

Pediatric Seminar:
Primary Care
Office Emergencies

November 4-5, 2023

**Direct to Consumer Telehealth Video Visit:
Ensuring clinical quality in an on-demand
Virtual Urgent Care**

Michelle L. Widecan DNP, APRN, CPNP PC/AC, CPEN
Clinically Advanced APP – Level IV
APP Clinical Manager
Emergency Medicine

Experts in pediatrics,
Advocates for children.

National Association of
Pediatric Nurse Practitioners

FORWARD

1

Speaker Disclosure

I have no conflicts to disclose.

National Association of
Pediatric Nurse Practitioners

FORWARD

2

Objectives

- Give an overview of my experience with developing a Telehealth program
- Tips for implementation
- Discuss how to ensure you have a quality offering for Telehealth services

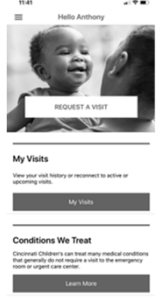
National Association of
Pediatric Nurse Practitioners

FORWARD

3

CincyKids Health Connect Overview

- Launched Jan 29, 2020
- **Virtual Urgent Care**
 - Retail pediatrics
 - Employee pediatric dependents
 - Healthvive members
- General Medicine
 - Employees
 - Employee adult dependents
- COVID screening service - now closed
 - Retail pediatrics
 - Employee pediatric dependents
- Primary Care
 - General Pediatrics
 - Community Physician Network



National Association of
Pediatric Nurse Practitioners

FORWARD

4

Operations

- 24/7 service Pediatric Service-New Visits for Virtual Urgent Care
 - Staffed by CCHMC 6a-10p
 - Staffed by Teladoc 10p-6a
- Dedicated Staffing- APRNs from Emergency Medicine with > 5 years of experience
- CCHMC Service Area
 - OH, KY, IN
- Emergency Medicine Division oversee the work,
- Document in CCHMC EMR
- Retail fee is \$46
 - Self-Pay Currently
- Employee Insurance - 10% utilization by CCHMC covered employees/dependents
 - Free during State of Emergency
 - HSA-\$46
 - PPO-\$15
- Healthvive Patients - No cost

National Association of
Pediatric Nurse Practitioners

FORWARD

5

Top 5 complaints

- Rash
- Virus
- Fever
- Cough/Cold
- Eye Infection/Injury

National Association of
Pediatric Nurse Practitioners

FORWARD

6

Evaluation Data

Other Measures

- PFE, monthly reports-YTD 84.2%
- Age-variable
- Prescribing- 18% YTD
- PCP Communication- 85% sent
- Time of Day-highest between 6a-10p
- Visit by Month & Service Line
- Wait time
- Visit by plan
- Adherence to recommendations- 96% of patients do not require follow up.

7

CincyKids %9/10 'Rate this Service' Aug 2022- July 2023

Experience Overview

| Month | Overall Rating |
|--------|----------------|
| Sep 01 | 80.8 |
| Oct 01 | 84.5 |
| Nov 01 | 87.0 |
| Dec 01 | 83.3 |
| Jan 01 | 80.8 |
| Feb 01 | 74.5 |
| Mar 01 | 80.5 |
| Apr 01 | 79.1 |
| May 01 | 81.4 |
| Jun 01 | 83.3 |
| Jul 01 | 82.6 |

Cincy Kids Patient Score: 84.2 (n=563)

8

Patient Family Experience Score

Current PFE score for July was 87.2%!!! Giving us a 9 and 10s

Here are a few comments that call out specific providers:

Simple and easy to use. Joanna was friendly and clear on next steps. Would recommend this feature to anyone!

Allison was professional and made the experience worth the time. Thank you!

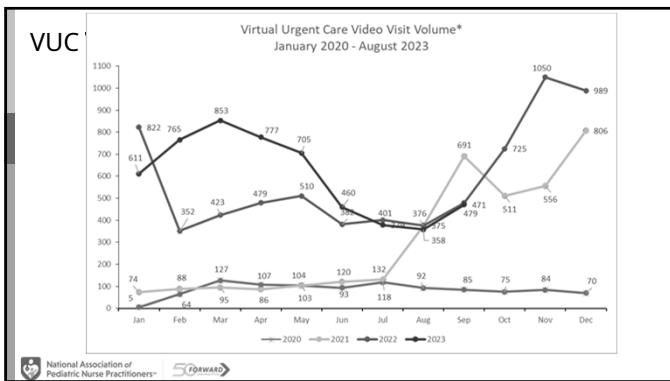
Erin was wonderful!

9

Tips for development and Implementation

- Leadership buy-in
- Clinical Champion
- Select services based on research, data, experience
- Engage multiple teams
 - Clinical, Reg, EMR, IS, HIM, PFE, Family Relations, Physician Services, Legal, Billing, Etc.
- Operations and workflow can be more difficult than the technology
 - Involve impacted teams in the process
 - Have a training plan in place
 - Have teams try the patient experience
 - Hold regular huddles
- Agree on conditions that can be seen via telehealth as a first option (ex. pink eye, skin, URI, sore throat)
- Strong Launch and Support Plan
- Bring Marketing in early
- Celebrate the milestones
- What's Next remote exam

10

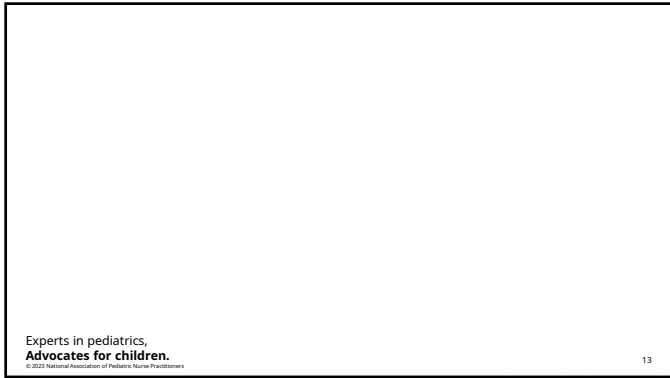


11

References

- *The Advisory Board* (April 2017). *What Do Consumers Want from Virtual Visits?*
 • <https://www.advisory.com/topics/consumerism/2017/04/virtual-visits-briefing>
- *Fortune Magazine* (May 2017). *Here's What Your Future Doctor Visits Could Look Like.*
 • <https://fortune.com/2017/05/02/brainstorm-health-2017/>
- *Healthcare Dive* (July 2018). *Humana Study Touts Telehealth Cost Cuts with Comparable Follow-Ups*
 • <https://www.healthcaredive.com/news/humana-study-touts-telehealth-cost-cuts-with-comparable-follow-ups/527854/>
- *Nemours Children's Health System* (April 2017). *Telemedicine in America 2017: Parents Use of Virtual Visits*
 • <https://www.nemours.org/content/dam/nemours/www2/filebox/mediaroom/telehealth-survey-executive-summary-final.pdf>

12



13