Featured Presenters

Ron Emerson, RN BSN
Global Director of Strategic and Partner Development,
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Kristin DeProspero
Vertical Market and Grant Program Director,
Solutionz Conferencing

Topics Covered

- Trends shaping the future of telehealth

- Advancements in licensure and reimbursement

- Criteria and technologies appropriate for grant funding

- Funding outlook for 2019

- Upcoming grant forecast for telehealth projects

- Grant support services free of charge

Looking Forward:
Trends & Reimbursement

Ron Emerson, RN BSN
Global Director of Strategic and Partner Development,
AMD Global Telemedicine

- Business Drivers
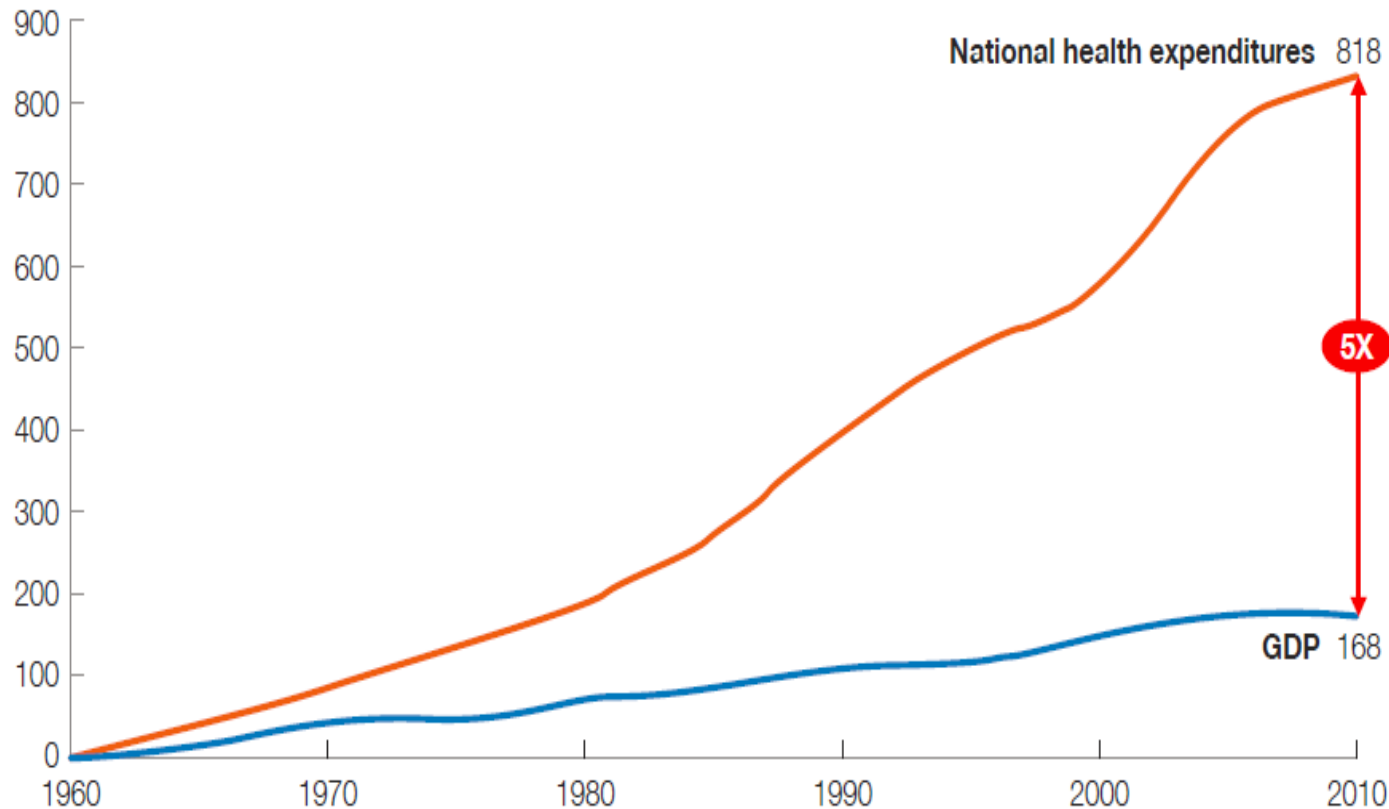
- Patient Adoption
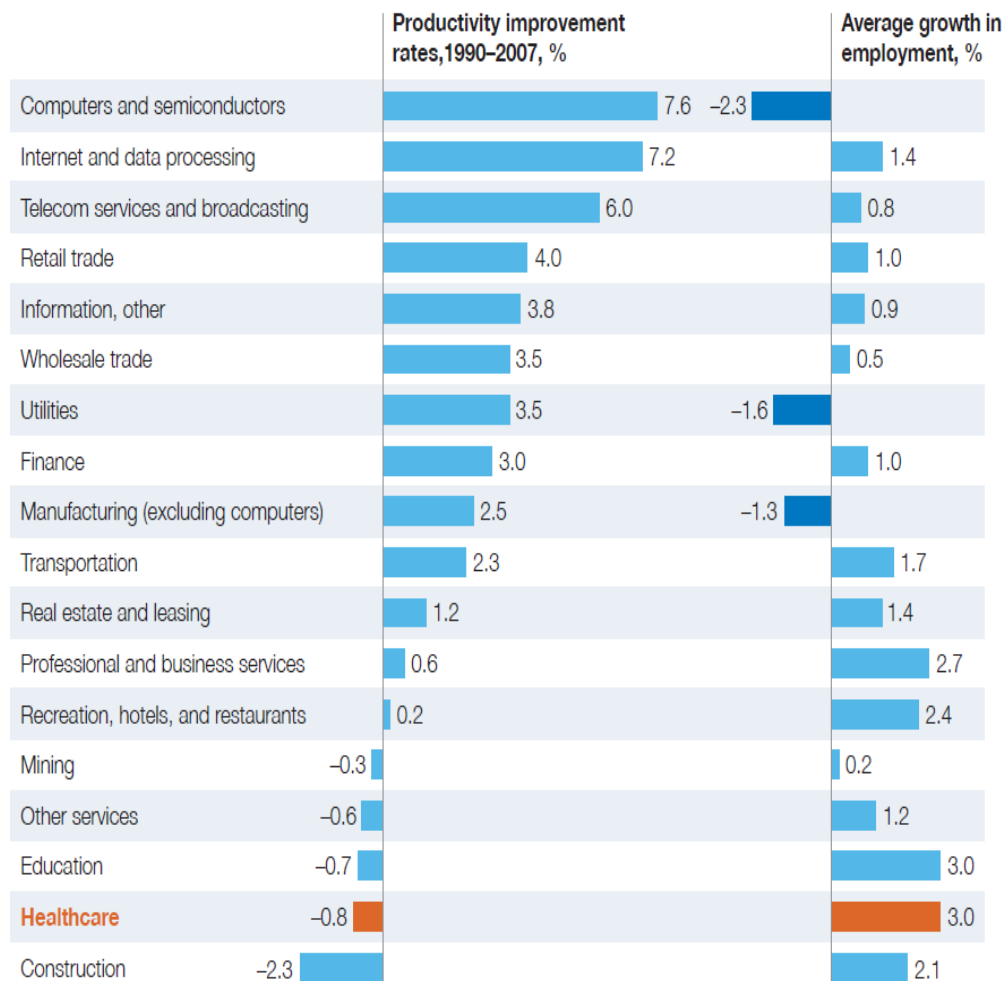
- Technology

Healthcare Disruption

Healthcare is vulnerable to disruption
 (independent of Reform)

Cumulative real per capita growth in national health expenditures vs GDP, % growth since 1960

National health expenditures 818

5X

GDP 168

Source: How US healthcare companies can thrive amid disruption, McKinsey & Company

