

NCCHCA Platform Introduction and Walkthrough





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Focus Areas: Group Purchasing Organization
and Vendor Relationships

Agenda



VALUE



**Why should
we care?**



SOLUTIONS



**Who should
we care
about?**



PLATFORM



**Functionality
and
utilization?**



DEMO



**What does it
look like?**

Why telehealth?

Value Proposition for FQHC/CHC's

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.



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.



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.

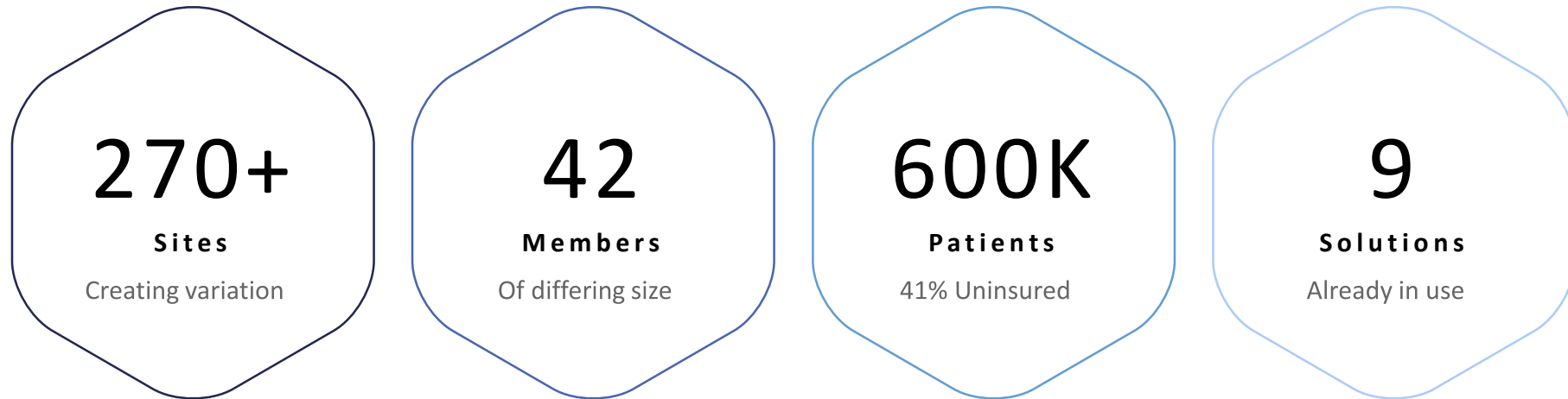


Scalability

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.

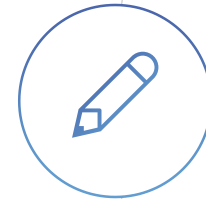
SECURITY

HIPAA waivers for platform requirements
muddled 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.

