Taking Telehealth Mainstream

NORTHEAST TELEHEALTH RESOURCE CENTER

Essentials of Telebehavioral Health

NETRC Regional Conference | May 23+24, 2017 | Amherst, MA

MCD **Public Health**
Insight Innovation Impact

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Taking Telehealth Mainstream

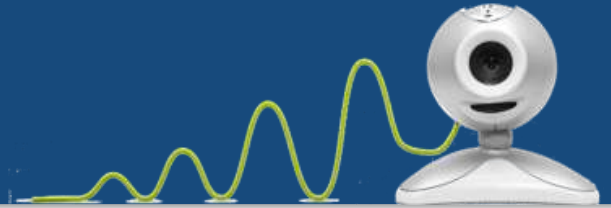**NORTHEAST TELEHEALTH** RESOURCE CENTER

While Jay Ostrowski does not have a financial relationship with any product or service referenced in this presentation, he does have a financial relationship with with Behavioral Health Innovation and Adaptive Telehealth.

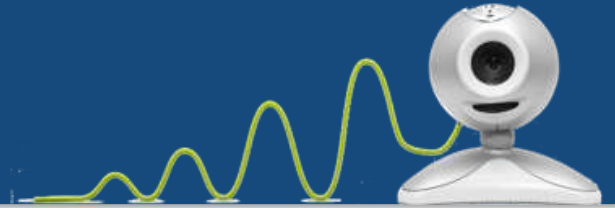NETRC Regional Conference | May 23+24, 2017 | Amherst, MA

MCD **Public Health** Insight Innovation Impact

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Common Questions

- **Is it effective?**
- **Is it legal?**
- **Can I cross state lines?**
- **Best practices?**
- **Reimbursements?**
- **HIPAA-secure technology?**
- **How to Start?**
- **Where to find assistance?**

HIPAA Compliant
HIPAA Secure
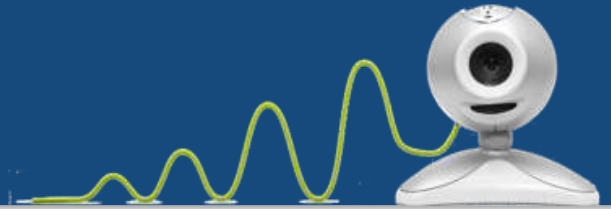
Essentials in Telebehavioral Health

Outline

- **What is Telebehavioral Health** (and why do we need it)?
- **Is it Legal, Ethical, Efficacious or Reimbursed?**
- **The Who, What, When, Where, How and Why**
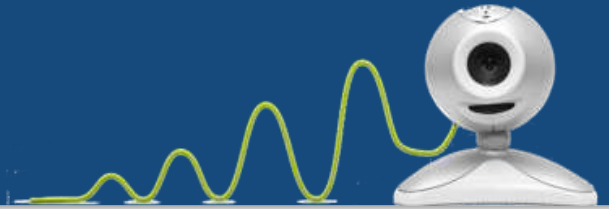- **Getting Started**

Why

An important guide and motivator.

- **Generally**
- **Personally**

Why - is Why So Important?