Healthcare Productivity

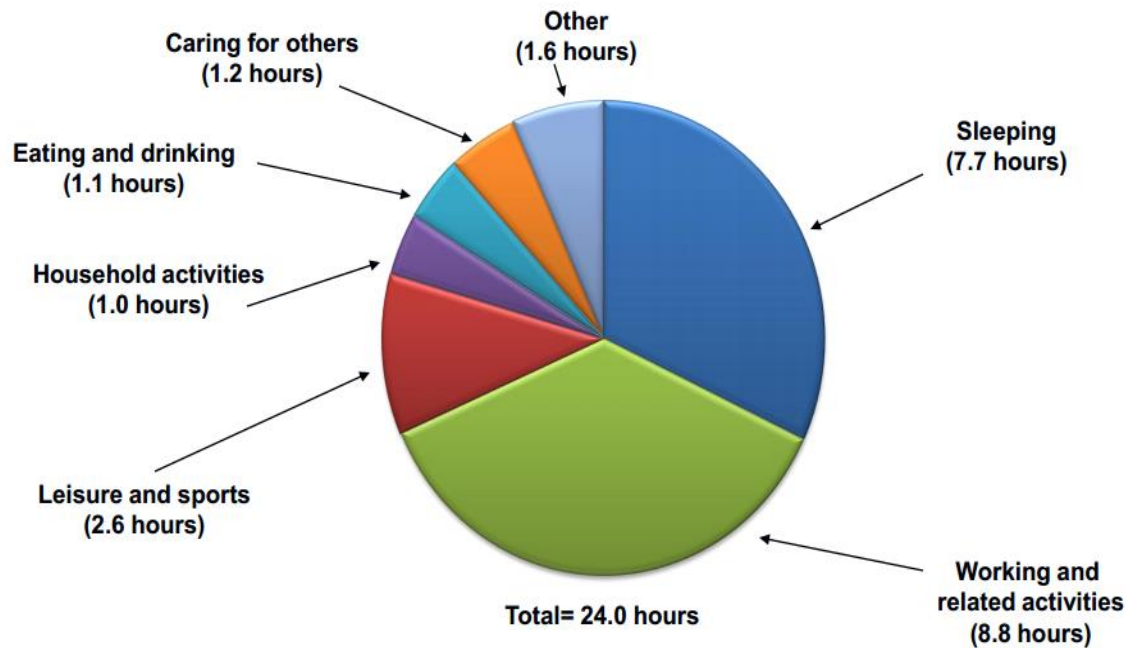|	Productivity improvement rates, 1990–2007, %		Average growth in employment, %
Computers and semiconductors	7.6	−2.3	
Internet and data processing	7.2		1.4
Telecom services and broadcasting	6.0		0.8
Retail trade	4.0		1.0
Information, other	3.8		0.9
Wholesale trade	3.5		0.5
Utilities	3.5	−1.6	
Finance	3.0		1.0
Manufacturing (excluding computers)	2.5	−1.3	
Transportation	2.3		1.7
Real estate and leasing	1.2		1.4
Professional and business services	0.6		2.7
Recreation, hotels, and restaurants	0.2		2.4
Mining	−0.3		0.2
Other services	−0.6		1.2
Education	−0.7		3.0
Healthcare	−0.8		3.0
Construction	−2.3		2.1

Source: Bureau of Economic Analysis; Centers for Medicare and Medicaid Services; Haver Analytics; McKinsey analysis

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Healthcare/ Telemedicine Trends...

Time use on an average work day for employed persons ages 25 to 54 with children

Caring for others (1.2 hours)

Other (1.6 hours)

Eating and drinking (1.1 hours)

Sleeping (7.7 hours)

Household activities (1.0 hours)

Leisure and sports (2.6 hours)

Total= 24.0 hours

Working and related activities (8.8 hours)

NOTE: Data include employed persons on days they worked, ages 25 to 54, who lived in households with children under 18. Data include non-holiday weekdays and are annual averages for 2012. Data include related travel for each activity.

SOURCE: Bureau of Labor Statistics, American Time Use Survey

- Accountable Care Act is moving HC away from fee for service and to population health- More touch points regardless of location is critical!

Applications:

- Telehealth
  - Healthcare organizations
  - Home
  - Work

As incentives and reimbursement changes our delivery will too.