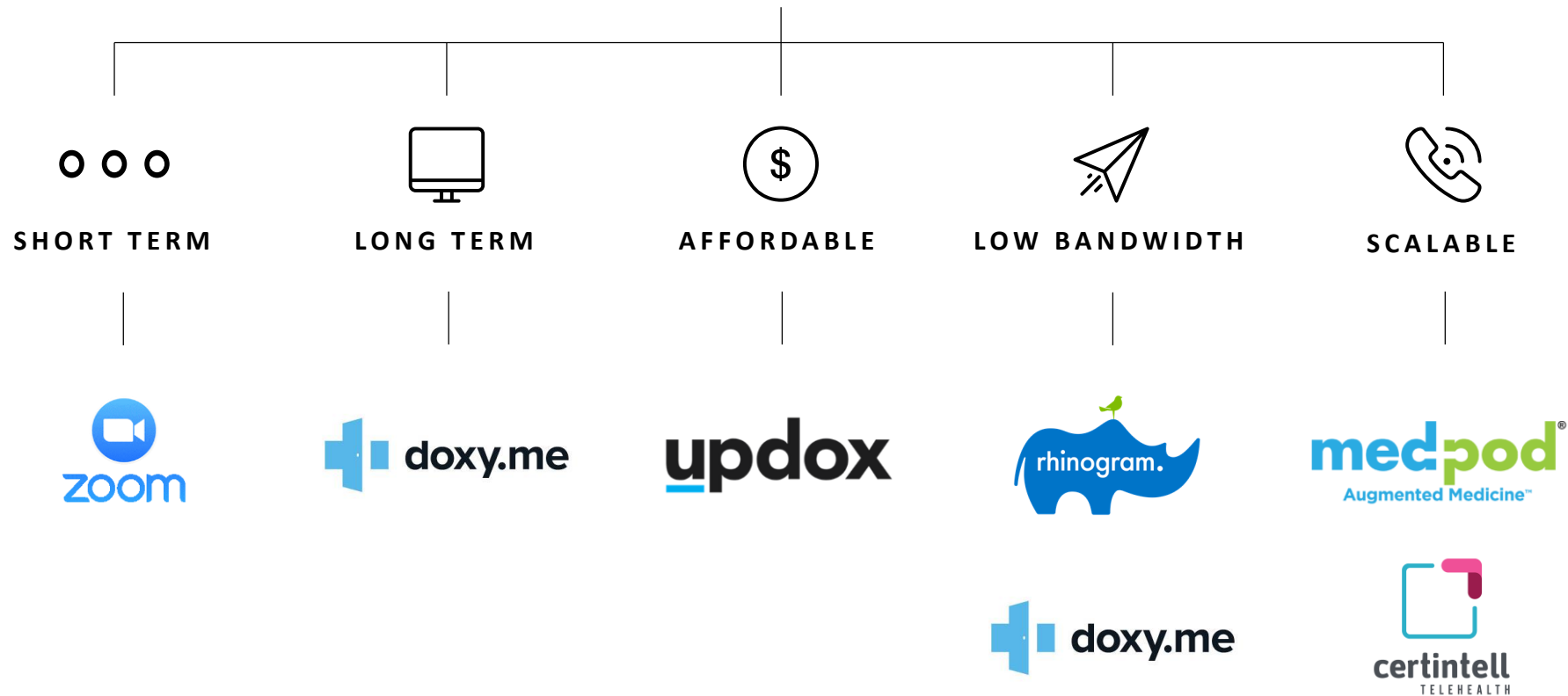


PLATFORM

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



NCCHCA Evaluation Categories



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



FREE

Telemedicine for everyone

Unlimited minutes and sessions,
Unique Room URL,
iOS & Android

\$0



PROFESSIONAL

For Individual Providers

All free level benefits, HD Video,
Audio Only Call, Photo Capture,
Group Calling, Payments