- **Convince yourself, stakeholders, referral sources and patients**
- **Be determined enough to see it through**
- **Respond to internal and external critics**
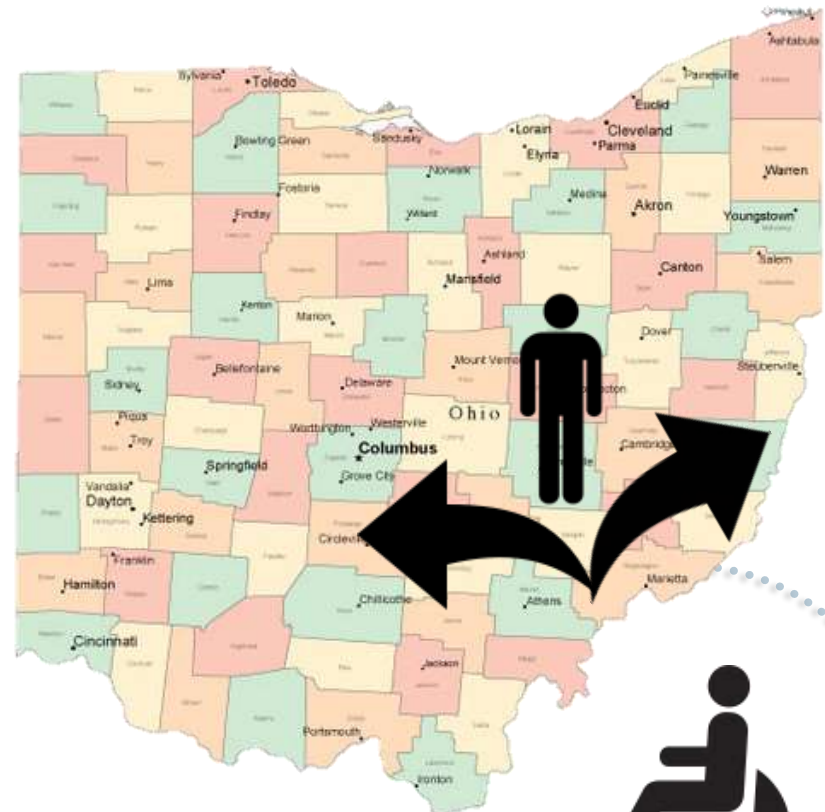
Need for Telebehavioral Health
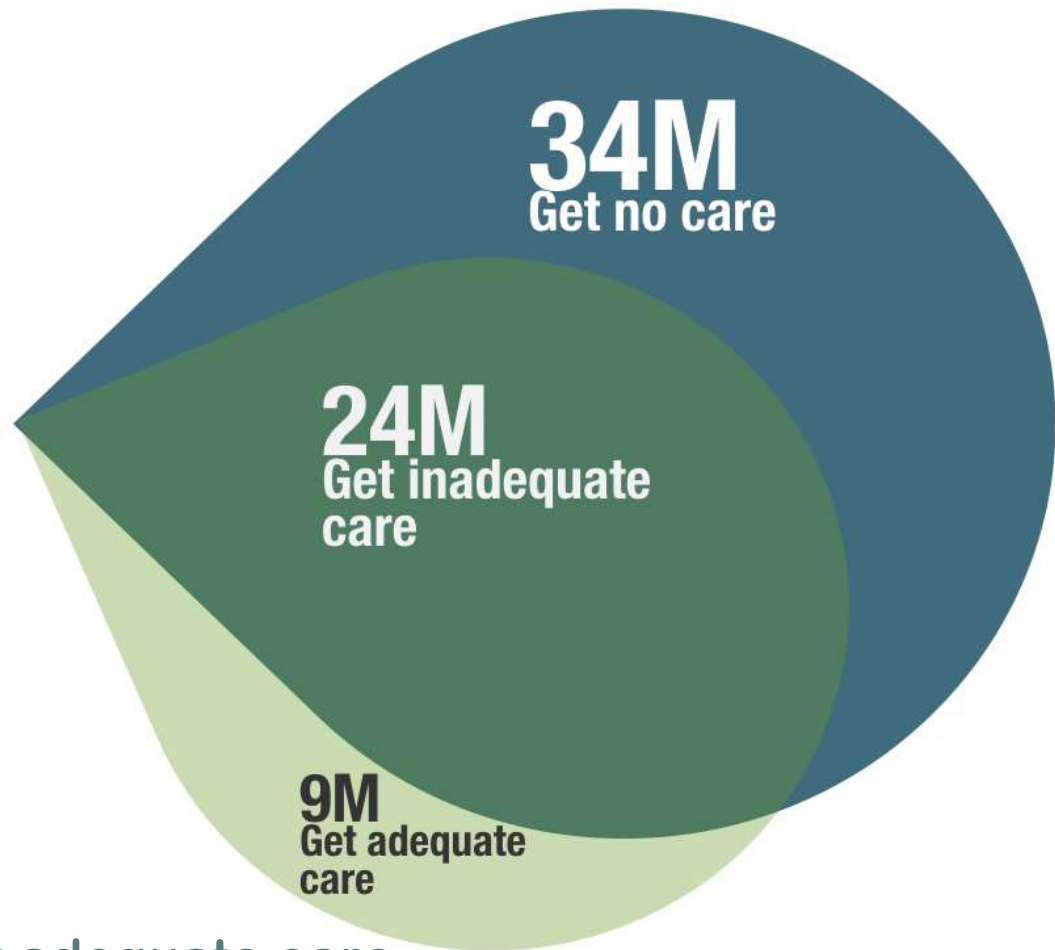
Scenario

Family member needs treatment.

