

## Digital Health Webinar Series

# Telehealth: Lessons from the Near Future

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# Virtual Health

## What do we mean by virtual health?

### Telehealth

- Live audiovisual interaction between patients and providers
- Transmission of patient information
- Remote patient monitoring



### Digital Therapeutics

- Software as medicine
- Optimizing medication



### Care Navigation

- Patient-directed selfcare
- E-triage



Source: Feb 2020 McKinsey Report: "Virtual health: A look at the next frontier of care delivery"

# Current Regulatory Framework Promotes Telehealth, Particular in Rural Communities

- Enforcement discretion has allowed better access to telehealth services, particularly in rural areas. Patients in rural America suffer from significant barriers to health care access.
- Regulatory changes extending temporary telehealth expansion measures beyond just protected health information aim to improve the physical and communication healthcare infrastructure for patients in rural America (e.g., better internet access).
- What will regulators keep after the COVID-19 emergency — e.g., what virtual products will meet HIPAA requirements?
- Recently proposed modifications to the regulations indicate a desire to promote continued use of telehealth by permanently removing some of the regulatory barriers (e.g., CMS, Final Policy, Payment, and Quality Provisions Changes to the Medicare Physician Fee Schedule for Calendar Year 2021 (Dec. 1, 2020), <https://www.cms.gov/newsroom/fact-sheets/final-policy-payment-and-quality-provisions-changes-medicare-physician-fee-schedule-calendar-year-1>).
- Deregulation means greater access to telehealth but at what cost to the users?

- Three types of virtual services: (1) Medicare telehealth visits, (2) virtual check-ins, and (3) e-visits.
- Medicare telehealth visits require use of interactive audio and video telecommunications systems that permits real-time communication between the distant site and patient at home.
- Medicare started making payment for brief communications or Virtual Check-Ins.
  - Patients may share recorded videos and/or images for remote evaluation.
- Medicare Part B separately pays clinicians for E-visits, which are patient-initiated online evaluation and management conducted via patient portal.

# Welldoc

- Who is Welldoc?
- Increase in digital/virtual care during COVID
- Value of digital/virtual care
- Does it work?
- Who does it work for?
- How is it paid for?

- Internet of Medical Things (IoMT) is the connected infrastructure of medical devices and software applications that connect to health care information technology systems. And the digital health innovations in the IoMT market bolsters the drive to increased telehealth use by reducing unnecessary hospital visits and allowing transfer of health/medical data over a secured network.
- On-Body Segment vs. In-Home Segment
- Challenges to the IoMT Adoption:
  - Interoperability
  - Cyber security and data privacy
  - Regulation of IoMT

# QUESTIONS?

# Connect With Us



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