\$35 per month



CLINIC

For Clinics

All professional level benefits, as
well as dedicated account
representative

\$50 per month



My account level

LOG-IN



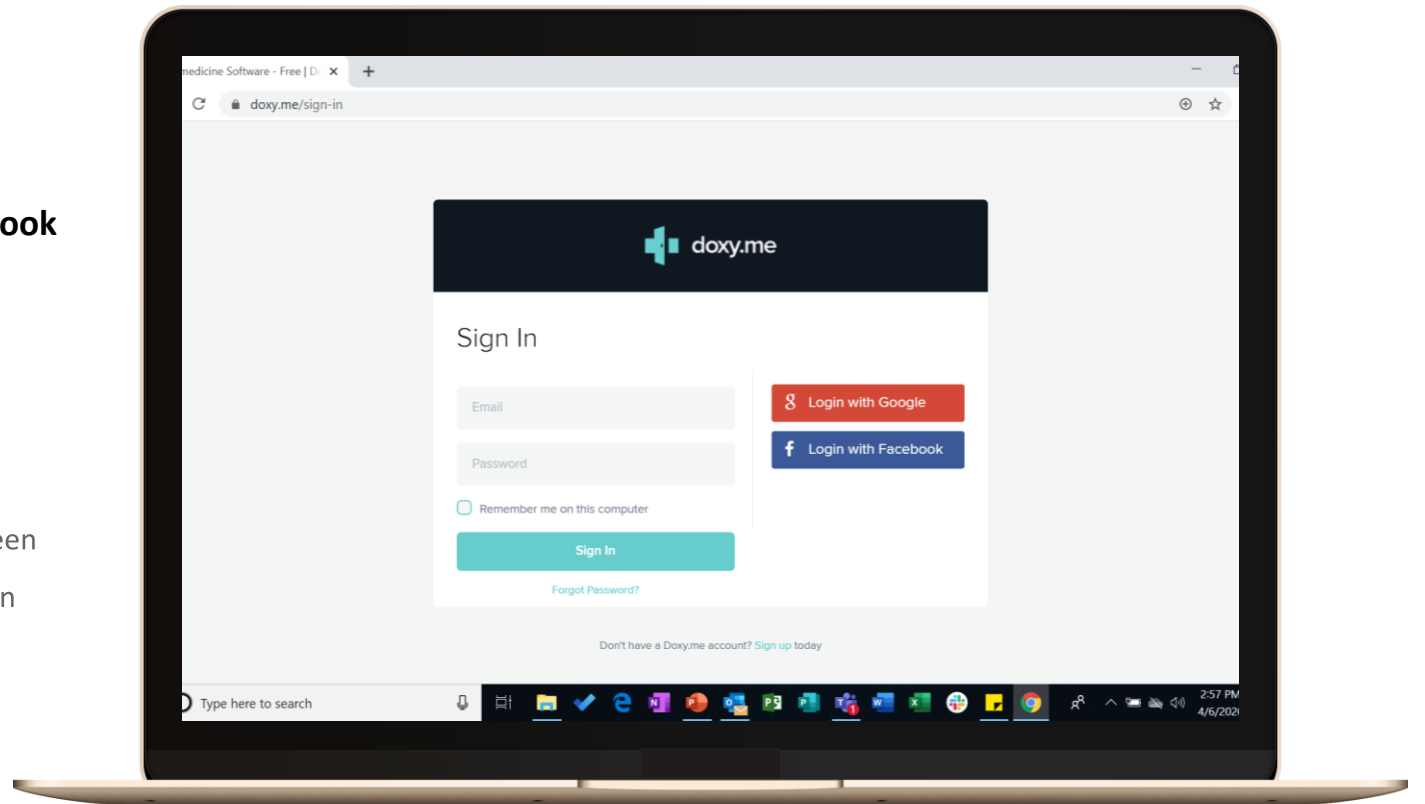
Integration with Google and Facebook

- 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



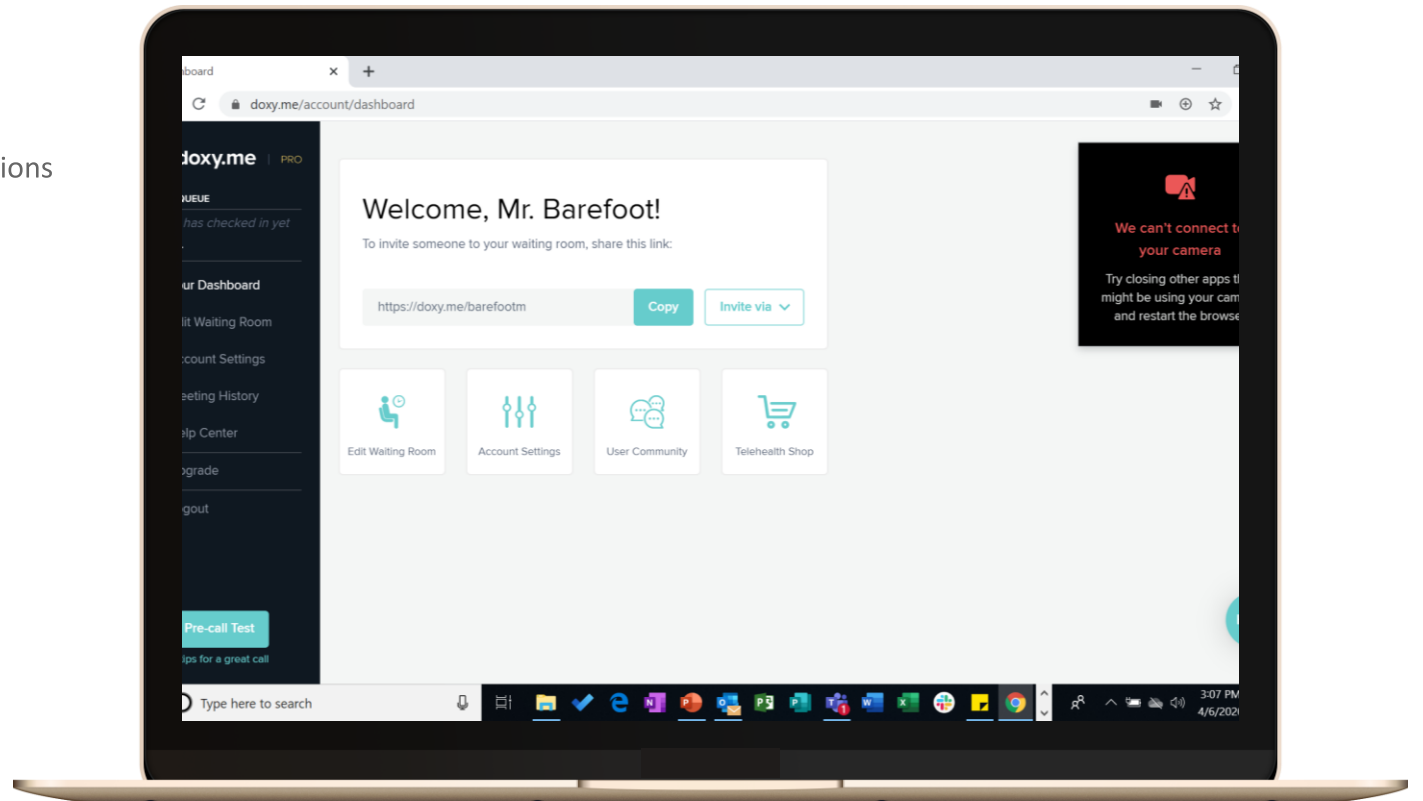
