Telehealth in Rural America

Going the distance... so you don’t have to...

36th Annual NRHA Rural Health Conference
May 8, 2013

Mid-Atlantic Telehealth Resource Center
What is Telehealth?
What is Rural?

Common Rural Definitions

- Rural Urban Commuting Areas (RUCAs), by ZIP code and Census tract
- Core Based Statistical Areas
- Rural Urban Continuum Codes (RUCC)
- Federal Communications Commission (FCC)
- Urban Influence Codes (UICs)

Program-Related Definitions

- Centers for Medicare & Medicaid Services Rural Health Clinics status
- Centers for Medicare & Medicaid Services Medicare Telemedicine Reimbursement
- Office of Rural Health Policy Grant Programs:
  - Small Rural Hospital Improvement Grant Program
  - Rural Access to Emergency Devices Grant Program
  - Rural Health Care Services Outreach Grant Program
  - Rural Health Network Development Grant Program
  - Rural Health Network Development Planning Grant Program
It's A Good Fit for Rural Health
Necessity Breeds Invention

"When written in Chinese, the word "crisis" is composed of two characters. One represents danger and the other represents opportunity."

~John F. Kennedy~
Telestroke – Time is Brain

"Telestroke networks should be deployed wherever a lack of readily available stroke expertise prevents patients in a given community from accessing a primary stroke center (or center of equivalent capability) within a reasonable distance or travel time to permit eligibility for intravenous thrombolytic therapy."\textsuperscript{21}

–ASA Recommendations for the implementation of telemedicine within stroke systems of care, 2009
## High Risk Obstetrics

<table>
<thead>
<tr>
<th>Issues</th>
<th>Before HROB Program</th>
<th>After HROB Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gestational Age at First Visit</td>
<td>17 weeks</td>
<td>13 weeks</td>
</tr>
<tr>
<td>Entry into Care</td>
<td>25% after 20 weeks</td>
<td>All before 20 weeks</td>
</tr>
<tr>
<td>Missed Appointments</td>
<td>11% of visits</td>
<td>4.4% of visits</td>
</tr>
<tr>
<td>Rate of pre-term birth</td>
<td>16.5%</td>
<td>12.5%</td>
</tr>
</tbody>
</table>

### Rural Successes

[Image of a Rural Successes banner]
# School-Based Telehealth

<table>
<thead>
<tr>
<th>Desired Health Services at School</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute injury or illness care</td>
<td>85.5%</td>
<td>954</td>
</tr>
<tr>
<td>Physical exams, including sports physicals</td>
<td>61.3%</td>
<td>684</td>
</tr>
<tr>
<td>Learn about healthy living</td>
<td>53.7%</td>
<td>599</td>
</tr>
<tr>
<td>Health Education</td>
<td>44.4%</td>
<td>496</td>
</tr>
<tr>
<td>Dermatology</td>
<td>38.8%</td>
<td>433</td>
</tr>
<tr>
<td>Counseling for depression, drug abuse, family problems</td>
<td>36.7%</td>
<td>410</td>
</tr>
<tr>
<td>Disease management</td>
<td>36.5%</td>
<td>407</td>
</tr>
<tr>
<td>Help to quit smoking</td>
<td>16.1%</td>
<td>180</td>
</tr>
</tbody>
</table>

N= 1116
### Types of Direct Care Services

<table>
<thead>
<tr>
<th>Direct care service</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medication management</td>
<td>82</td>
</tr>
<tr>
<td>Initial diagnostic evaluation</td>
<td>80</td>
</tr>
<tr>
<td>Psychotherapy</td>
<td>62</td>
</tr>
<tr>
<td>Crisis stabilization</td>
<td>44</td>
</tr>
<tr>
<td>Assessment for involuntary commitments</td>
<td>28</td>
</tr>
<tr>
<td>Substance abuse treatment</td>
<td>26</td>
</tr>
<tr>
<td>Case management</td>
<td>26</td>
</tr>
</tbody>
</table>
Teledentistry

EARLY CHILDHOOD CARIES IN MIGRANT CHILDREN

Finger Lakes Community Health

NFTN

National Farmworker Telehealth Network

Mid-Atlantic Telehealth Resource Center
Rural Successes

Tele-trauma/Emergency Medicine
Skilled Nursing Facilities

Medicare Readmission Penalties

- Max Penalty: 278 Hospitals (8.3%)
- No Penalty: 1,156 Hospitals (34.3%)
- Other Penalty: 1,933 Hospitals (57.4%)

Source: Kaiser Health News analysis of Centers for Medicare & Medicaid Services data
But It’s Not Just For Rural
Getting to Value: Eleven Chronic Disease Technologies to Watch

- Extended Care eVisits
- Home Telehealth
- Tele-Stroke
- Mobile Clinical Decision Support
- Virtual Visits
- Mobile Diabetes Management Tools
- Medication Adherence Tools
- Mobile Asthma Management Tools
- In-Car Telemedicine
- Social Media Promoting Health
- Mobile Cardiovascular Tools
The ability to live in one’s own home and community safely, independently and comfortably...
Sustainable Practices

Driving DOWN the cost of delivering care...
Efficient Use of Info

HealthUnlocked

Communities
Support and answers for patients, families and carers

Learn more

PatientsLikeMe

Your experience matters.
At PatientsLikeMe, you'll find the resources and support you need to improve your own health. Ask questions, get answers, and help make healthcare better for everyone.
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