NCCHCA Platform
Introduction and Walkthrough
Focus Areas: Group Purchasing Organization and Vendor Relationships
Agenda

1. Why should we care?
2. Who should we care about?
3. Functionality and utilization?
4. What does it look like?

VALUE
SOLUTIONS
PLATFORM
DEMO
Value Proposition for FQHC/CHC’s

**Why telehealth?**

Telehealth will provide a solution for care provision during public health crises that interrupt standard care, in addition to **generating a new service line for competing with commercial competitors and consumer friendly options** that provide new sources of revenue, increase access, and support policy change for FQHC/CHC’s across NC.
NCCHCA Member Needs

**Rapid Implementation**
Many members did not offer telemedicine in any capacity and needed a solution that could be installed and functional within a compressed timeline.

**Intuitive Use**
With patient populations of largely underserved and uninsured patients, the solution implemented needed to be intuitive and lack a download requirement from the patient perspective.

**Affordability**
With decreased patient volumes between 40-60% across the board, revenues were down, and any new incurred costs needed to be as small as possible.

**Scalability**
With perceived changes in telemedicine policy and value-based care looming, the solution needed to be scalable for true RPM or virtual visit service lines.
Specific Challenges When Reviewing Solutions

NCCHCA members vary greatly in size, scope, and location. In addition, a largely uninsured and vulnerable patient population made platform needs unique with current buy in to other solutions problematic as it changed workflows and led to potential patient and provider buy-in issues.
Three COVID-19 Concerns

COVID-19, while an immense clinical issue, has brought about digital transformation in industries like healthcare that have been historically slow to transition – making rapid changes to policy and procedure.

SECURITY
HIPAA waivers for platform requirements muddied prospects of encryption for communication.

ADAPTABILITY
COVID-19 as a temporary pandemic required platform to be adaptable to workflow changes due to the Coronavirus and after work has normalized.

PLATFORM
Platform must be forward facing and provide solutions to members outside of COVID-19 concerns.
NCCHCA Evaluation Categories

SHORT TERM
LONG TERM
AFFORDABLE
LOW BANDWIDTH
SCALABLE

- zoom
- doxy.me
- updox
- rhinogram
- medpod
- certintell
LONG TERM SOLUTION

Doxy.Me

Alignment
- Initially free for increased access
- Preferred pricing established

Affordable, Intuitive, and Expandable
- Lower per provider cost and 1:1 support staff accounts for Clinic level users
- Intuitive – Set up and Video hosting takes about 15 minutes
- Expandable to include features like payment collection, file transfer, etc.
## 3 Account Tiers

<table>
<thead>
<tr>
<th></th>
<th>Free</th>
<th>Professional</th>
<th>Clinic</th>
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<tbody>
<tr>
<td>Benefits</td>
<td>Unlimited minutes and sessions, Unique Room URL, iOS &amp; Android</td>
<td>All free level benefits, HD Video, Audio Only Call, Photo Capture, Group Calling, Payments</td>
<td>All professional level benefits, as well as dedicated account representative</td>
</tr>
<tr>
<td>Price</td>
<td>$0</td>
<td>$35 per month</td>
<td>$50 per month</td>
</tr>
</tbody>
</table>

My account level
LOG-IN

☑ Integration with Google and Facebook
  • Convenient for patients

☑ Completely cloud based
  • Online Sign In allows for easy dual screen utilization with EMR for documentation
DASHBOARD

☑️ Edit Waiting Room
  • Adapt waiting room to show organizations logos and drive patient flow

☑️ Account Settings
  • Edit account, access settings, BAA, notifications, extensions, and badges

☑️ User Community
  • Access User Community and look at questions that have been answered

☑️ Telehealth Shop
  • Purchase items that support telehealth provision
WAITING ROOM

☑ Place blocks for images
  • Add your logo, text, or video

☑ Waiting room URL does not change
  • Multiple patients in waiting room will be blinded to each other

☑ Welcome message
  • Place a welcome message and provide tips for a great call

☑ Help orient the patient
  • Let the patient know what to expect
ACCOUNT SETTINGS

☑ General Settings
  • Update Personal Info, Room Settings, Billing, Login Credentials, Delete accounts

☑ BAA
  • Generate unique BAA for your organization

☑ Notifications
  • Manage alert settings via text, email, and desktop alerts

☑ Extensions
  • Manage photo capture, file transfer, payment, screenshare, etc.
Patient View

- Patient is texted link to join
  - Text messaging is convenient and confirms patient is available
- No application download
  - Limits patient workload
- Can enter preferred name
  - Personalized Experience
Patient View

- **In Browser Experience**
  - Streamlines patient experience and moves them to waiting room or virtual visit

- **Confirms Mic and Camera Access**
  - Easy use for patient

- **Allows for Audio Only**
  - Allows for patients without data heavy plans to participate in telemedicine efforts
LIVE WALKTHROUGH
Appendix Slides
SHORT TERM SOLUTION

Zoom Health

☑ Affordable
  • 10 licenses per use case
  • Can use outside of clinical space

☑ Intuitive
  • Simple interface
  • Ease of use decreases feature set
  • Heavily focused on integration for intuitive clinical use within EMR
LONG TERM SOLUTION

Doxy.Me

Alignment
- Initially free for increased access
- Working for preferred pricing

Affordable, Intuitive, and Expandable
- Lower per provider cost and negotiated rate with similar organizations
- Easy to use – I set up and hosted a video within 15 minutes
- Expandable to include features like payment collection, file transfer, etc.
AFFORDABLE SOLUTION

Updox

☑ Affordable
  • Partner of NC Association of Free and Charitable Clinics

☑ Feature Rich
  • Can collect co-pays and act as a patient engagement platform
  • Actively working on negotiated pricing
LOW BANDWIDTH SOLUTION

Rhinogram / Doxy.Me

Text Only
- Synchronous - video expansion is planned
- Preferred pricing for NCCHCA members

Audio Only
- Doxy.Me provides a call-in only option
- Only available for clinical level subscriptions at this moment
EXPANDABLE SERVICE SET

Certintell / Medpod

- True Telehealth Support
  - Virtual Visit to RPM
  - Independent Solution

- Longtime Partners
  - Henry Schein is a current NCCHCA GPO member
  - Certintell is a longtime NCCHCA supporter
Telehealth Support

Feedtrail

✅ Patient Engagement
  - Text messaging to patients
  - Identify need within population

✅ GPO Partner and Supporter
  - Offered service for free and messaging at cost to all who need it
  - Can be used to further scale and impact NPS scores outside of COVID-19