

BETTER MEDICARE
ALLIANCE

Chronic Care Telehealth Opportunities

Interactivity Lessons Learned

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The expansion of telehealth benefits to non-rural MA beneficiaries presents tremendous value to both patients and plans

- Allows for more frequent monitoring of chronic conditions that benefit from more frequent interactions.
- There are important process considerations upon implementation.
 - Providing the patient the means to act on the information being discussed is key to encouraging positive behavior
 - Even Medicare Patients have good capacity to filter complex information if the output, as long as the comparisons are clearly drawn and the health objectives are clear
- However, for plans looking for cost savings, you'll need to avoid the "ATM Effect"
 - With some telehealth patients, total interactions will increase, but in-person appointments don't decrease

Extension of Telehealth to Chronic Care Monitoring in non-rural areas

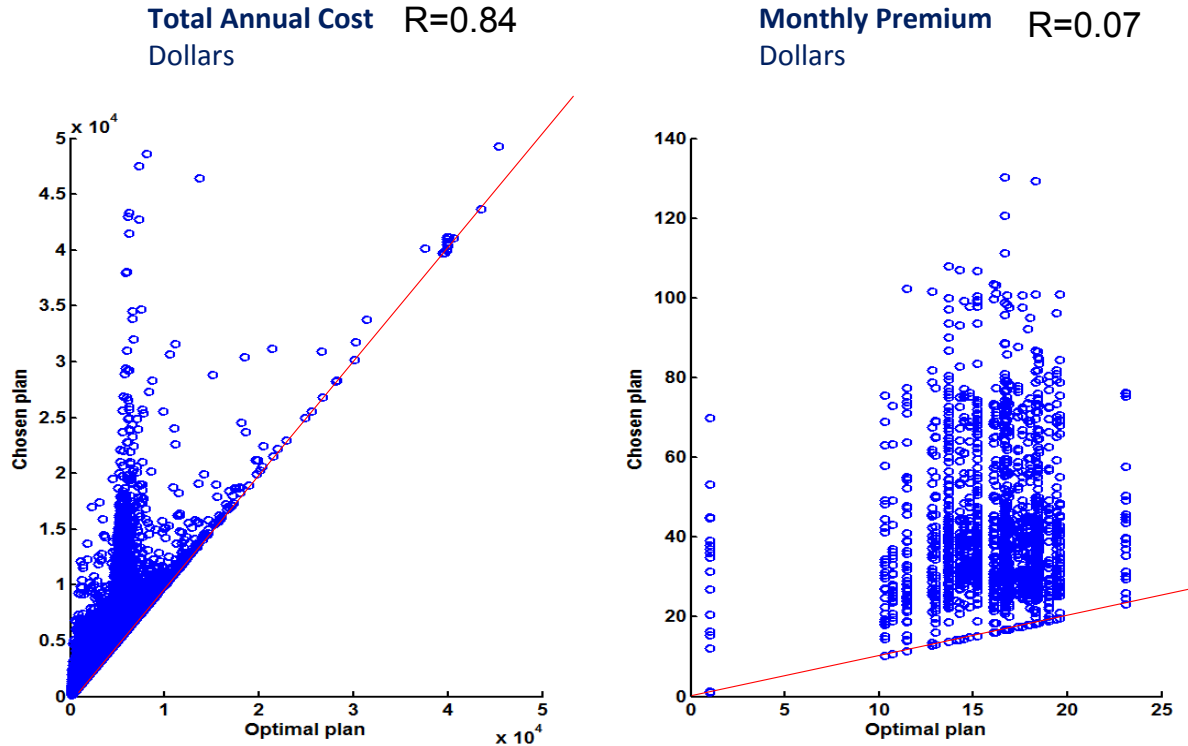
- **The new rules for Medicare coverage of telehealth provide substantial value to patients and plans**
 - All Medicare beneficiaries can make use of tele-stroke evaluations, and
 - Physicians can remotely monitor at-home dialysis patients, but now
 - Medicare Advantage plans can now utilize telehealth to perform regular monitoring of a patient's chronic condition e.g.
 - Measuring blood pressure, or
 - Blood sugar levels, or
 - Evaluating a patient's response after changing a medication or dosage.

The Means to Act on info is key to achieving desired outcomes

- **Information or instruction without the means to act, delivers only frustration, especially for the patient**
 - Architect positive feedback loops into chronic care sessions
 - “Easy Button” actions for patient to take
 - Displaying longitudinal measures are invaluable as well
- **Standardizing the first-line therapeutic responses**
 - E.g. Dizziness with new medicine: Reduce dosage
 - Elevated bp: Check med adherence/get mild exercise



Despite multi-variable input complexity, seniors are readily able to discern optimal choices because measures are standardized and clear



Explicit choices and clear output measures lead to more optimal decisions despite multiple variables in this example

Plans will need to design telehealth programs wisely to avoid additional incurred operational costs.

- **Named for the technology transition of the mid-1980s, the “ATM Effect” resulted in a big cost surprise for banks**
 - Belief was that Automated Teller Machines would allow for a 30-40% teller staffing reduction at bank branches.
 - Instead, total transactions per customer quadrupled, while in-person teller transactions remained the same.
 - Instead of taking cash back when depositing, customers still made deposits in-person (trust was low) but withdrew smaller amounts multiple times between deposits
 - Also seniors were highly resistant to ATMs, strongly preferring teller transactions as part of their daily social interactions – this has a corollary with senior resistance to mail-order pharmacies
 - So better monitoring = better outcomes may need to be balanced against initially higher operational costs.