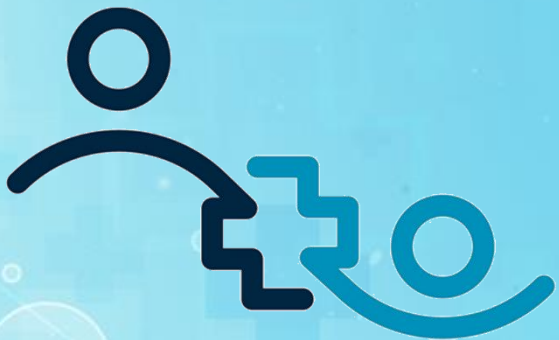




Mid-Atlantic
Telehealth
Resource Center

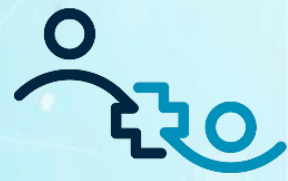
Business Models in Telehealth

MATRC Summit – April 2018



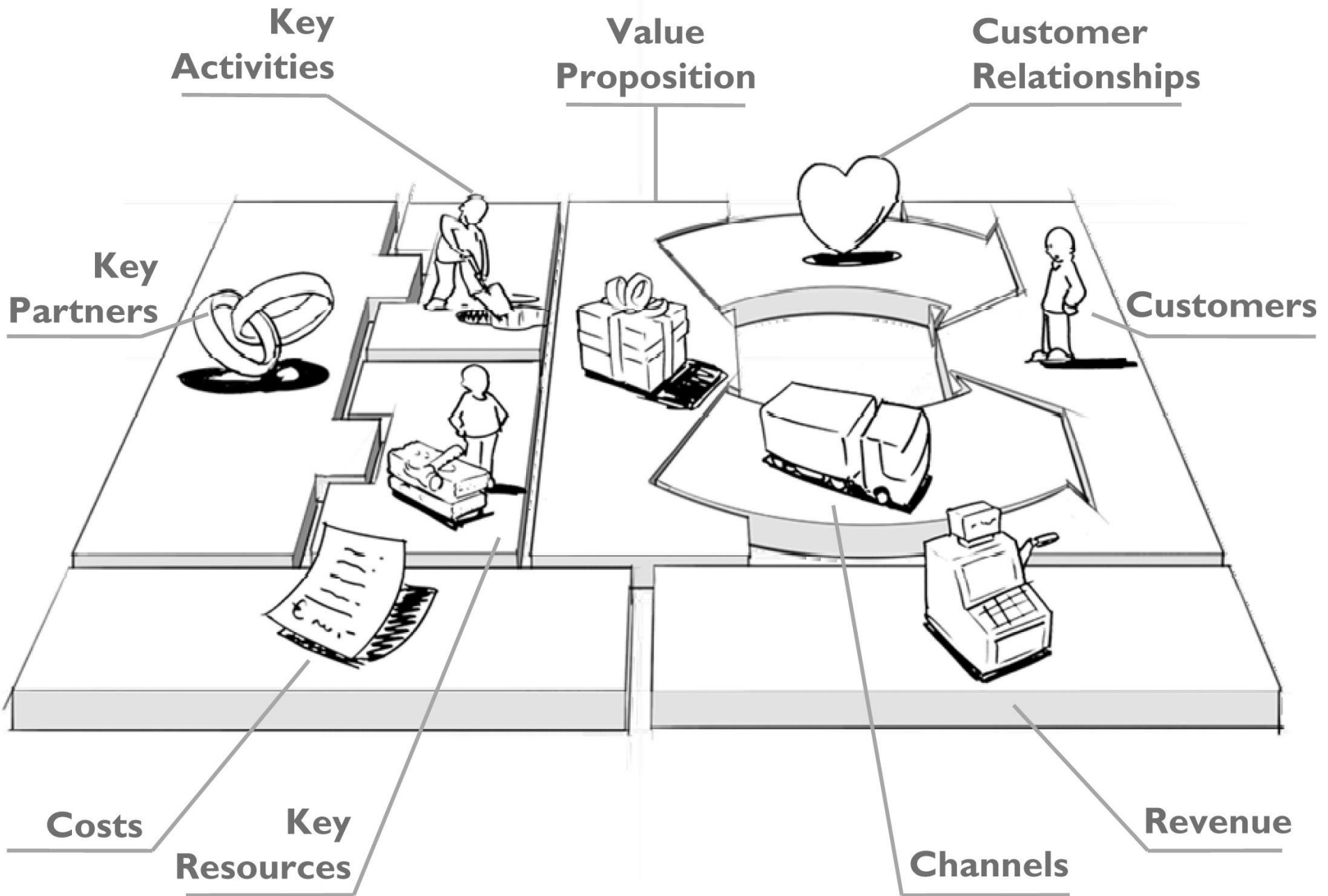
**Ingenium
Healthcare
Advisors**





Telehealth Business Model





You're holding a handbook for visionaries, game changers,
and challengers striving to defy outmoded business models
and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement

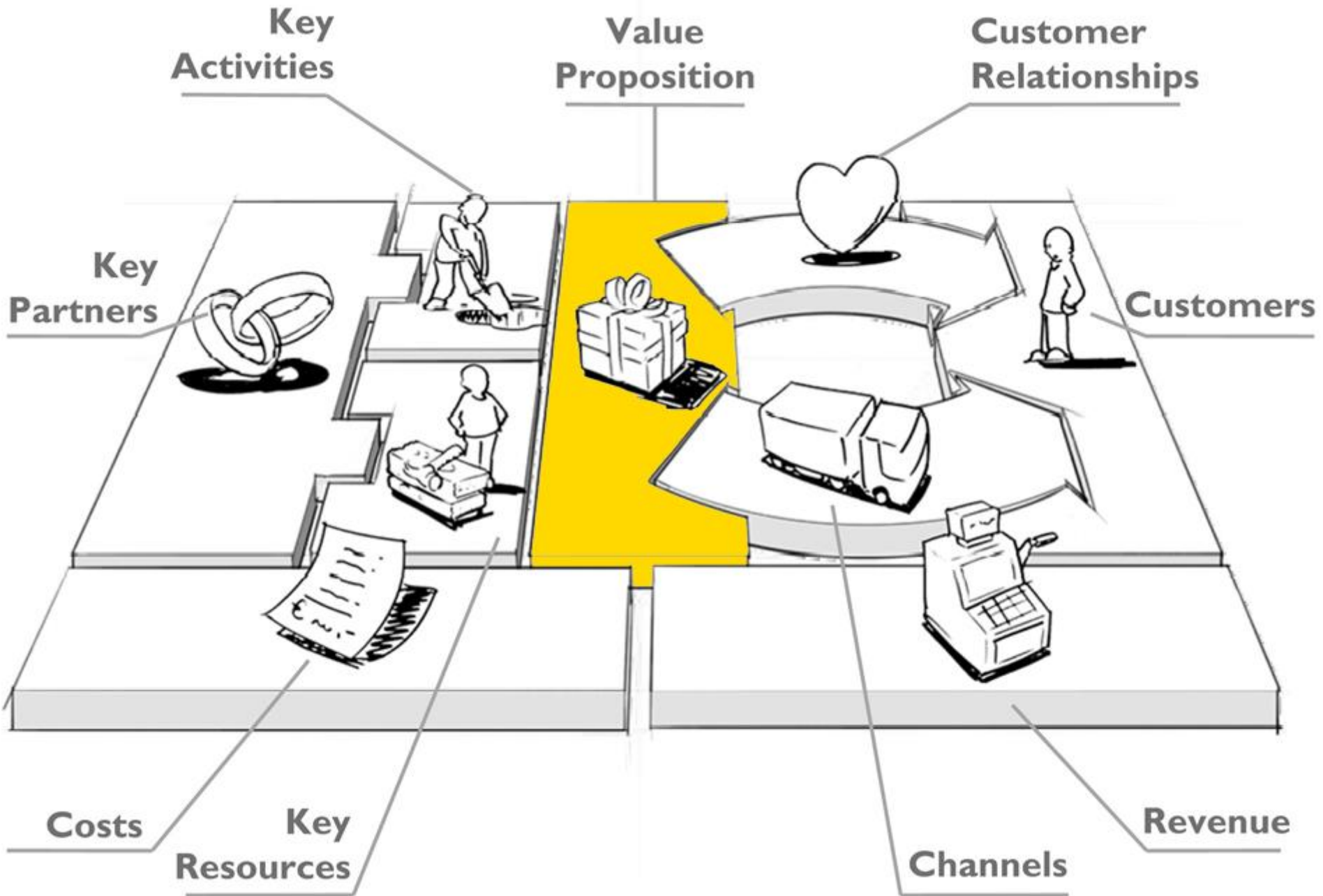
WILEY

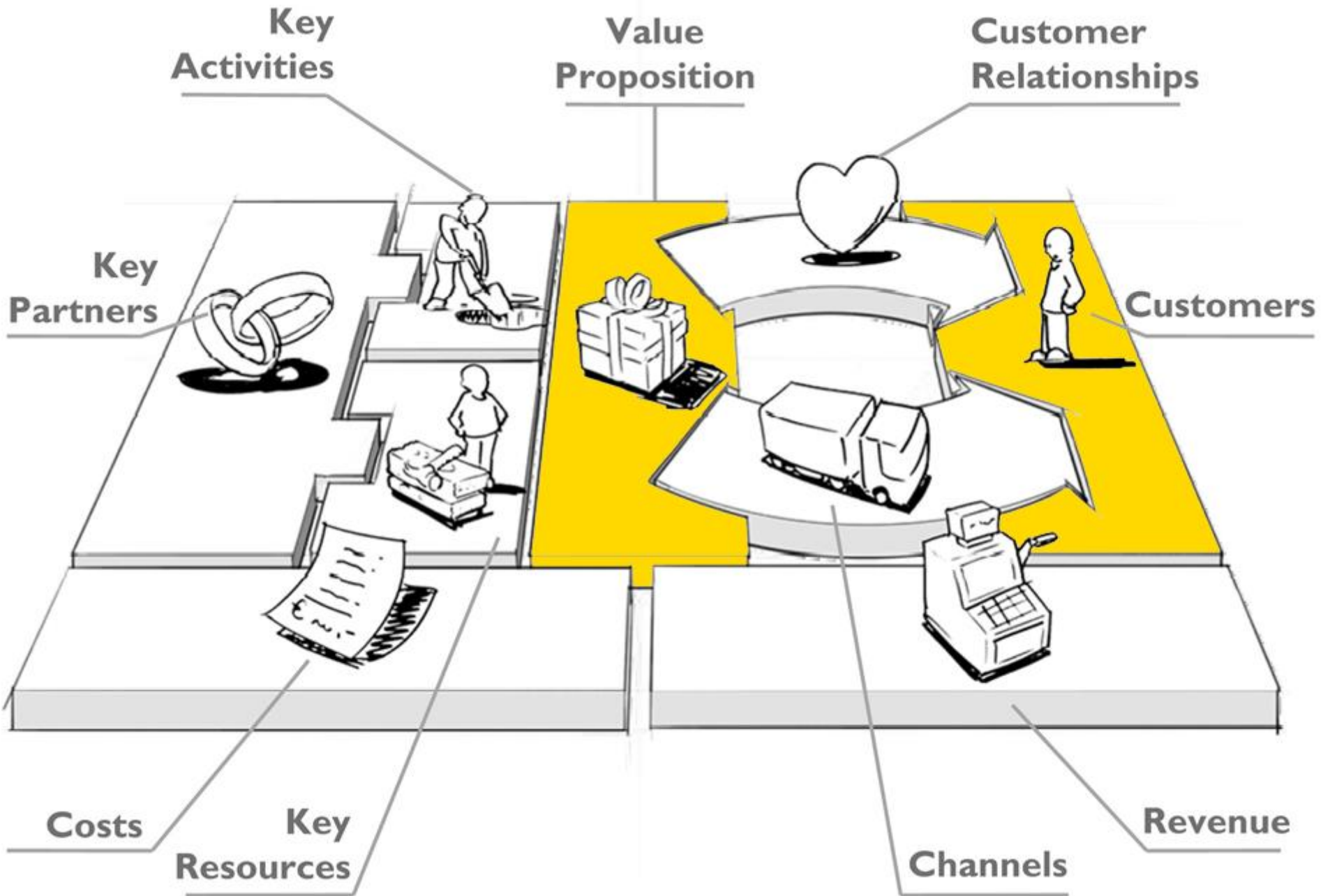

Strategyzer
Series

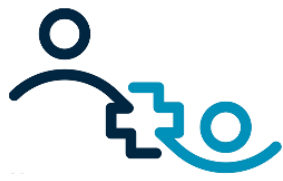