Closest treatment is 2 - 3 counties away.

How likely are they to obtain and sustain treatment?

Why

67M
Americans have a mental illness

34M
Get no care

24M
Get inadequate care

9M
Get adequate care

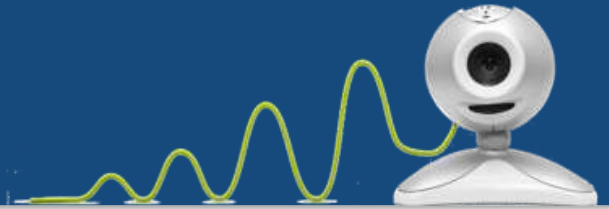**= 58 Million do not get adequate care**

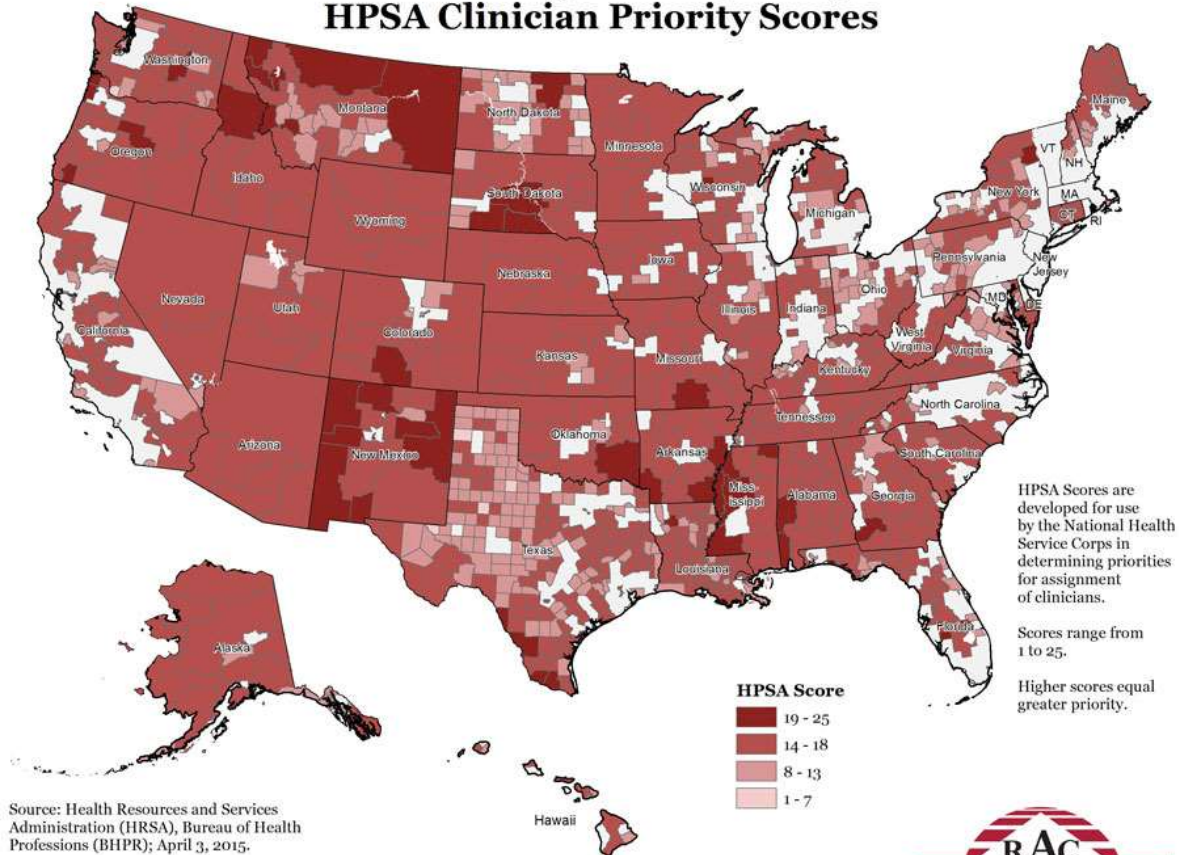**Two-thirds of PCPs struggle to refer to mental health providers ~ Commonwealth Fund**