User Community

- 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



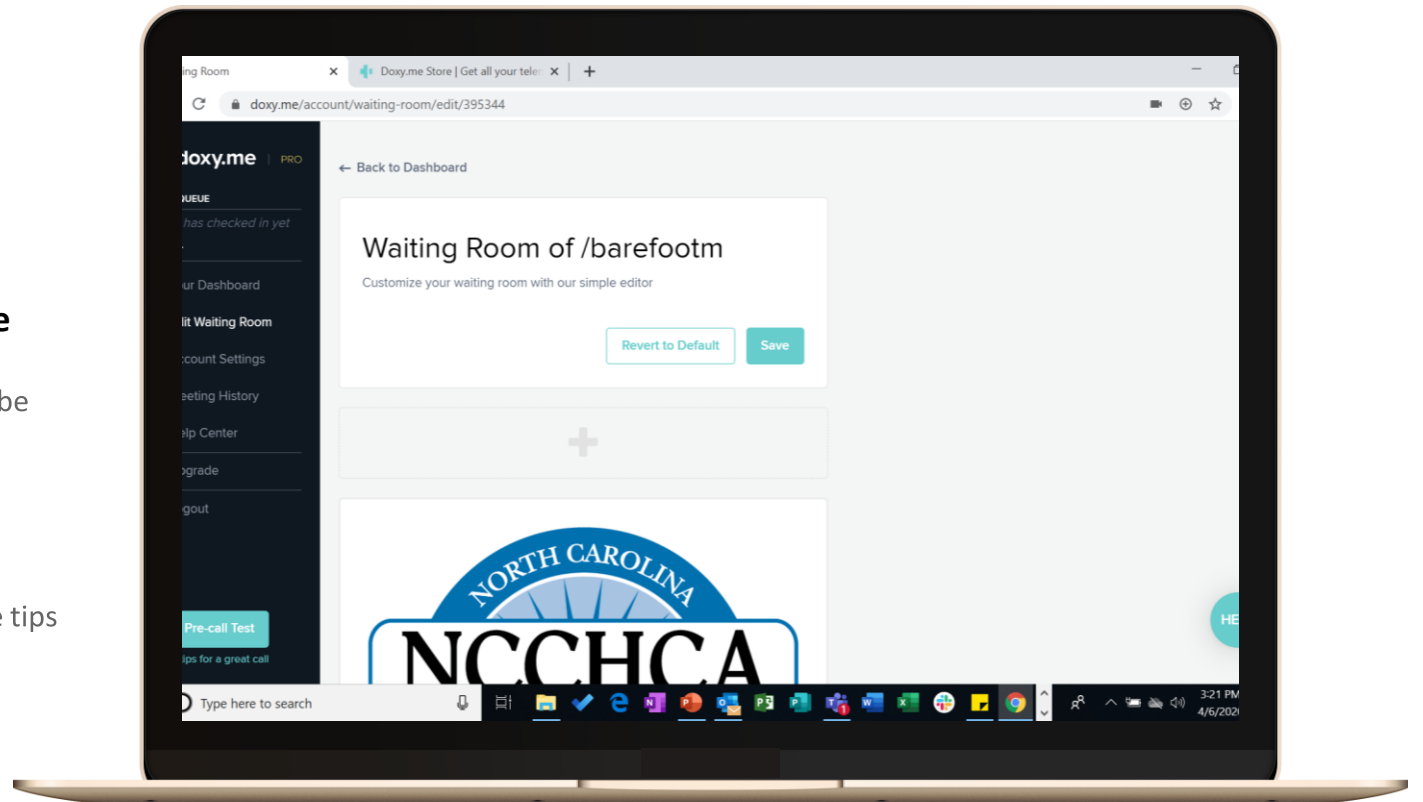
Welcome message

- 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



