



Leveraging Lessons Learned: Implementing Telehealth to Sustain Integrated Behavioral Health

Stephen Shearer, Facilitator
Sophia Shepard, Co Facilitator

Virtual Presentation
Thursday, February 11, 2021

Vision: Healthy Communities, Healthy People





Session 2—Frameworks and Influences on Telehealth: Challenges and Opportunities

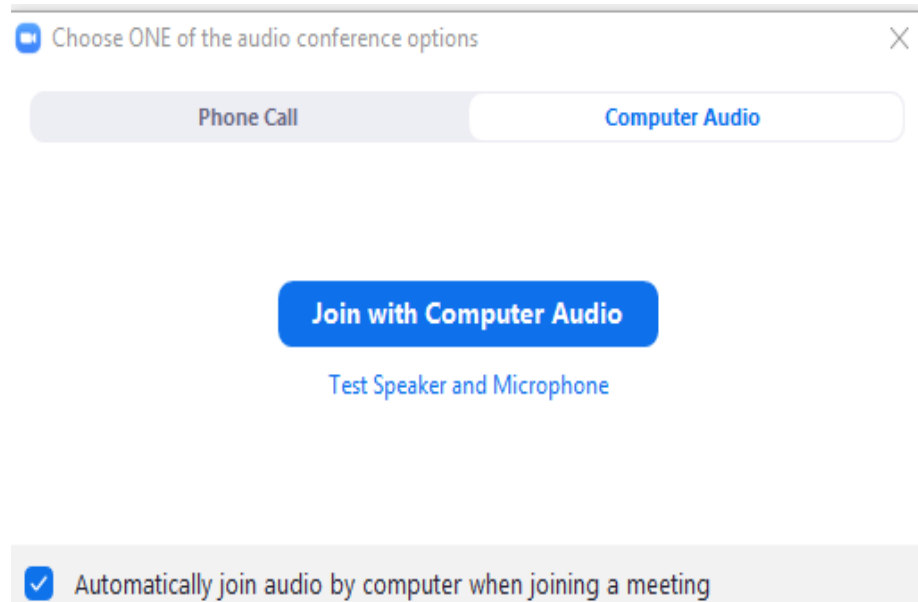
Vision: Healthy Communities, Healthy People



Connecting to Audio

By computer:

- Click **Join with Computer Audio**.



Choose ONE of the audio conference options

Phone Call Computer Audio

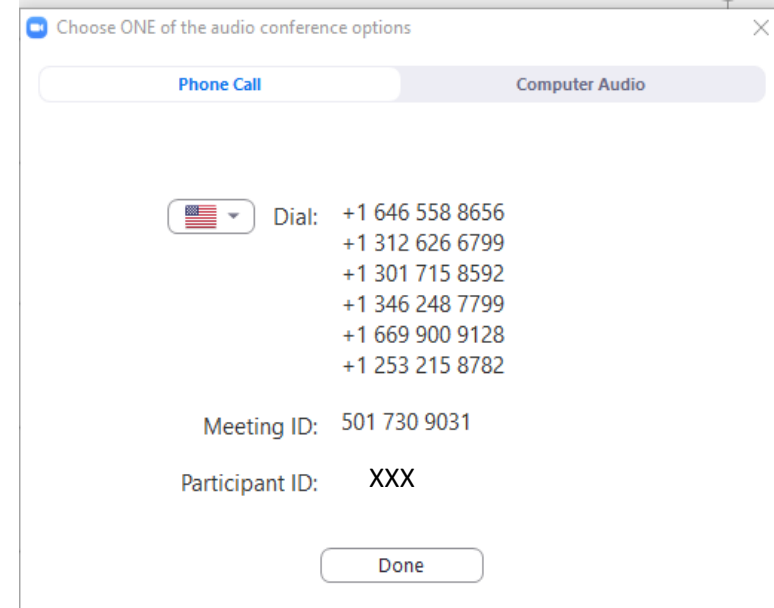
Join with Computer Audio

Test Speaker and Microphone

☒ Automatically join audio by computer when joining a meeting

By phone:

- Click the **Phone Call** tab, dial a listed phone number, and enter **Meeting ID** and **Participant ID**.