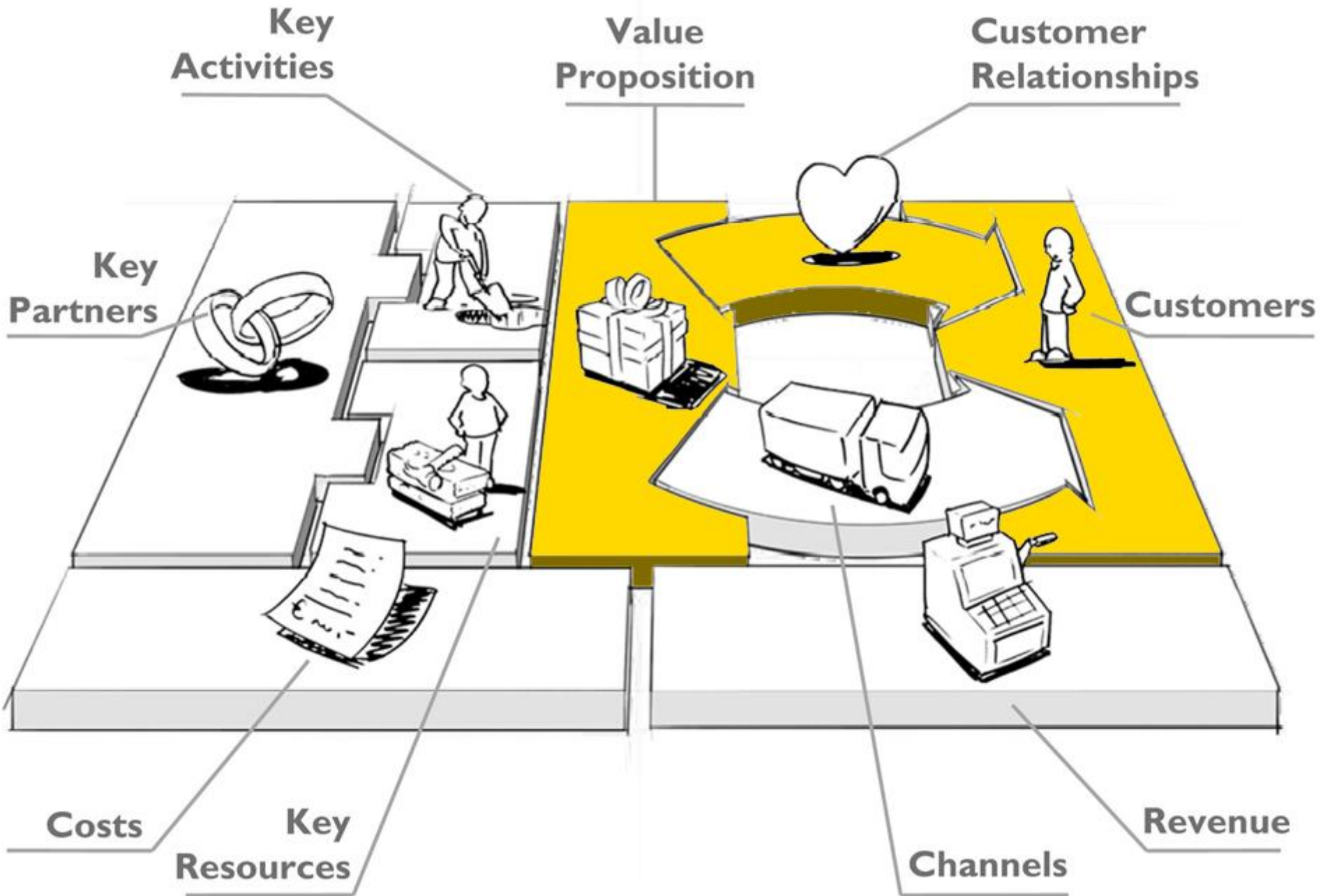
strategyzer.com/bmg
International Bestseller
30+ Languages

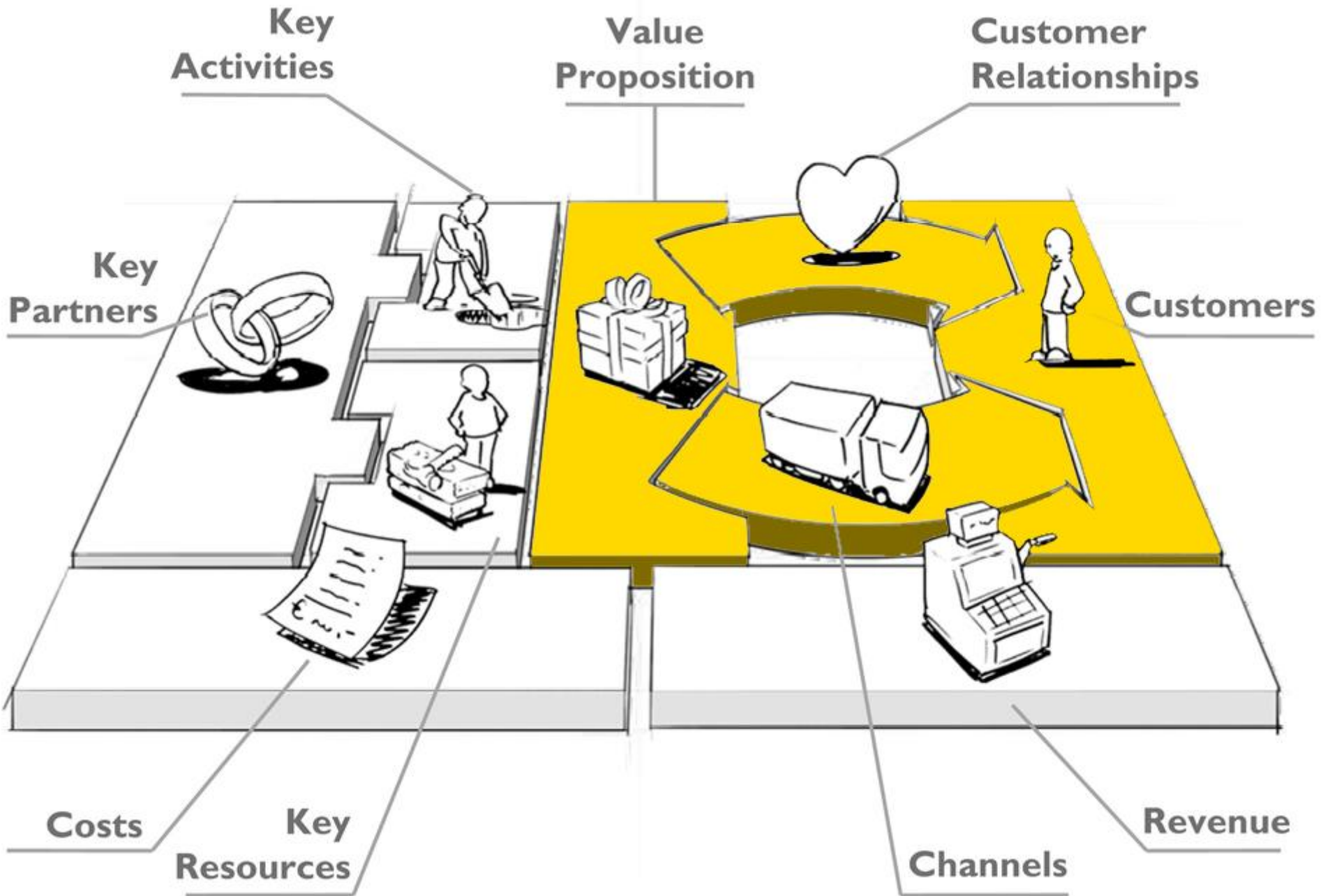
NEW!