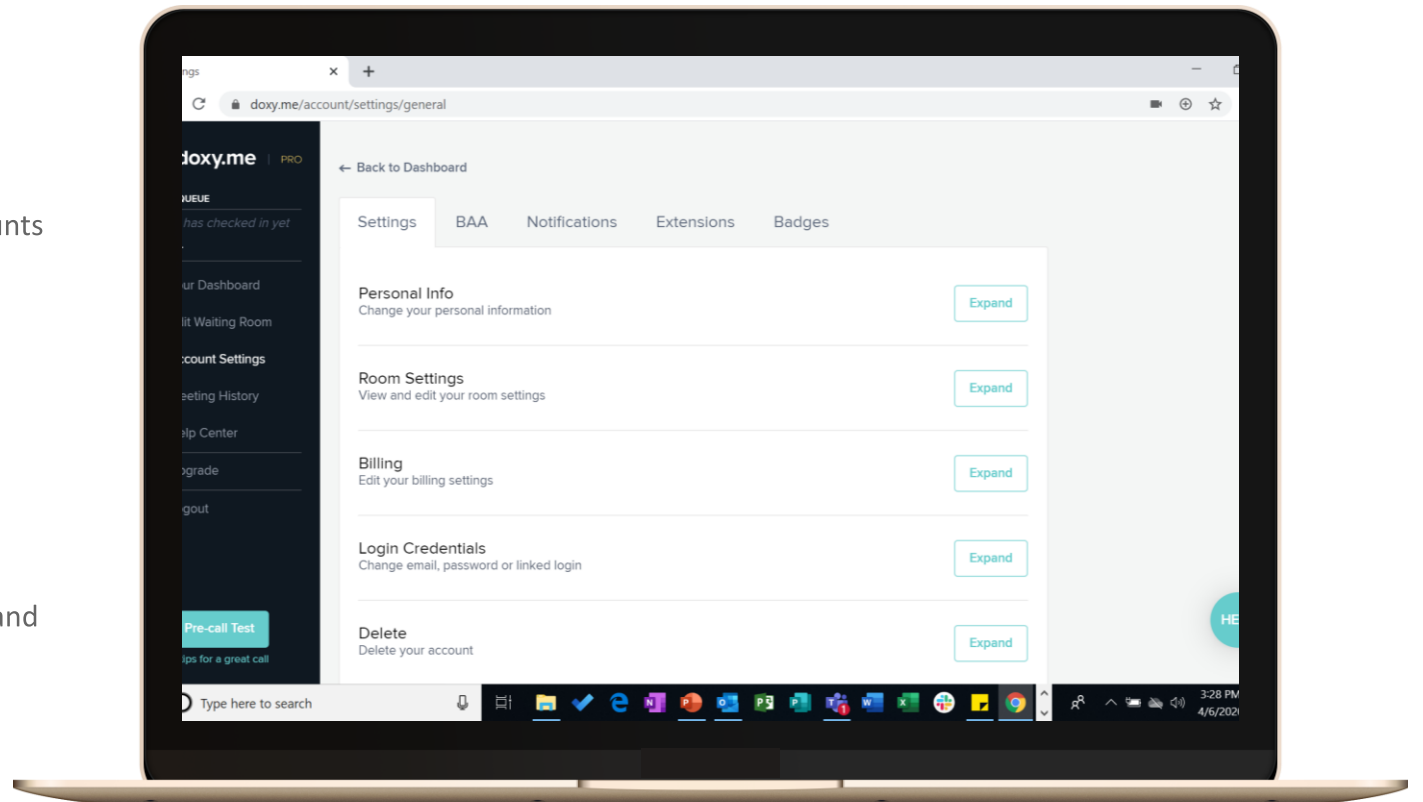
Notifications

- Manage alert settings via text, email, and desktop alerts

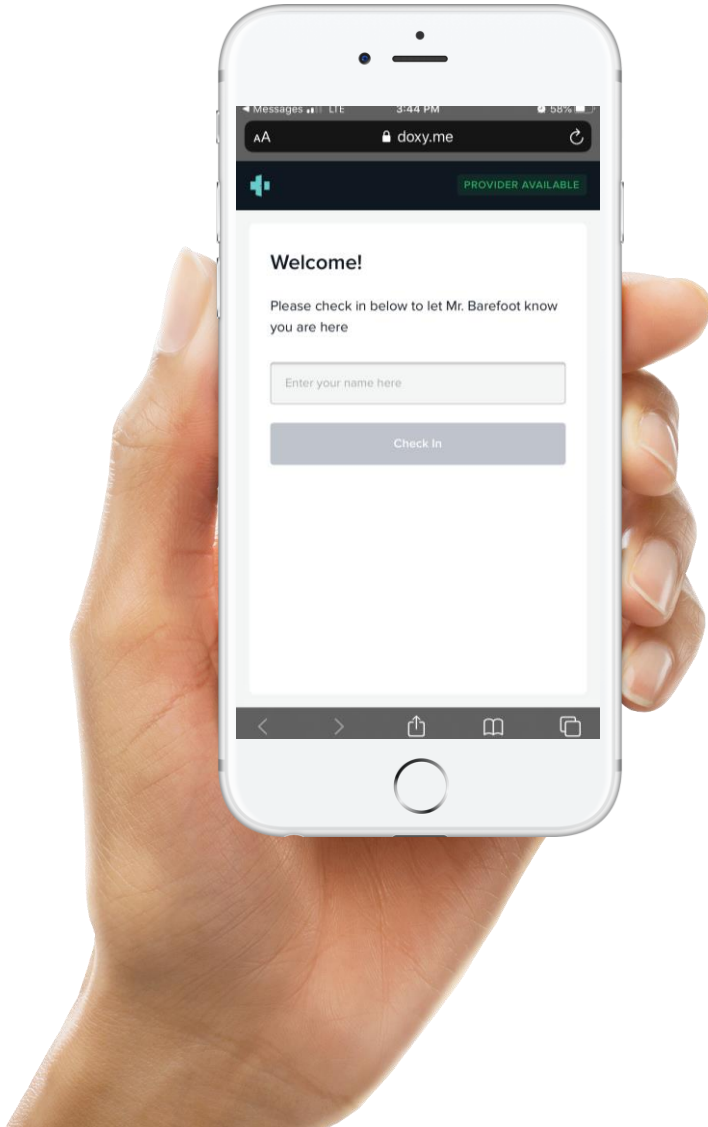