Choose ONE of the audio conference options

Phone Call Computer Audio

Dial: +1 646 558 8656
+1 312 626 6799
+1 301 715 8592
+1 346 248 7799
+1 669 900 9128
+1 253 215 8782

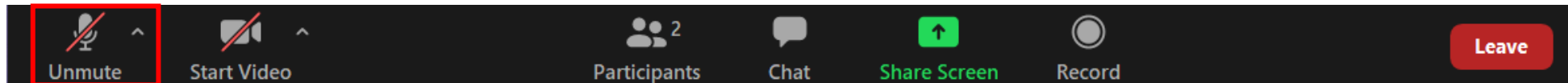
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Participant ID: XXX

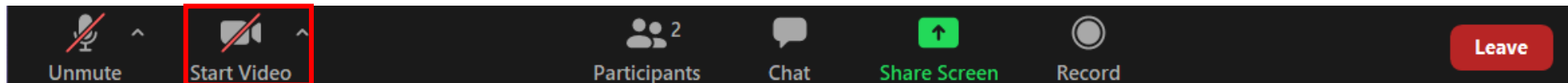
Done

Zoom Participation

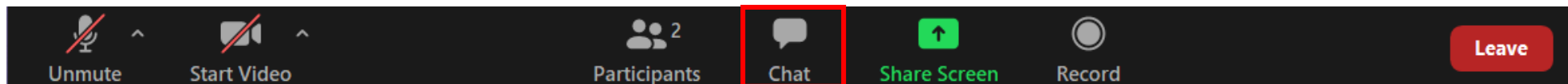
- You will begin muted. To **unmute/mute**, click the **microphone** icon located at the bottom left of your Zoom window.



- We encourage everyone to keep their video enabled. Click **Start Video** to join by webcam.



- To ask a question using the **Chat** feature, click the **Chat** icon located at the bottom center of your Zoom window.



Session 2 Facilitators and Presenter



Facilitator: *Stephen Shearer,*
B.S., CPHQ, CEAP, CCM, CJCP,
LADC



Co-Facilitator: *Sophia Shepard,*
B.S.



Presenter: *Andrew Robie, M.D.,*
Chief Medical Information Officer
at Unity Health Care, family
medicine physician

Agenda

- Continuing education credits
- Objectives
- Participant Check-In
- Presentation and discussion: *Frameworks and Influences on Telehealth: Challenges and Opportunities*
- Overview of technical assistance (TA) resources
- Your valuable feedback is requested
- Wrap up/next steps



Continuing Education

- We will be offering **1.5 CE credit per session** attended for a maximum of 18 CEs for participation in all 12 CoP sessions.
- You **must** complete the Health Center Satisfaction Assessment after **each** session you plan on receiving CEs for.
- **CE credits will be distributed for all sessions at the conclusion of the CoP.**



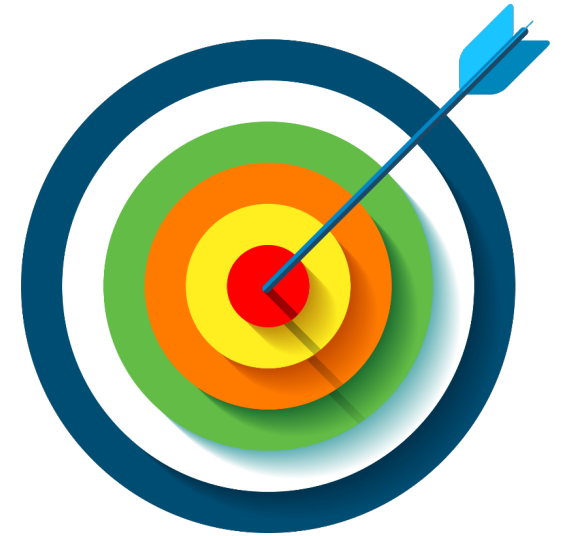
This course has been approved by JBS International, Inc. as a NAADAC Approved Education Provider, for educational credits. NAADAC Provider #86832, JBS international, Inc. is responsible for all aspects of their programming.



JBS International, Inc. has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6442. Programs that do not qualify for NBCC credit are clearly identified. JBS International, Inc. is solely responsible for all aspects of the programs.

Today's Learning Objectives

- Discuss 8 benefits of using telehealth services, both for patients and for staff.
- Recognize the reimbursement challenges of providing telehealth services into 2021.
- Discuss how organizational culture can affect the success of telehealth services.



Source: iStock by Getty Images

Poll

How would the majority of your staff describe their experience with telehealth services related to their job satisfaction over the past several months?

- A. My level of job satisfaction has increased.
- B. My level of job satisfaction has remained about the same.
- C. My level of job satisfaction has decreased.



