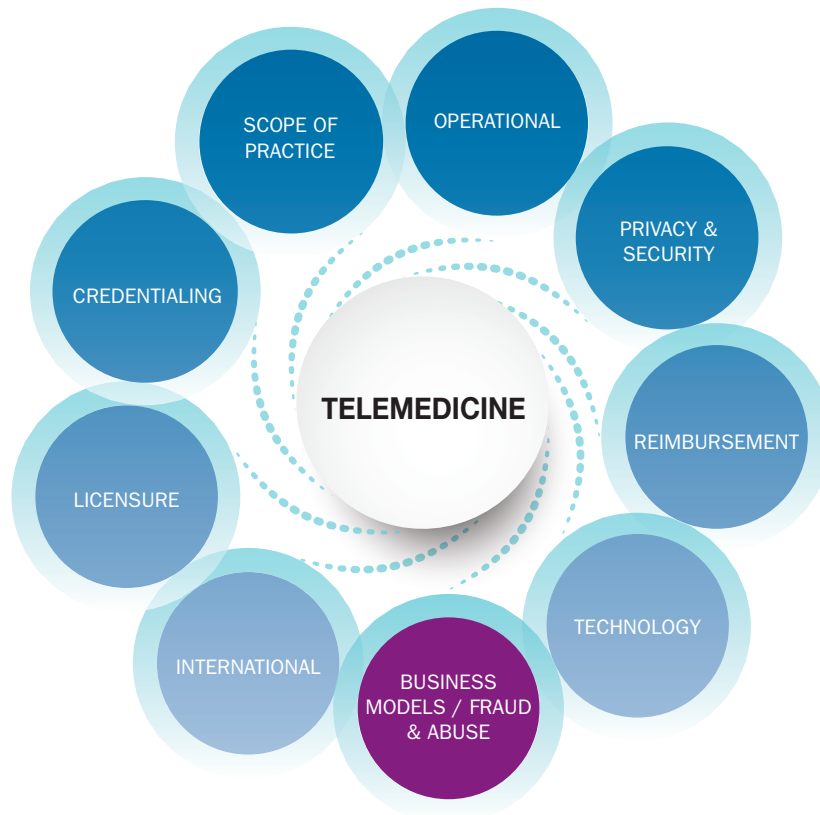


Telemedicine Business and Legal Considerations



Sample Business Models and Provider Arrangements

- 1 **Direct-to-Consumer/Patient**
DTC urgent care access
Patient contracts with provider for on-demand telemedicine services
- 2 **Institution-to-Institution**
Telestroke PSA with critical access hospital
Rural hospital contracts with academic medical center for on-demand telestroke services with 24/7 availability
- 3 **Clinician-to-Clinician**
Peer-to-peer specialty consulting services
PCP group contracts with telepsychiatry specialist to consult on difficult cases
- 4 **Oversight and Processes**
eICU
Hospital creates internal eICU to have monitoring, responsiveness and oversight over inpatients
- 5 **Chronic Care Management**
RPM and follow-up for existing patients
CCM provider contracts with physician group for chronic care management and RPM services
- 6 **Online Patient Access/Portals/Tech**
Online second opinions and HIT portals
Dermatological oncology specialist offers online-based second opinion services to patients and their PCPs across the country, resulting in medical tourism opportunities
- 7 **mHealth, Medical Apps**
Self-tracking apps, diagnostics, care support
mHealth-based smoking cessation and medication adherence software with RT-transmittal of data analysis and patient utilization to provider group
- 8 **Hardware/Software**
On-site kiosks (schools, factories, oil rigs)
Professional telemedicine-based services in remote areas using kiosks or other telediagnostic equipment modules
- 9 **International**
U.S. to China telemedicine
U.S.-based hospital contracts with China-based medical center to provide telemedicine-based consults, fellowship educational opportunities, research collaboration, and other services