Extensions

- 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

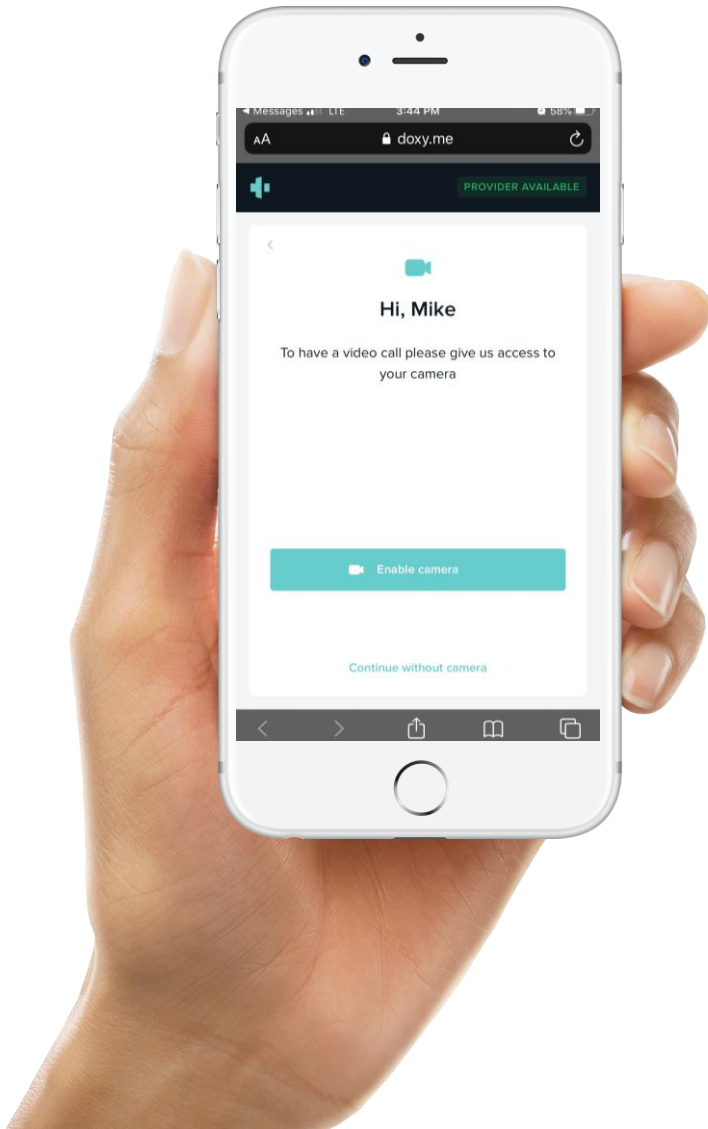
- Limits patient workload