Mental Health Service Shortage Areas in US

Health Professional Shortage Areas (HPSA) - Mental Health
HPSA Clinician Priority Scores

HPSA Scores are developed for use by the National Health Service Corps in determining priorities for assignment of clinicians.

Scores range from 1 to 25.

Higher scores equal greater priority.

HPSA Score
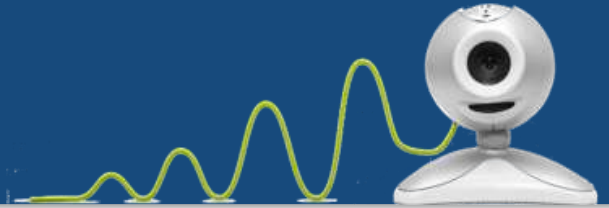- 19 - 25
- 14 - 18
- 8 - 13
- 1 - 7

Source: Health Resources and Services Administration (HRSA), Bureau of Health Professions (BHPR); April 3, 2015.

Note: Alaska and Hawaii not shown to scale

RAC
Rural Assistance Center

Why

Professional Endorsements

AAMFT - American Association of Marriage and Family Therapists
    - Code of Ethics

ACA - American Counseling Association
    - Code of Ethics

AMA - American Medical Association
    - Resolution 317 in favor of quality telemedicine policies

APA - American Psychological Association
    - Guidelines for Ethical Practice of Telepsychology

ATA - American Telemedicine Association
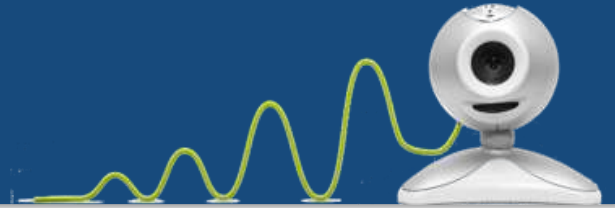   **- Guidelines for Video Telemental Health**

NASW - Standards for Technology and Social Work Practice

NBCC - National Board for Certified Counselors
    - Code of Ethics for Distance Services
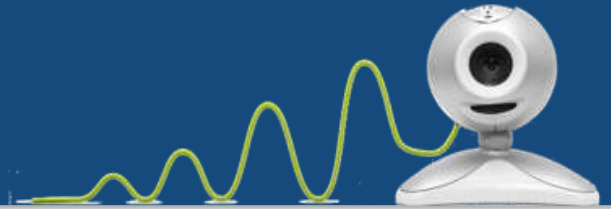
Why

Federal Support

- SAMHSA - TIP 60: Using Technology-Based Therapeutic Tools in Behavioral Health Services
- Dept of Health and Human Services
  Office for the Advancement of Telehealth
  Telehealth Resource Centers
- DOD - VA
- White House