Source: iStock

CoP Participants



Participant Check-In

Choose one spokesperson from your group, and please share the following:

- Your name(s)
- Organization name and location

State	Organization
AK	Sunshine Community Health Center
AL	AltaPointe Health Systems
FL	Osceola Community Health Services
IA	Iowa Primary Care Association
IA	Community Health Centers of Southern Iowa
IL	Esperanza Health Centers
KS	Health Partnership
KS	Flint Hills Community Health Center
MA	Community Health Programs
MA	Community Health Connections
MA	Codman Square Health Center
MA	Harvard Street Neighborhood Health Center



Participant Check-In

Choose one
spokesperson from
your group, and please
share the following:

- Your name(s)
- Organization name
and location

State	Organization
MO	Ozark Tri-County Health Care dba ACCESS Family Care
MO	Swope Health
MS	Central Mississippi Health Services
MT	Montana Primary Care Association
MT	Bullhook community Health Center
NM	Mora Valley Community Health Services
OH	Neighborhood Health Association
PA	Northside Christian Health Center
SC	Family Health Centers, Inc.

Participant Check-In

Choose one spokesperson from your group, and please share the following:

- Your name(s)
- Organization name and location

Name & Role	Organization
TX	AccessHealth
TX	Healthcare for the Homeless-Houston
WI	Community Health Systems

Office Hours

- Wednesdays 2:00–4:00 p.m. ET
- Designed to discuss progress and/or challenges related to
 - The session topic,
 - Your team's CoP goal, and
 - Support in between session activity.

Your Action Plan

Participant SMART Goal: *Please describe a goal to work toward during the CoP in 100 words or less.* _____

- **Specific:** *What exactly will you accomplish?*
 - **Measurable:** *How will you know when you have reached this goal?*
 - **Attainable:** *Is achieving this goal realistic? Does your organization have the resources to achieve this goal?*
 - **Relevant:** *Why is this goal significant to your organization?*
 - **Timely:** *What is the time frame for completing this goal?*
1. Has a similar goal previously been attempted at your organization and succeeded (e.g. implementing a best practice, change in practice or developing standard processes, other change management projects)? If so, what were factors that helped it succeed?
 2. Has a similar goal been attempted previously at your organization and **not** been successful? If so, what went wrong and why?
 3. Are there members of the leadership team or “champions of change” within your organization that can be called upon to support the completion/implementation of your SMART goal? List as many as possible.
 4. On the left, list 3 barriers you foresee to achieving this SMART goal. Then, write 3 potential solutions or facilitators on the right.

Action Step	Target Completion Date	Person Responsible

Content Overview

Date	Topic
Feb 4 Session 1	Introduction and overview of CoP, meet other participants, COVID check-in
Feb 11 Session 2	Frameworks and Influences on Telehealth: Challenges and Opportunities
Feb 18 Session 3	Culture, Staffing Roles, and Change Management in Integrated Telehealth
Feb 25 Session 4	Process and Workflows
Mar 4 Session 5	Special Behavioral Health Topics for Telehealth
Mar 11 Session 6	Technology, Data Collection Strategies, and Data Integration
Mar 18 Session 7	Provider Readiness to Engage in Telehealth
Mar 25 Session 8	Patient Experience of Telehealth
April 1 Session 9	Financial, Documentation, and Regulatory Requirements for Telehealth
April 8 Session 10	Putting It All Together: Change Management for Implementation
April 15 Session 11	Action Plans—CoP Sharing
April 22 Session 12	Action Plans—CoP Sharing



Frameworks and Influences on Telehealth: Challenges and Opportunities



*Andrew Robie, M.D., Chief Medical Information Officer at Unity Health Care,
family medicine physician*

Unity Health Care, Inc.

Large Federally Qualified Health Center (FQHC) in Washington, DC

- Care for all regardless of ability to pay
- ~100,000 unique patients and 500,000 patient visits annually
- Primary medical, specialty medical, behavioral health, and dental services
- 9 community health centers
- 11 medical sites in homeless shelters and day centers, mobile and walking outreach
- 2 school-based health centers
- DC Department of Corrections
- Teaching health center
 - Family medicine residency



Telehealth Framework

- Broadly defined, still expanding
- Applications in behavioral health
 - Telecommunications/electronic messaging
 - Teleconsults/teleconferencing
 - Telemonitoring
 - Telemedicine/teletherapy

Source: iStock by Getty Images



Telemedicine Opportunities/Benefits

- Reduce exposure to disease
- Efficient
- Cost effective
- Convenient
- Reduce travel time/time off work
- Engage family and care team members
- Scheduling flexibility
- Reduced wait times



Source: iStock by Getty Images

Telemedicine Challenges/Considerations—Federal Level

- Federal level
 - HHS
 - ✓ Privacy and security (HIPAA)
 - CMS
 - ✓ Reimbursement
 - DEA/SAMHSA
 - ✓ SUD treatment/controlled substance prescribing