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

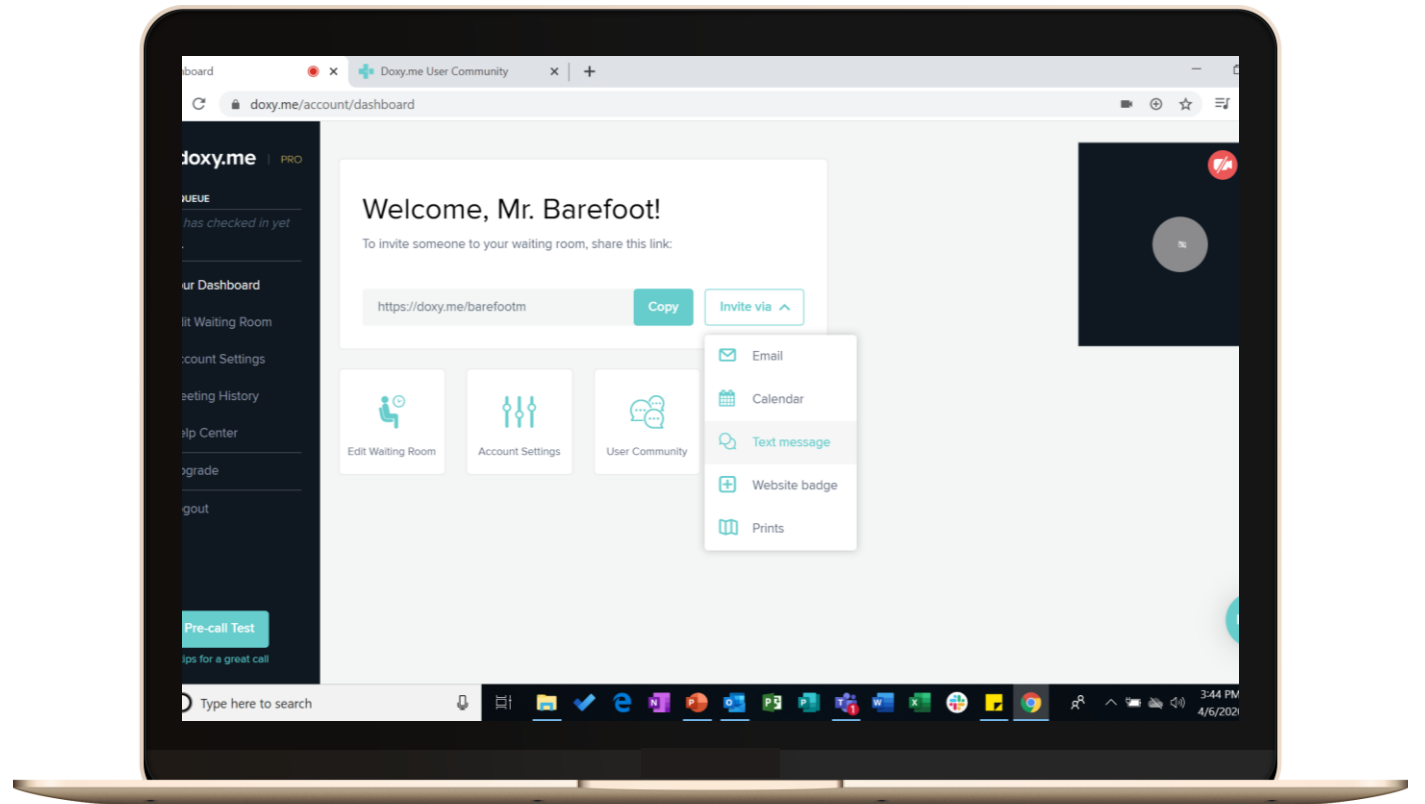
- Easy use for patient



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