- 3,000 + peer reviewed journal articles

Business Growth

Increase in Corporate Offerings

According to the National Business Group on Health, 74% of large employers, those with over 1,000 employees, are expected to offer telehealth services, including telemental health, to employees in 2016 compared to 48% in 2015 (Grensing-Pophal, 2015).
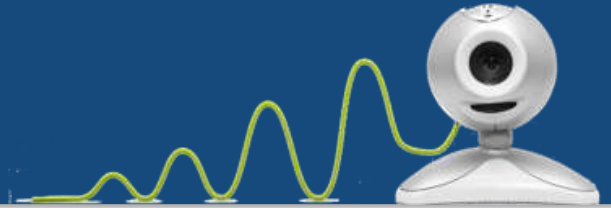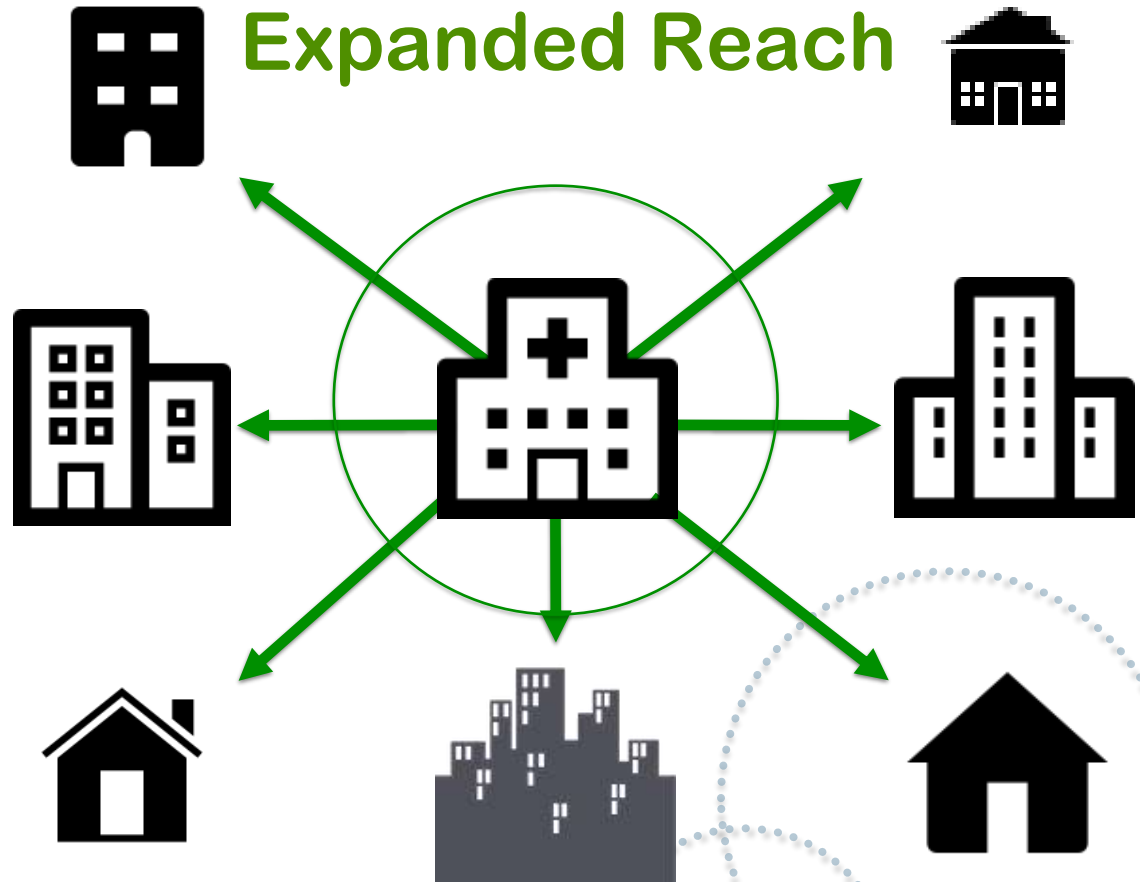

Grensing-Pophal L. (2015). Tracking healthcare trends. Human Resource Executive Online website. www.hreonline.com/HRE/view/story.jhtml?id=534359199. Published September 2, 2015.
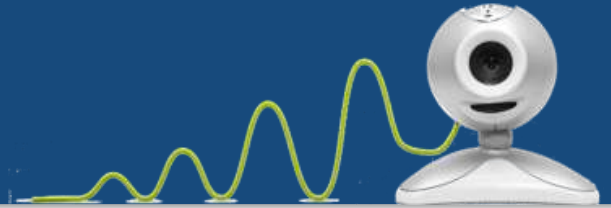
Good for Business