Business Trends

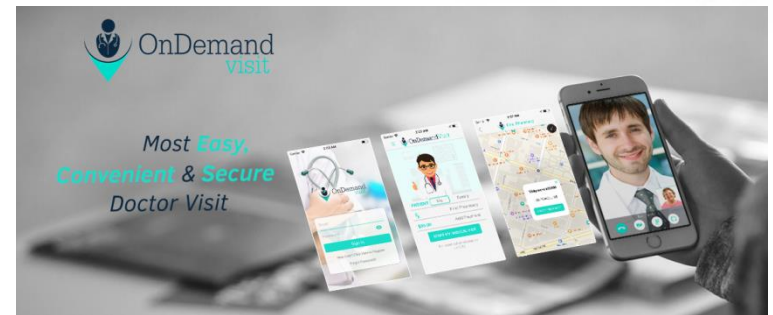Why are healthcare organizations investing in Telehealth?

I.   Meet new mandates and payment models

   - Moving to quality based care under capitated rates

II.   Increase market Share.. Retain current and get new patients

   - Healthcare is becoming more consumer driven

III.   Decrease cost

   - Increase efficiencies within a system (e.g. decrease doctors travel time)

Types of Telemedicine

Diagnostic

Direct to Consumer

Regulatory, Policy and Reimbursement

Reimbursement

- *Medicare*- reimburses in all states

- *Medicaid*- 49 states reimburse

- *Privates*

- 38 States have legislative mandates

- Proposed federal legislature to cover direct to consumer connectivity

State Licensure

- Originating Site licensure- clinician is held to the standard of where the patient is.

Policy

- Key points to know….

Proposed Medicare Regs

- **Brief Communication Technology-based Service, e.g. Virtual Check-in (HCPCS code GVCI1):** Check-in services used to evaluate whether or not an office visit or other service is necessary. CMS proposes to pay $14 for this service (unless it is the result of a previous appointment or leads to a face-to-face appointment).

- **Remote Evaluation of Pre-Recorded Patient Information (HCPCS code GRAS1):** CMS proposes creating a specific new code to describe remote professional evaluation of patient-transmitted information conducted via pre-recorded "store and forward" video or image technology.

- **Interprofessional Internet Consultation (CPT codes 994X6, 994X0, 99446, 99447, 99448, and 99449):** These codes would cover interprofessional consultations performed via communications technology such as telephone or Internet.

Telehealth Funding

Kristin DeProspero
Vertical Market and Grant Program Director, Solutionz Conferencing

- Funding Drivers

- Forecasts

- Support Services

2019 Funding Drivers

- Opioid Epidemic

- Urban/Rural Healthcare disparities

- Rapid Legislative and Policy efforts

- The "Triple Aim" shift to "Quadruple Aim"

5-Point Strategy from HSS for Opioid Crisis

- Improve Access to Treatment and Recovery Services
- Promoting Use of Overdose Reversing Drugs
- Promoting Better understanding of Epidemic
- Cutting edge Research on Pain and Addiction
- Advancing Better Practices for Pain Management

| FEDERAL FUNDING AND PROGRAMS | OPIOID ADDICTION PREVENTION | OPIOID ADDICTION TREATMENT, OVERDOSE REVERSAL, AND RECOVERY | RESEARCH & DEVELOPMENT |

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Other Funding Details

- Legislation and Policy News
  - **Bill - H.R. 5899 School-Based Health** Centers Reauthorization Act of 2018 introduced in May 2018
  - **Bill - H.R. 6 SUPPORT for Patients and Communities Act** – presented to the president (as of 10-16-18)
  - **Law – VA MISSION Act of 2018**
  - **New Farm Bill** – supports rural health care facilities

- Funding Opportunities
  - Federal
  - State
  - Local
  - Foundation

Funding Categories:
  Telemedicine Equipment and Software
  Research
  Scholarships
  Broadband
  Operations
  Personnel Costs

Eligible Applicants
  Education Institutions
  State Governments/ Agencies
  Non-profits
  For-Profits

