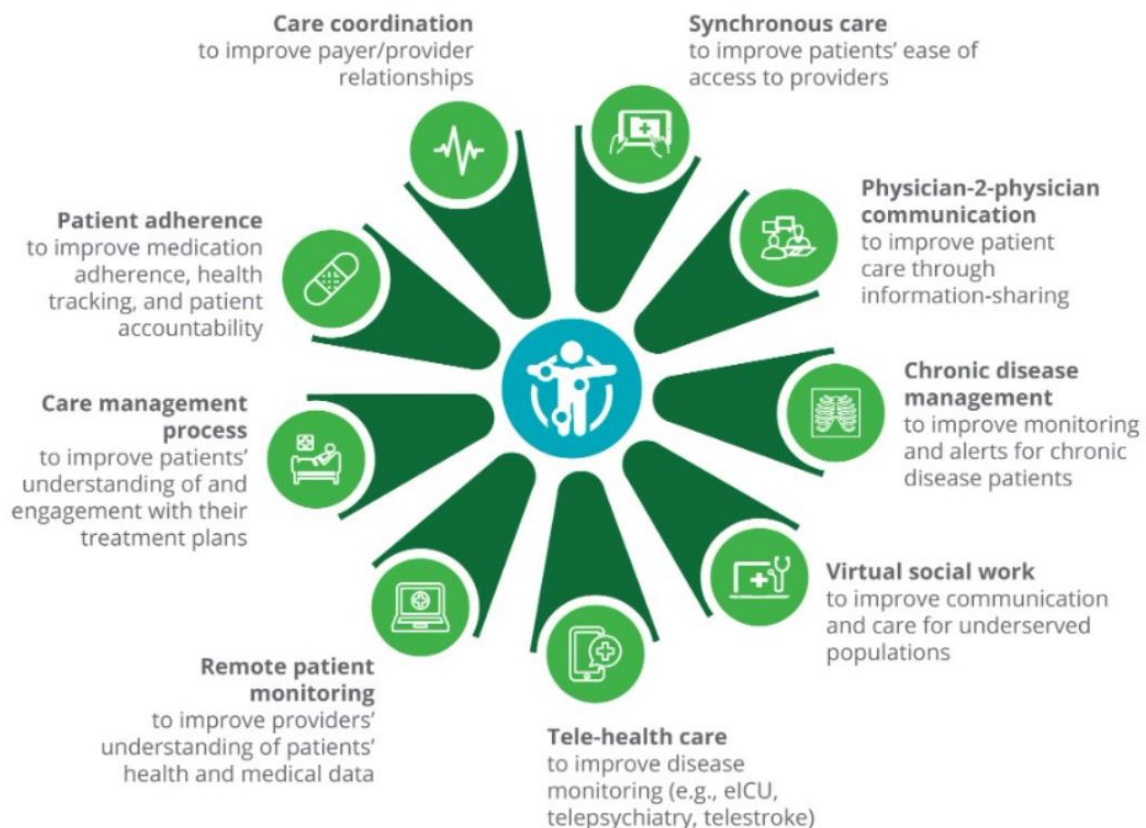
Quintuple Aim of Healthcare





Remote Patient Monitoring

The Value of RPM & Virtual Care



Virtual care technologies, such as RPM, have successfully addressed rural health needs (i.e., SDoH), narrowing gaps in access to care and expanding health equity.



Source: Deloitte analysis.