Source: iStock by Getty Images

Telemedicine Challenges/Considerations—State Level

- State level
 - Licensure
 - State Medicaid plans
 - Prescribing



Source: iStock by Getty Images

Telemedicine Challenges/Considerations— Health System/Clinic Level

- Health system/clinic level
 - Organizational culture
 - Executive leadership
 - Billing/financial services
 - Compliance/privacy
 - IT
 - HIT
 - Health center leadership
 - Front office
 - Nursing
 - Providers



Source: iStock by Getty Images

Telemedicine Challenges/Considerations— Provider/Staff Level

- Provider/staff level
 - Openness to telemedicine
 - Liability concerns
 - Training
 - Workflows
 - Communication
 - Work environment/distant site considerations



Source: iStock by Getty Images

Telemedicine Challenges/Considerations—Patient Level

- Patient level
 - Openness/comfort
 - Access to devices
 - Access to broadband internet
 - Tech literacy



Source: iStock by Getty Images

Q&A



TA Offerings for Health Centers

- One-on-one coaching
- Webinars
- Strategies for Community Outreach: How Health Centers Can Use Social Media for Social Marketing
- Virtual Site Visits to Improve Outcomes
- Communities of Practice (CoPs)

Upcoming TA Opportunities!

- **Webinars**

- **Charting the Roadmap to Value-Based Reimbursement for Integrated Care**

March 3, 2021, 3–4 p.m. EST

Registration link: https://zoom.us/webinar/register/WN_GH3HGftSRoWQygjJJrxQFA

- **Social Determinants of Health and Addressing Health Disparities in Integrated Care Settings**

April 07, 2021 3-4 p.m. EST

Registration link: https://zoom.us/webinar/register/WN_gidstu1QRfGspYkBhZtQ1A

Registration links webinars can also be found on the BPHC-BH TA portal.

BPHC-BH TA Portal

<https://bphc-ta.jbsinternational.com/>

- Request TA
- Access Learning Management System (LMS) modules
- Learn more about BH TA options
 - One-on-One Coaching
 - E-learning Webinars
 - Strategies for Community Outreach
 - Virtual Site Visits to Improve Outcomes
 - Join a Community of Practice (CoP)



The screenshot shows the homepage of the BPHC-BH TA Resource Portal. At the top, there is a logo for BPHC-BH TA, which is a colorful geometric design, followed by the text "BPHC-BH TA" and "Bureau of Primary Health Care Behavioral Health Technical Assistance". Below this is a navigation bar with links: Home, Request Technical Assistance, Learning Management System, About Us, and Contact Us. The main content area features a large heading "Welcome to the BPHC-BH TA Resource Portal!" and a subheading "Learn About BH TA Options". Under the subheading, there is a list of options: One-on-One Coaching, E-learning Webinars, Strategies for Community Outreach, Virtual Site Visits to Improve Outcomes, and Join a Community of Practice (CoP). To the right of this list, there is a button labeled "Complete the Readiness Assessment".

BPHC-BH TA
Bureau of Primary Health Care Behavioral Health Technical Assistance

Home | Request Technical Assistance | Learning Management System | About Us | Contact Us

Welcome to the BPHC-BH TA Resource Portal!

[View](#) [Edit](#) [Delete](#) [Revisions](#)

The Bureau of Primary Health Care (BPHC) Behavioral Health (BH) Technical Assistance (TA) portal is designed to meet the specific needs of HRSA health centers and shall focus on both mental health and substance use disorders (referred to jointly as “behavioral health”), with an emphasis on the opioid epidemic.

Learn About BH TA Options

- One-on-One Coaching
- E-learning Webinars
- Strategies for Community Outreach
- Virtual Site Visits to Improve Outcomes
- Join a Community of Practice (CoP)

Complete the Readiness Assessment

Wrap Up

- What final questions do you have?
- Next steps:
 - Continue working with your team to develop an action plan.
 - Read the brief article, [Shared Decision Making and Psychiatry During the Pandemic](https://www.commongroundprogram.com/blog/shared-decision-making-and-psychiatry-during-the-pandemic) - <https://www.commongroundprogram.com/blog/shared-decision-making-and-psychiatry-during-the-pandemic>



Image source: iStock by Getty Images

Reflecting on Today: Plus, Delta

- + What worked for you today?
- \triangle What would you change?



CoP Satisfaction Assessment

- Please complete the Health Center Satisfaction Assessment of today's session.
- If you plan to obtain CEs for your time in this CoP, the Satisfaction Assessment is required.
- There are two ways navigate to the Assessment:
 1. Follow the link provided in the chat here.
 2. You will be emailed a link from us via Alchemer, our survey platform.





Thank You!

Presenter Contact Information:

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Stephen Shearer, sshearer@thebizzellgroup.com