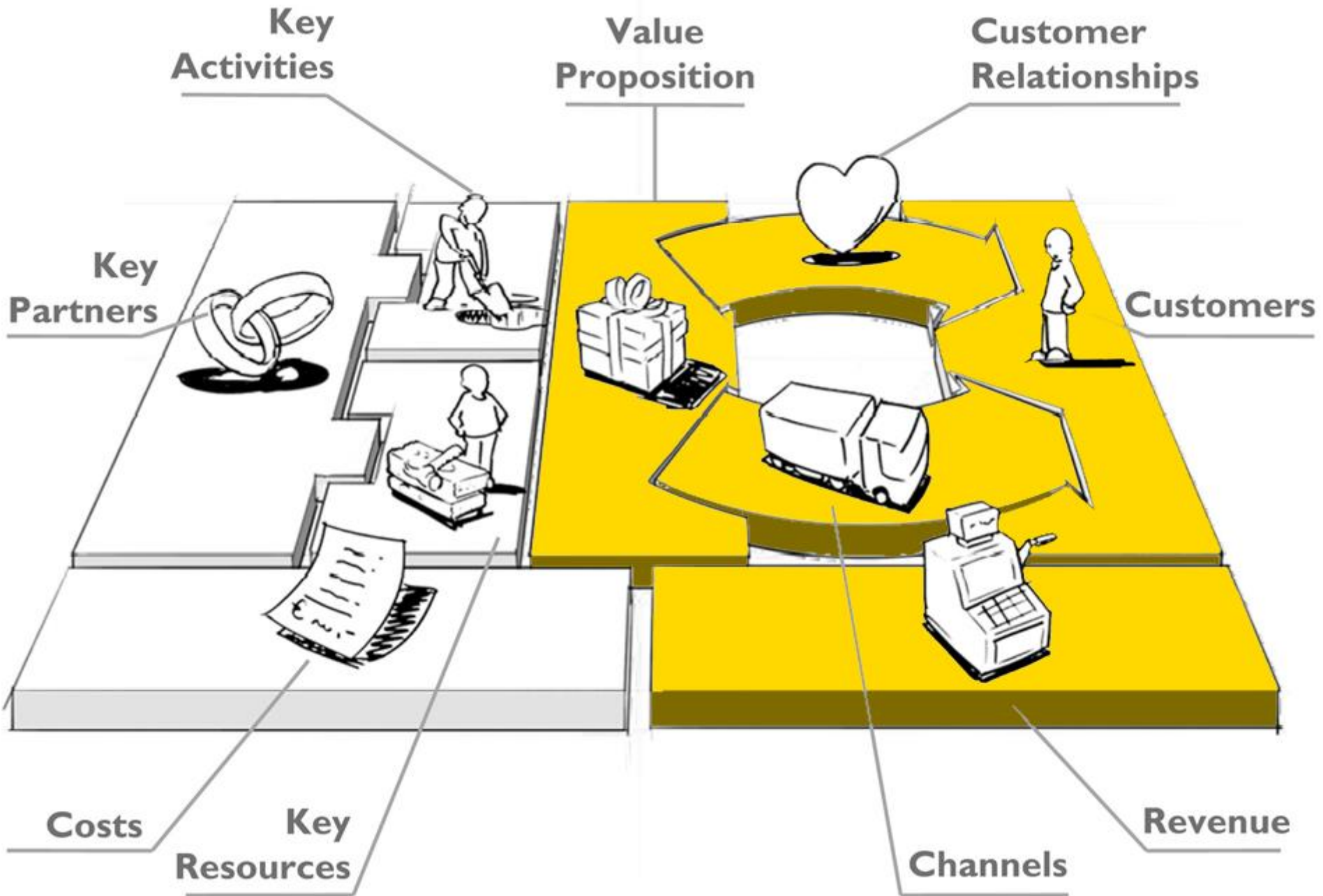


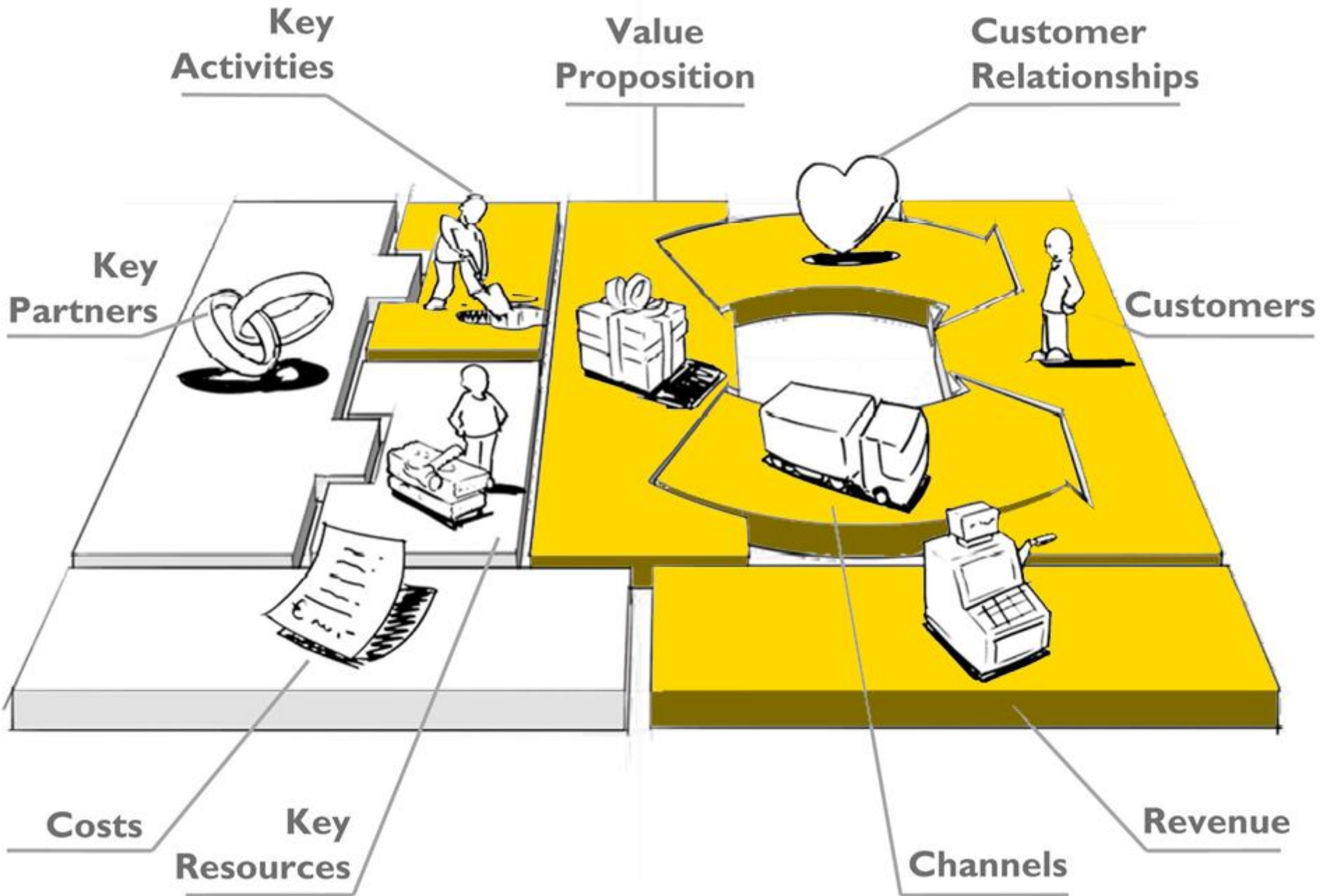


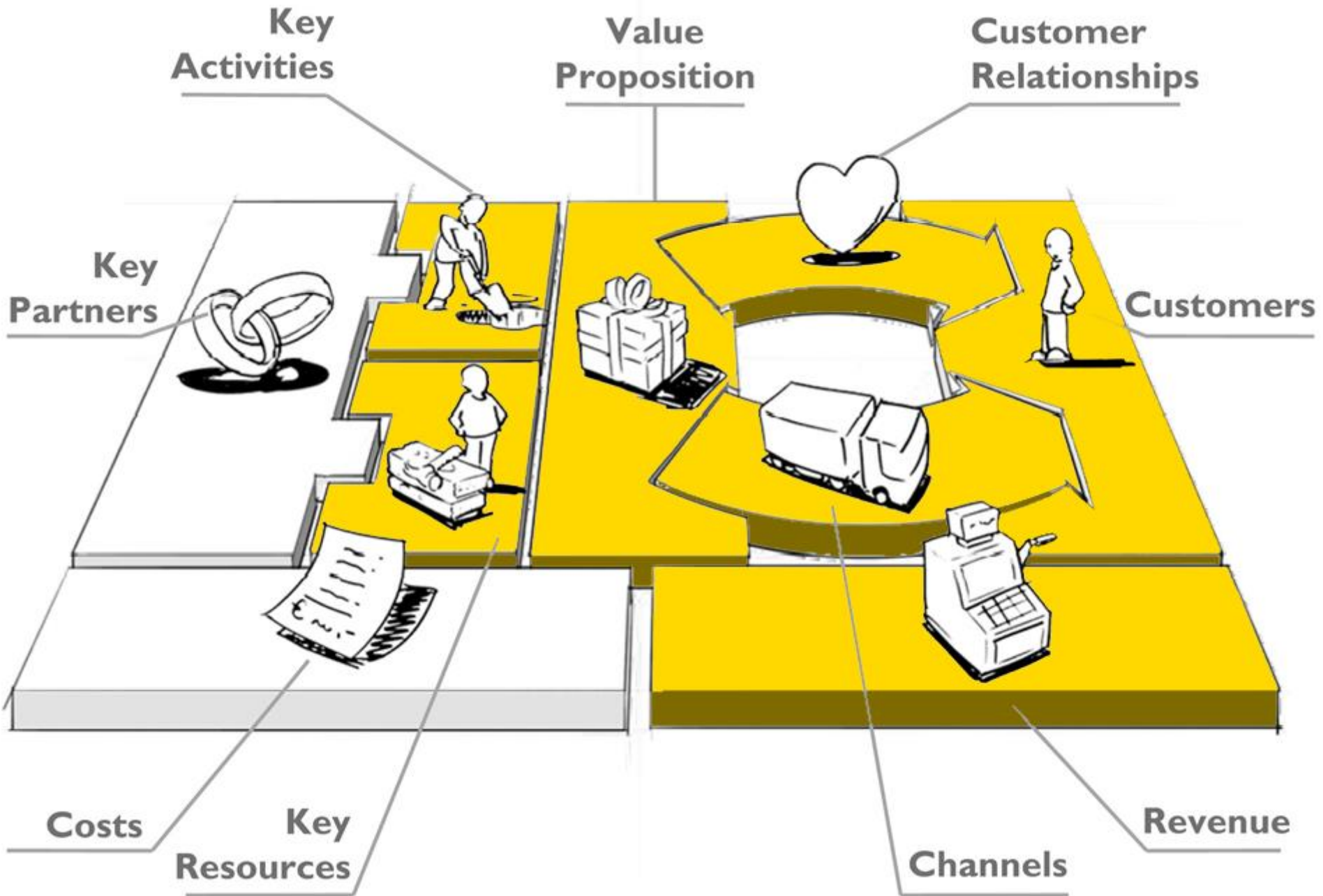


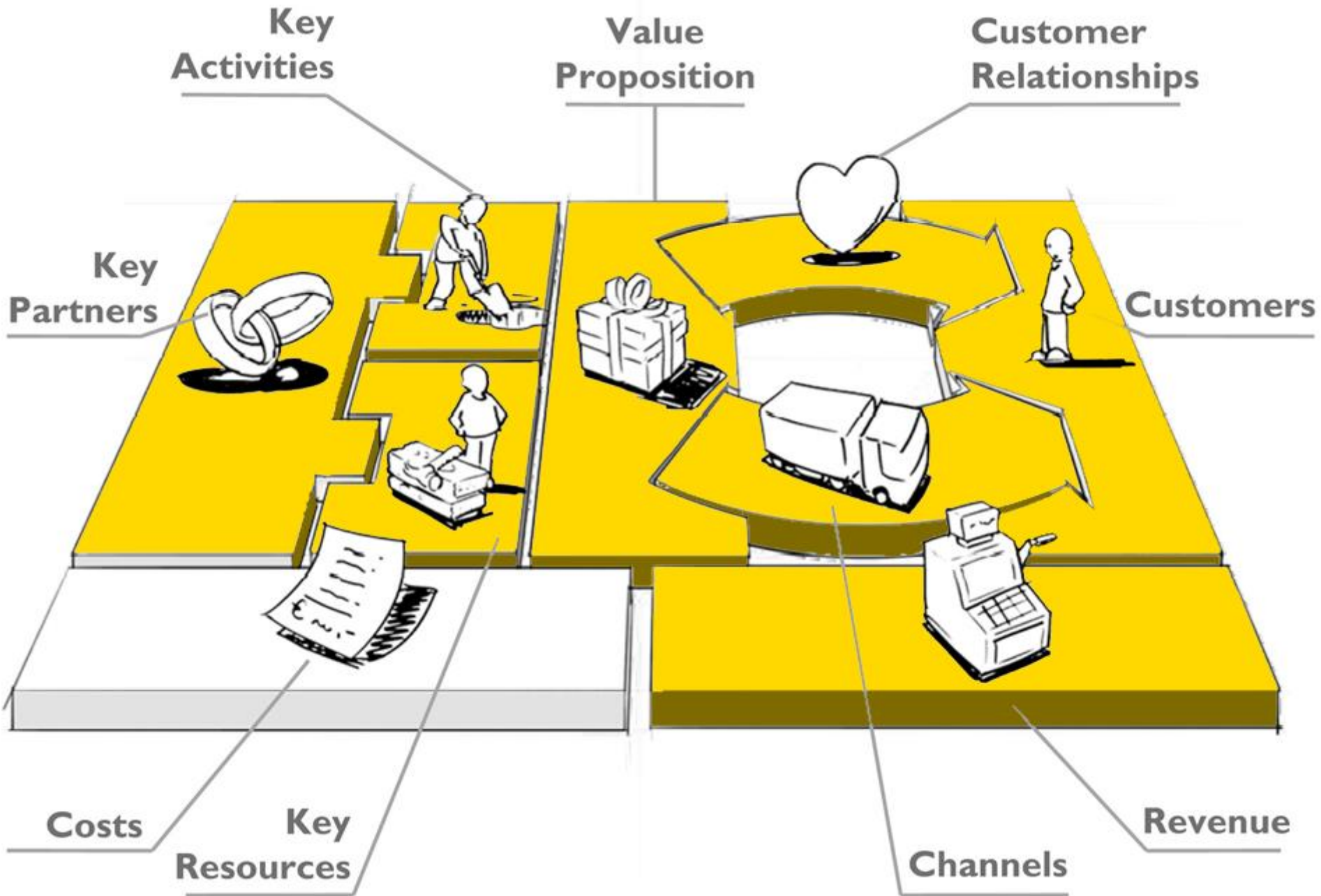


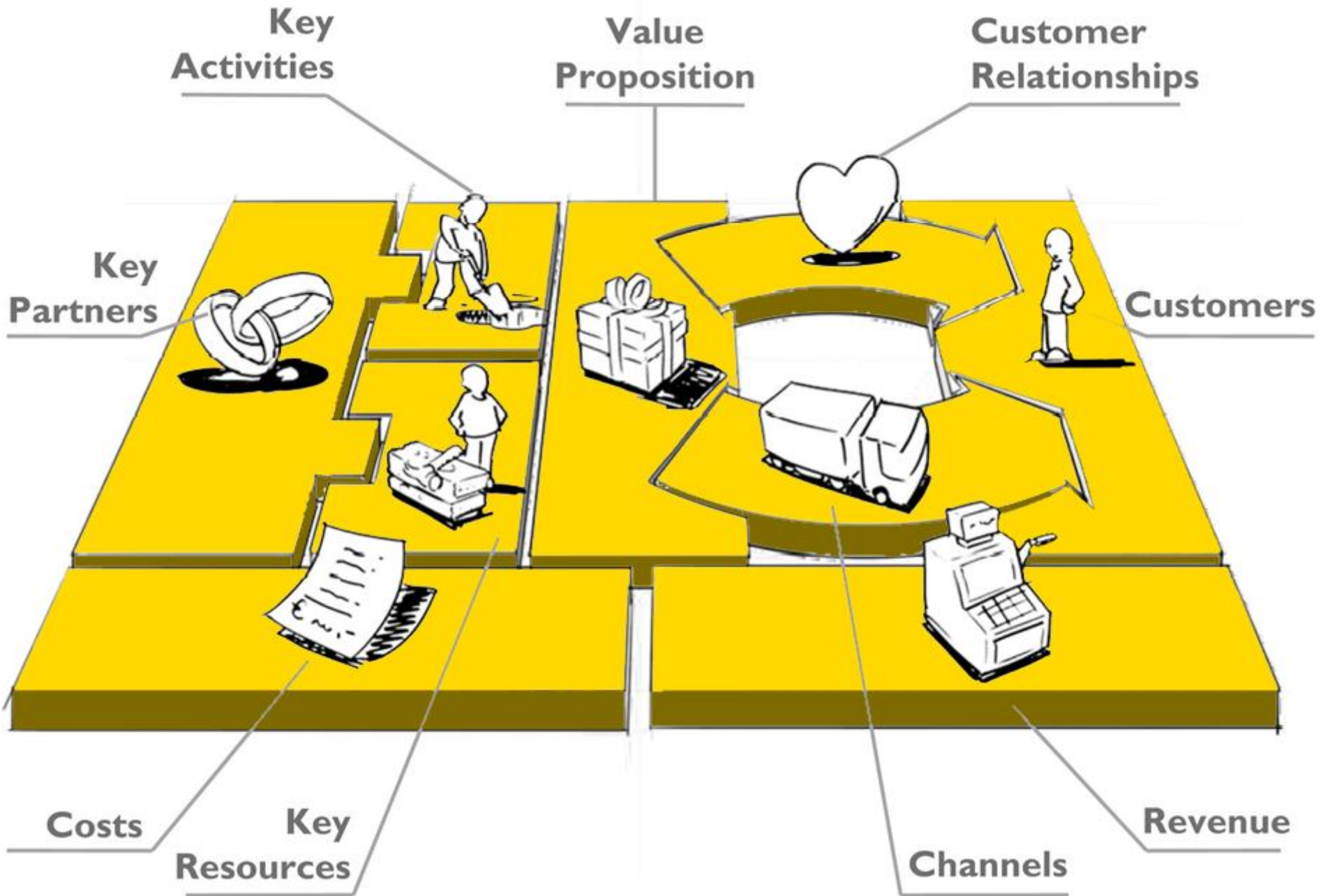


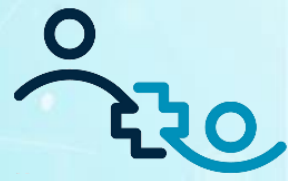




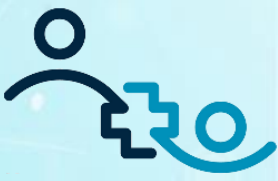






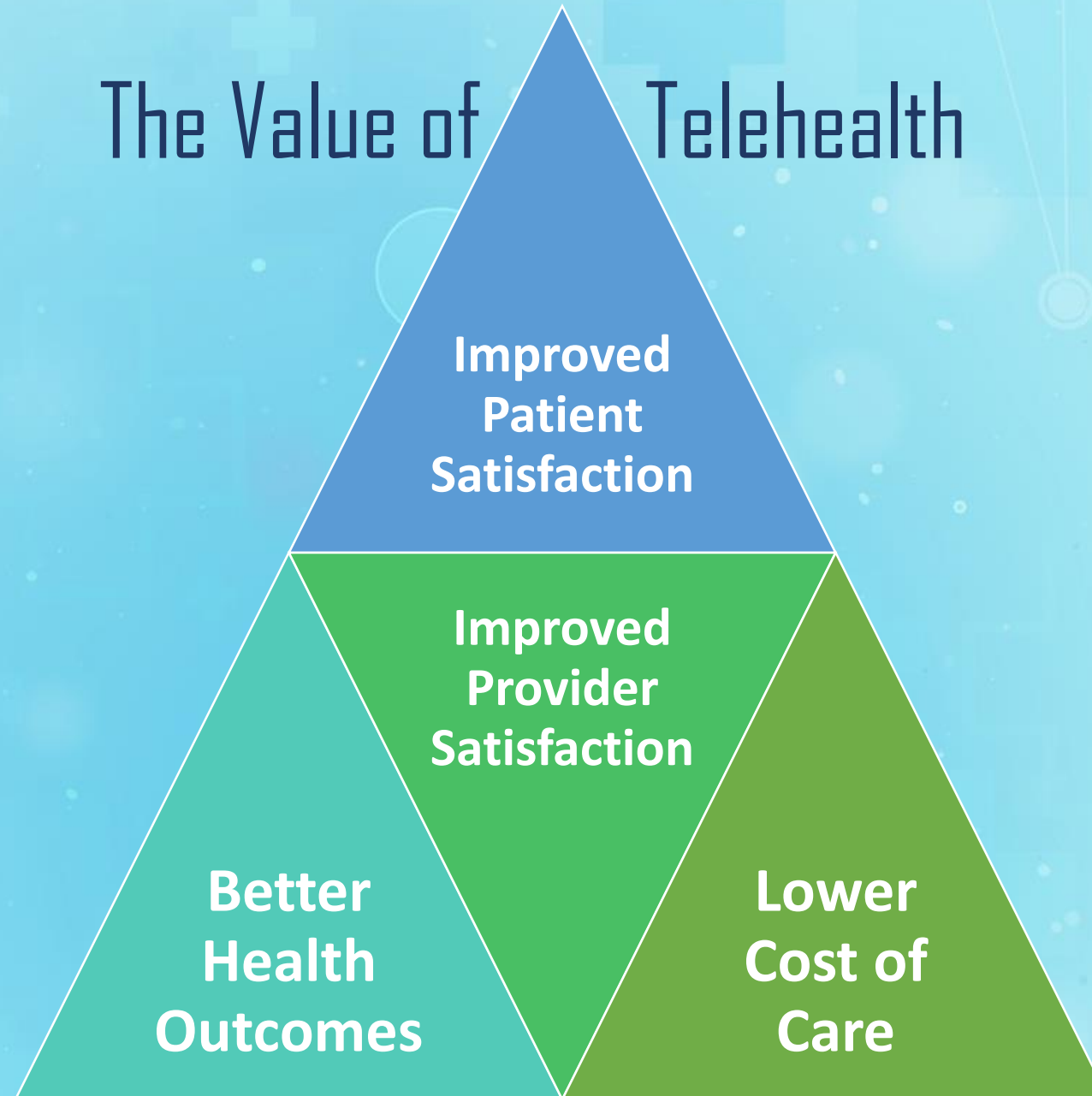


Telehealth Service Sustainability





The Value of Telehealth



Sources of Value

Organizational

- Reputation
- Brand
- Market Share
- Recruitment
- Satisfaction

Financial

- Revenue
- Cost Savings
- No Penalties

Clinical

- Outcomes
- Engagement
- Satisfaction



Revenue Models

Fee-for-Service
(Private Insurers, Medicaid, Medicare)

Bundled Payments