Expanded Reach

- **Reach new markets**
- **Increase service**
  - **Volume served**
  - **Type of services - New talent**
- **Reduce operating expenses**
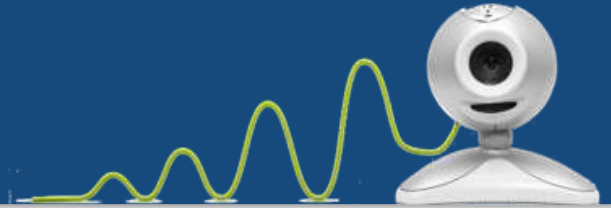- **Increase efficiency**

Why

Personally

- **Find ways to measure the problem you are trying to solve.**
- **Clarify and vet your motivations**
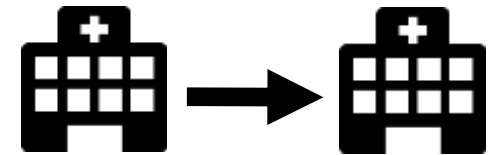
Generally

- **Need is great - Help people who can't get help**
- **Supported by authorities**
- **Do a lot of good with a little effort**
- **Good for business**
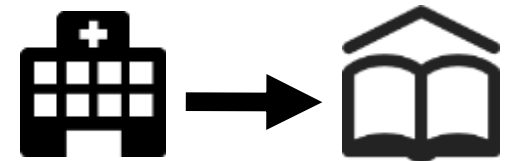- **Responsive to demand**

Where

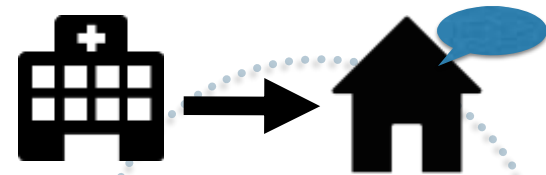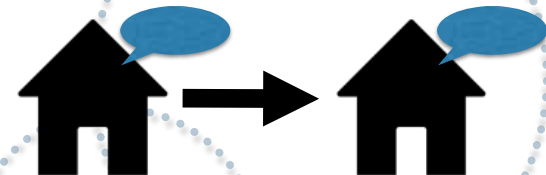Choice of where services will be provided determines many other elements.

Clinic-to-clinic

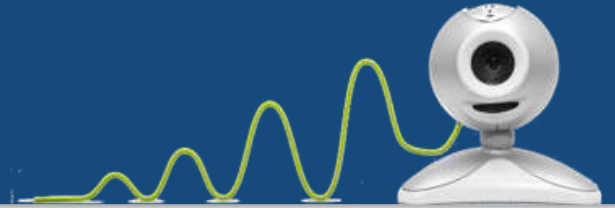## Clinic-to-X
School/Prisons/Corp

Clinic-to-client home
(DTC = Direct-to-Consumer)

Clinician-home-to-client-home
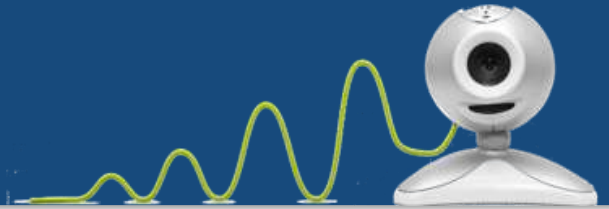### (DTC = Direct-to-Consumer)

Who

Buy-in and staff participation at all levels of the organization are critical for success. A pilot project may be needed to win over stakeholders.

- Who needs to be involved or approve?
- Executive - Shareholders, Board, Partners?
- Financial
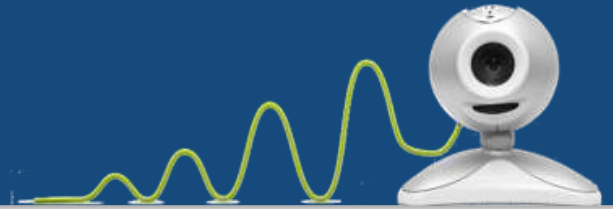- Technical
- Clinical
- Operations

What - Types & Terms

Telebehavioral health services can take on many forms for many use-cases.