Coal Country Community Health Center

a case study in rural remote patient monitoring success

- Federally Qualified Health Center with clinics in Beulah, Hazen, Center, and Killdeer, North Dakota
- Services low-income, uninsured or underinsured, aging, chronically ill patient population
- Rural community with limited access to healthcare providers and/or specialists
- Challenged by SDoH (transportation, financial struggles, isolation, etc)



Goals of RPM Program Implementation

- Virtual patient monitoring for delivering consistent, responsive care
- Chronic Care Management (medications, coordination of care, disease management for CHF, COPD, Diabetes)
- Convenient access to provider communication via RPM technology
- Improved patient compliance and adherence to care plan
- Increased engagement and patient satisfaction
- Enhanced outcomes as a result of proactive monitoring and assessment

Value-based Targets for RPM

- Value-based payment incentives; reimbursement models
- Performance ratings, scores, and quality metrics (HEDIS, NCQA)
- Overall cost reduction
- Heightened provider efficiency, productivity, and care quality
- Health equity and access for underserved populations
- Culturally competent care and accessible services
- Improved patient management (prompt intervention, medication adherence, satisfaction, fewer hospitalizations)

How Do We Ensure We're Hitting Our Targets in Value-based Care?



Value-Based RPM for Rural Health

- Use data to identify the most appropriate remote healthcare solutions for the specific patient population
- Address the challenges of staffing shortages; RPM technology training; the need for leadership buy-in
- Investigate funding; enact value-based payment models; use appropriate CMS billing codes for reimbursement
- Develop a community-centric infrastructure to bridge the digital divide and expand access to virtual care
- Empower patients with knowledge; encourage engagement in personal health and well-being management

“Remote patient monitoring can be as simple as setting up an interactive voice response system and having a patient or caregiver enter or report their daily blood pressure or heart rate using an analog phone—it can be done in online or offline mode,” ~ Bill Paschall



Where to From Here?

- Remote Care Tech Advances
- PERS Safety Net
- Policy and Regulations
(payer incentives; CMS CPT; RTM, etc.)
- Access to Care
(eradicating barriers; reducing cost of care)
- Rural Health
(hospital at home, patient engagement; smart homes; CHF care beyond Medicare/reimbursement; virtual clinics)
- * AI in Healthcare
- * Patient-Centric Care (VBC vs FFS; improved outcomes)



Questions?

Thank You!

For more information on value-based healthcare and RPM solutions:

- Visit www.cleararchhealth.com
- Email info@cleararchhealth.com
- Call [1-800-995-1854](tel:1-800-995-1854)



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Nina M. Antoniotti, RN, MBA, PhD

Director of Interoperability and Patient Engagement - St. Jude Children's Research Hospital

Dr. Nina Antoniotti is a healthcare leader with over 25 years of experience in virtual care strategies and integrating telehealth into clinical systems of care. Currently President and CEO of AthenaWerx Telehealth Transformational Consulting, she is also the Director of Interoperability and Patient Engagement for St. Jude Children's Research Hospital in Memphis, TN. A 2009 American Telemedicine Association's College of Fellows inductee, and past president of the ATA Standards and Guidelines Committee, Dr. Antoniotti's expertise encompasses reimbursement, HIPAA compliance, CMS regulations, national standards and policy development, technology innovation, and deploying international telemedicine initiatives throughout China and Iran.



Amber Brady, RN, BSN

Assistant Director of Nursing - Coal Country Community Health Center

Amber Brady is the Assistant Director of Nursing at Coal Country Community Health Center in Beulah, North Dakota. Amber has worked in healthcare for 13 years, and has been a nurse for 9 years, receiving her nursing degree at the University of Mary in Bismarck, North Dakota. She has worked as a nurse in inpatient care, internal medicine, emergency room medicine, and family practice throughout her nursing career.

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Bill Paschall

Senior VP of Growth and Strategic Accounts, Clear Arch Health

William “Bill” Paschall is a telemedicine veteran and RPM innovator with 30+ years of experience in mHealth business development, from start-up through acquisition. A highly knowledgeable subject matter expert and much sought-after speaker in the areas of remote patient care, healthcare technology, and telehealth policy and reimbursement, Bill is a board alum of the American Telemedicine Association (ATA), current ATA chair (Remote Monitoring SIG) and a 2023 ATA College of Fellows inductee. Bill Paschall joined MobileHelp/Clear Arch Health in 2022 as Senior Vice President of Growth and Strategic Accounts.

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