Cash Pay

Subscriptions
(e.g., Concierge Care)

Shared Savings (ACOs)

Etc.



Telehealth BINGO

H

Telehealth Mode					
1	Interactive Telemedicine		4	Remote Patient Monitoring	
	TeleConsult	TeleExam		Periodic	Continuous
			Store & Forward		Patient Portal
			Tele Education		

E

Recipient					
Patient & Family		Providers			Patient
Patient	Family	Physician	RN	PA/NP	MA
					Family

A

Provider					
Physician	RN	PA/NP	MA	Care Coord.	Educator

L

Care					
Non-Acute	Acute	Post-Acute	Chronic	Preventive	Follow-Up

T

Specialty					
PrimaryCare	Gynecology	Neurology	Nephrology	Dermatology	Radiology
Behavioral	Urology	Cardiology	Infectious Dz	Genetics	Pathology

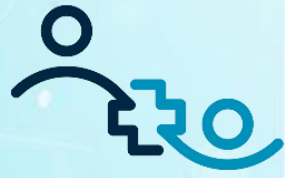
H

Location					Asst. Living
Clinic	Home	School	Hotel	Out of State	SNF
Hospital	Work	College	Airplane	Abroad	Hospice

202,178
Use Cases
(6×6×6×6×12×13+2)



T3



Telehealth BINGO

H

Telehealth Mode					
Interactive Telemedicine		Remote Patient Monitoring		Store & Forward	Tele Education
TeleConsult	TeleExam	Periodic	Continuous		Patient Portal

E

Recipient					
Patient & Family		Providers			Patient
Patient	Family	Physician	RN	PA/NP	MA
					Family

A

Provider					
Physician	RN	PA/NP	MA	Care Coord.	Educator

L

Care					
Non-Acute	Acute	Post-Acute	Chronic	Preventive	Follow-Up

T

Specialty					
PrimaryCare	Gynecology	Neurology	Nephrology	Dermatology	Radiology
Behavioral	Urology	Cardiology	Infectious Dz	Genetics	Pathology

H

Location					Asst. Living
Clinic	Home	School	Hotel	Out of State	SNF
Hospital	Work	College	Airplane	Abroad	Hospice



E1

A1



Telehealth BINGO

H

Telehealth Mode					
Interactive Telemedicine		Remote Patient Monitoring		Store & Forward	Tele Education
TeleConsult	TeleExam	Periodic	Continuous		Patient Portal

E

Recipient					
Patient & Family		Providers			Patient
Patient	Family	Physician	RN	PA/NP	MA
					Family

A

Provider					
Physician	RN	PA/NP	MA	Care Coord.	Educator

L

Care					
Non-Acute	Acute	Post-Acute	Chronic	Preventive	Follow-Up

T

Specialty					
PrimaryCare	Gynecology	Neurology	Nephrology	Dermatology	Radiology
Behavioral	Urology	Cardiology	Infectious Dz	Genetics	Pathology