- **Telebehavioral health know by many names**

- **Has many forms**
  Text, Avatar, Video

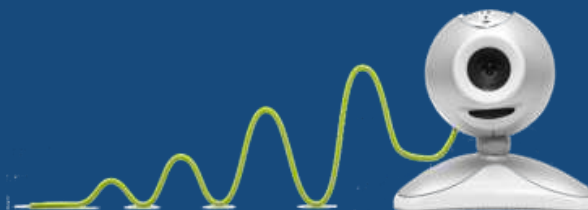- **Many combinations of services for different purposes**

What - Overview

Starting services is complex but can be addressed one aspect at a time.

- Laws
- Business
- Clinical
- Best Practices
- Staff
- Workflows
- Policies and procedures
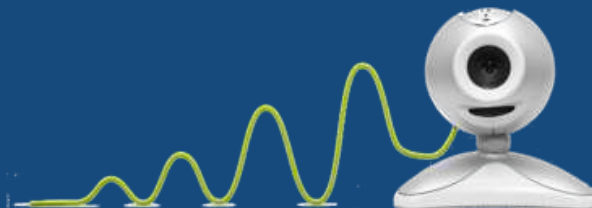- Technology
- Security & HIPAA

What - Laws

- **Vary by state**
- **Vary by profession**
- **Use 26 terms**

All Boards Have Specific TMH LAW
Counseling Board Only
Psychology Board Only
Social Work Board Only
Two Boards Have Laws
No Official Law

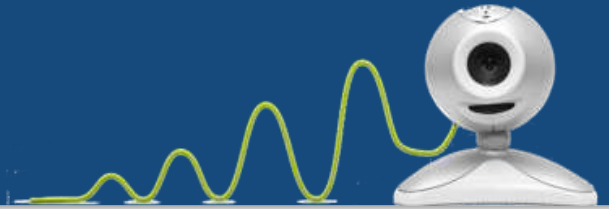2015 data.

What - Business Case

- Reimbursement
- Business models
- Outsourcing

- Improves efficiency?
- Decrease costs in other ways?
  - Fewer ED visits?
  - Lower Readmissions?
- New line of business?
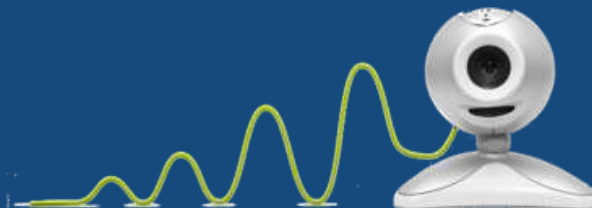- Obtain or retain providers?

What - Business Case

- **Identify scope of practice**

- **Define suitability criteria**

- **Train staff in screening**

- **Informed consent - TBH-specific**

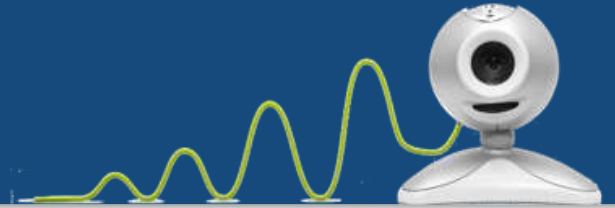- **Prepare for remote crisis management**

What - Best Practices

16 Best Practices

9 can be managed by Technology.

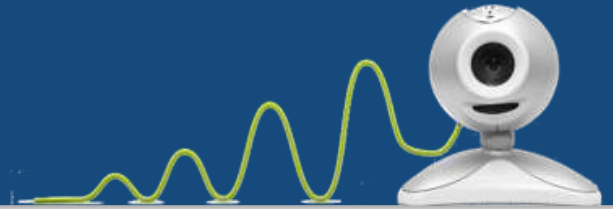**7 can be handled by creating a simple routine.**

What - Staff

- **Training - required by law and/or ethics**
- **Train both clinician and supporting staff, clinical presenter**
- **Tech savvy or accommodations made**
- **Time allocated to start-up, training and practice**
- **Liability insurance**
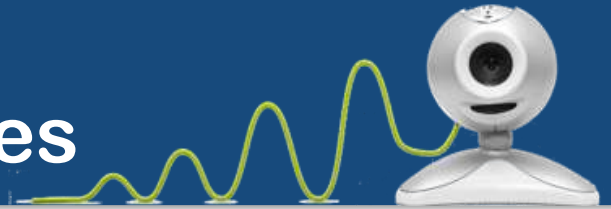
What - Workflows

- Depends on type of service, staff and setting
- Depends on need to integrate with existing workflows or technology.