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Funding Forecast

Grant	Due Date	Max Funding	Match
State Primary Care Offices	11/5/18	Formula Awards, Varies – typical award $150,000	TBD
Delta Health Care Services Grant Program	11/19/18 Electronic 11/26/18 Paper App	Up to $1,000,000,000	NONE
Rural Health Network Development Planning Program	11/30/18	$100,000 per year	NONE
Small Rural Hospital Improvement Program (SHIP)	1/3/19	Up to $1,000,000	NONE
USDA RUS Distance Learning & Telemedicine Grant	Q1 2019 forecasted	$500,000	15% Match
USDA RUS Opioid Grant – (Rumored)	Q1 2019	TBD	TBD

State Primary Care Offices

Due Date: 11/5/18

Funding: Formula Awards; Varies

Match: TBD

State or territory, State agency, or other statewide public or nonprofit entity that operates solely within a state or U.S. territories. In addition to the 50 states, only the District of Columbia, Guam, the Commonwealth of Puerto Rico, the Northern Mariana Islands, American Samoa, the U.S. Virgin Islands, the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau may apply. Applicants must provide state/territory-wide coverage of primary health care issues and represent or have relationships with the broad range of primary health care delivery systems and programs in the state.

Delta Rural Health Services

Due Date: 11/19/18 E-App or 11/26/18 Paper App

Funding: Up to $1 Million

Match: NONE

To apply for a grant, you must be a consortium of the following:

- Regional institutions of higher education
- Academic health and research institute, and/or
- Economic development entities located within the Delta Region.

Rural Health Network Development Planning Program

Due Date: 11/30/18

Funding: Up to $100,000

Match: NONE

The applicant organization must be a **rural** nonprofit private or rural public entity that represents a consortium/network composed of three or more health care providers. Federally-recognized tribal entities are eligible to apply if they are in a rural area. The applicant organization must be in a non-metropolitan county or in a rural census tract of a metropolitan county, and all services must be provided in a non-metropolitan county or rural census tract.

Small Rural Hospital Improvement Program (SHIP)

Due Date: 11/19/18 E-App or 11/26/18 Paper App

Funding: Up to $1 Million

Match: NONE

Eligible applicants are state offices of rural health (SORHs). SORHs will act as fiscal intermediaries and distribute awards to hospitals within their states.
Eligible rural hospitals that may receive subawards are nonfederal, short-term, general acute care facilities that are located in rural areas and have 49 available beds or fewer,, including faith-based hospitals.

Current and previous award recipients are eligible to apply.
Applicants may submit only one application to this program.
Previous award recipients include:
• Alaska Department of Health and Social Services
• California Department of Health Care Services
• University of Kentucky
• Florida Department of Health

USDA RUS Distance Learning & Telemedicine Grant

Due Date: TBD

Funding: Up to $500k

Match: 15%

What does this program do?
The Distance Learning and Telemedicine program helps rural communities use the unique capabilities of telecommunications to connect to each other and to the world, overcoming the effects of remoteness and low population density.

Who may apply?
Eligible applicants include most entities that provide education or health care through telecommunications, including:
- Most State and local governmental entities
- **Federally-recognized Tribes**
- Non-profits
- For-profit businesses

NEW
USDA RUS Opioid Grant

- Rumors of a major program

- Fast tracked

- Address OUD and SUD issues

- Will encourage use of technologies including telemedicine

- Expect release before end of 2018

…and MORE Funding

- Connected Care Pilot Program

- Rural Health Care Program

- Telehealth Resource Center Grant

- Rural Economic Development Loan and Grant Program (REDL and REDG)

- Advanced Nursing Education Workforce (ANEW) Program

- Community Facilities Program

- Economic Impact Initiative Grants

- Patient-Centered Outcomes Research Institute

Next Steps – How Can We Help?

- ✓ Access your grant readiness

- ✓ Free grant consultation
  - – Search several private databases
  - – Find, apply, win and buy
  - – Funding report, 3-5 viable funding sources
  - – Refer to expert telehealth grant writers
  - – Assist as a coach/project manager through the application process

  [Request our free consultation!](#)

Thank you!