H

Location					Asst. Living
Clinic	Home	School	Hotel	Out of State	SNF
Hospital	Work	College	Airplane	Abroad	Hospice





Telehealth BINGO

H

Telehealth Mode					
Interactive Telemedicine		Remote Patient Monitoring		Store & Forward	Tele Education
TeleConsult	TeleExam	Periodic	Continuous		Patient Portal

E

Recipient					
Patient & Family		Providers			Patient
Patient	Family	Physician	RN	PA/NP	MA
					Family

A

Provider					
Physician	RN	PA/NP	MA	Care Coord.	Educator

L

Care					
Non-Acute	Acute	Post-Acute	Chronic	Preventive	Follow-Up

T

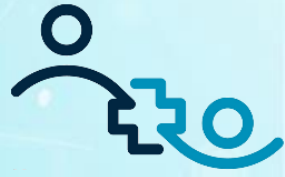
Specialty					
PrimaryCare	Gynecology	Neurology	Nephrology	Dermatology	Radiology
Behavioral	Urology	Cardiology	Infectious Dz	Genetics	Pathology

H

Location					Asst. Living
Clinic	Home	School	Hotel	Out of State	SNF
Hospital	Work	College	Airplane	Abroad	Hospice



H1



Telehealth BINGO

H

Telehealth Mode					
Interactive Telemedicine		Remote Patient Monitoring		Store & Forward	Tele Education
TeleConsult	TeleExam	Periodic	Continuous		Patient Portal

E

Recipient					
Patient & Family		Providers			
Patient	Family	Physician	RN	PA/NP	MA
					Patient
					Family

A

Provider					
Physician	RN	PA/NP	MA	Care Coord.	Educator

L

Care					
Non-Acute	Acute	Post-Acute	Chronic	Preventive	Follow-Up

T

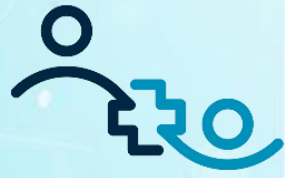
Specialty					
PrimaryCare	Gynecology	Neurology	Nephrology	Dermatology	Radiology
Behavioral	Urology	Cardiology	Infectious Dz	Genetics	Pathology

H

Location					
Clinic	Home	School	Hotel	Out of State	Asst. Living
Hospital	Work	College	Airplane	Abroad	SNF
					Hospice



H2



Telehealth BINGO

H
E
A
L
T
H

Telehealth Mode											
1 Interactive Telemedicine		2 Remote Patient Monitoring		3 Store & Forward		4 Tele Education		5 Patient Portal			
TeleConsult		TeleExam		Periodic		Continuous					
Recipient											
Patient & Family				Providers						Patient	
Patient				Family		Physician		RN		PA/NP	
								MA		Family	
Provider											
Physician		RN		PA/NP		MA		Care Coord.		Educator	
Care											
Non-Acute		Acute		Post-Acute		Chronic		Preventive		Follow-Up	
Specialty											
Primary Care		Gynecology		Neurology		Nephrology		Dermatology		Radiology	
Behavioral		Urology		Cardiology		Infectious Dz		Genetics		Pathology	
Location										Asst. Living	
Clinic		Home		School		Hotel		Out of State		SNF	
Hospital		Work		College		Airplane		Abroad		Hospice	



Telehealth Mode

Interactive Telemedicine		Remote Patient Monitoring		Store & Forward	Tele Education	Patient Portal
TeleConsult	TeleExam	Periodic	Continuous			

Recipient

Patient & Family		Providers				Patient
Patient	Family	Physician	RN	PA/NP	MA	Family

Provider

Physician	RN	PA/NP	MA	Care Coord.	Educator
-----------	----	-------	----	-------------	----------

Care

Non-Acute	Acute	Post-Acute	Chronic	Preventive	Follow-Up
-----------	-------	------------	---------	------------	-----------

Specialty

PrimaryCare	Gynecology	Neurology	Nephrology	Dermatology	Radiology
Behavioral	Urology	Cardiology	Infectious Dz	Genetics	Pathology

Location

Clinic	Home	School	Hotel	Out of State	Asst. Living
Hospital	Work	College	Airplane	Abroad	SNF
					Hospice



Revenue Models

Fee-for-Service
(Private Insurers, Medicaid, Medicare)

Bundled Payments

Cash Pay

Subscriptions
(e.g., Concierge Care)

Shared Savings (ACOs)

Etc.



Sources of Value

Organizational

- Reputation
- Brand
- Market Share
- Recruitment
- Satisfaction

Financial

- Revenue
- Cost Savings
- No Penalties

Clinical

- Outcomes
- Engagement
- Satisfaction



Telehealth Mode

Interactive Telemedicine		Remote Patient Monitoring		Store & Forward	Tele Education	Patient Portal
TeleConsult	TeleExam	Periodic	Continuous			

Recipient

Patient & Family		Providers				Patient
Patient	Family	Physician	RN	PA/NP	MA	Family

Provider

Physician	RN	PA/NP	MA	Care Coord.	Educator
-----------	----	-------	----	-------------	----------

Care

Non-Acute	Acute	Post-Acute	Chronic	Preventive	Follow-Up
-----------	-------	------------	---------	------------	-----------

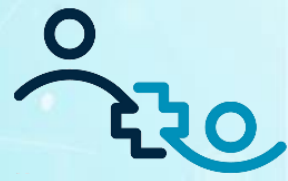
Specialty

PrimaryCare	Gynecology	Neurology	Nephrology	Dermatology	Radiology
Behavioral	Urology	Cardiology	Infectious Dz	Genetics	Pathology

Location

Clinic	Home	School	Hotel	Out of State	Asst. Living
Hospital	Work	College	Airplane	Abroad	SNF
					Hospice





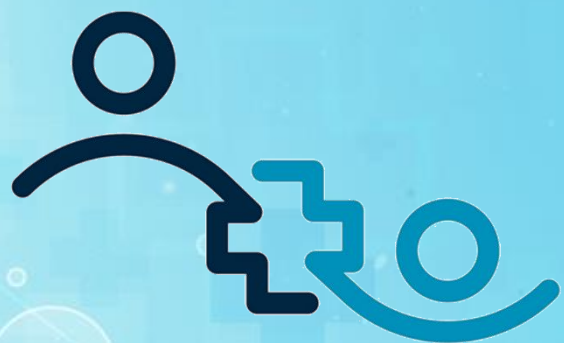
Thank You!



Christian Milaster

christian@ingeniumadvisors.net

(657) 464-3648



**Ingenium
Healthcare
Advisors**