Workflow topics:
- Suitability
- Informed consent - specific to TBH
- Technology use - comfort
- Scheduling
- Payment
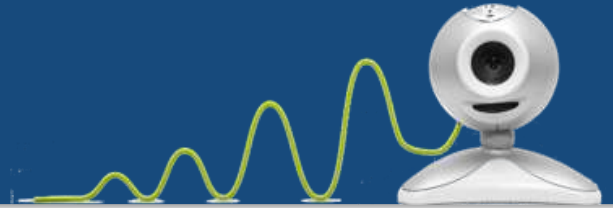- Document sharing

What - Policies & Procedures

Essential for legal, confident and defensible tele services.

Examples:
- **Suitability assessment**
- **Scope of services**
- **Crisis management**
- **Technical failure**
- **Informed consent**

What - Technology

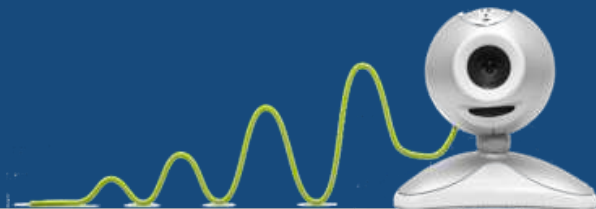https://telementalhealthcomparisons.com

Factors:
- Users - types
- User-friendly - for all
- Mobile-enabled
- Cost - Start-up & regular fees
- Workflows - Paperwork,
-     payment, referrals, document sharing
- Technical set up and support, customizations
- Integrations with existing technology - EHRs, cameras
- Video interoperability - Cloud or dedicated video

What – Security & HIPAA

Procedures and controls are needed to protect 18 ePHI at all times in all locations.

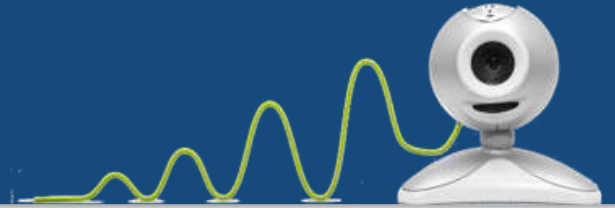## Provider and client connect through server.

Server Collects

- IP Address
- Username
- Email address, etc.

- **Encrypt in transit (over internet) <u>AND</u> in resting state (storage).**

How to Start

- **Depends on your organization, goals and requirements**
- **Get mentorship**
- **Get training and technology**
- **Create workflows and practice**
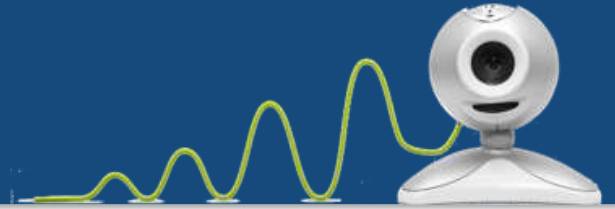- **Start with a pilot**
- **Make adjustments**
- **Scale up**

telehealthresourcecenters.com

behavioralhealthinnovation.com

http://www.cce-global.org/Credentialing/BCTMHP

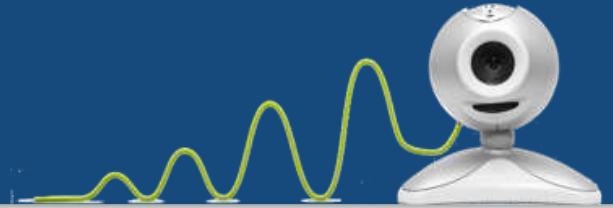**https://telementalhealthcomparisons.com**

Conclusion

Take the next step to get started in Telemental Health. More than 58 Million people are waiting for our help.

Essentials in Telebehavioral Health

Thank you.

Jay Ostrowski, MA, LPC-S, NCC, DCC, ACS, CTCP
jay@behavioralhealthinnovation.com

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Thank You!

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