

## Virtual Care: Best Practices for Patient Engagement

Million Hearts Grantee Technical Assistance  
Recorded Webinar

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Addressing Social  
Determinants of  
Health

Recorded Webinar  
(September 2021)

Virtual Care: Best  
Practices for Patient  
Engagement

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(September 2021)

Addressing  
Behavioral Health  
Issues

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(Fall 2021)



# Patient Engagement in Virtual Care

- Telehealth experiences and benefits
- Workflows to support patient engagement
- Engaging your patient
- Common challenges with technology
- Future use of telehealth





Patients

- Enhanced satisfaction and greater flexibility for appointments
- Effective self-management
- Improved outcomes



Team

- Improved coordination of care
- Efficient use of health care **team**
- Enhanced communication



Practice

- Reduced wait times/improved patient access
- Reduced delays in care
- Reduced complications from delayed care



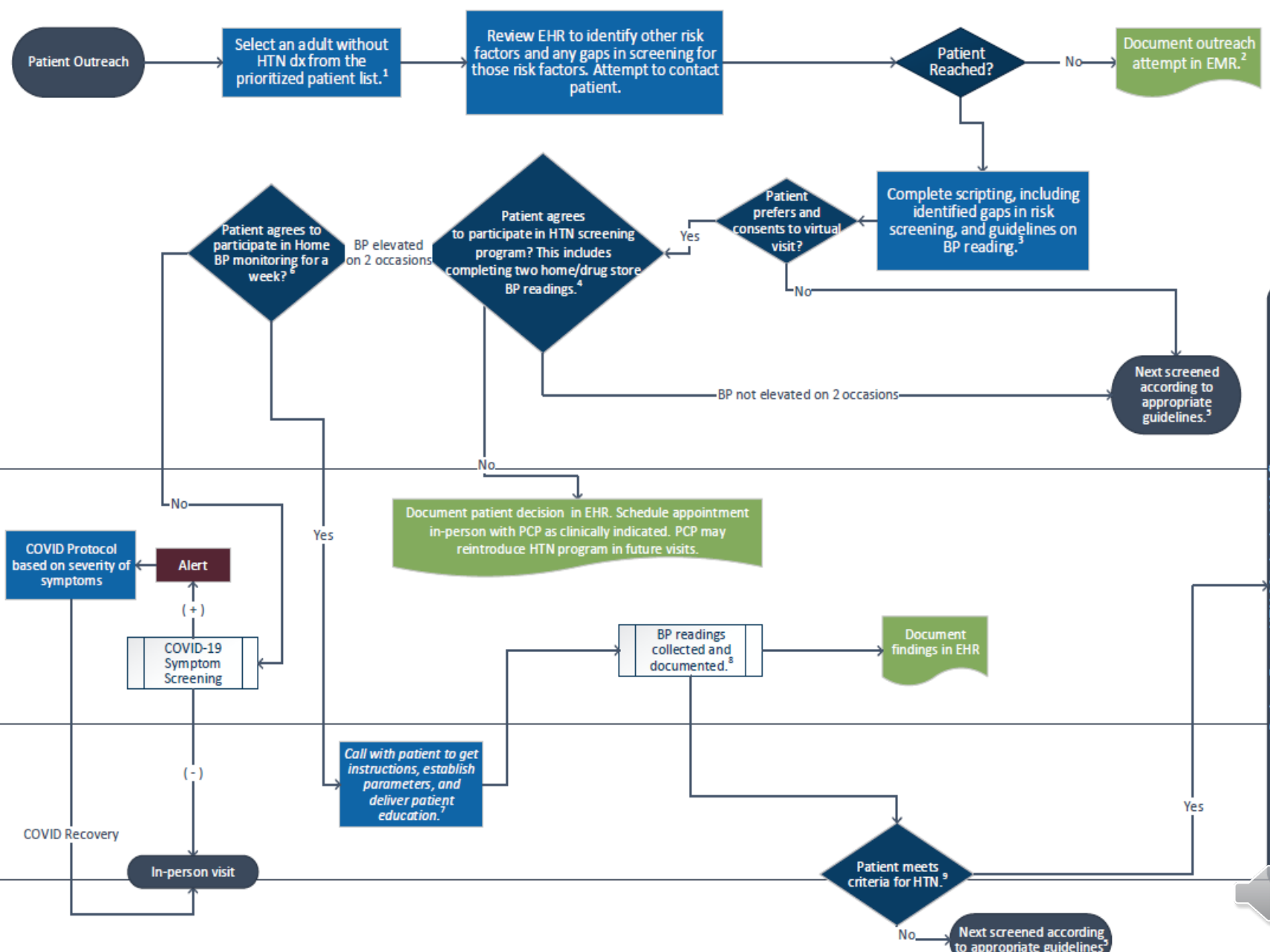
# Hypertension Virtual Model Tool Kit Swim Lanes

Non-Clinical Support

Medical Assistant

Nurse

PCP



Patient Enters HTN Monitoring Workflow (Go to HTN Monitoring Workflow)



- Screening opportunities using virtual care
- Encouraging use of virtual care
- Follow-up to ensure patient needs are addressed
- Allows for routine clinical management
- Coding for virtual care practices

# Patient Experiences with Telehealth

- ✓ Patients who connected with their providers via video were generally pleased with their experiences and noted several benefits of connecting via video:
  - Were able to connect with relative ease
  - Feel more comfortable with each visit
  - Appreciated staying home, limiting COVID exposure
  - Eliminated or reduced wait times
- ✓ Some patients had audio issues and were turned off by using video







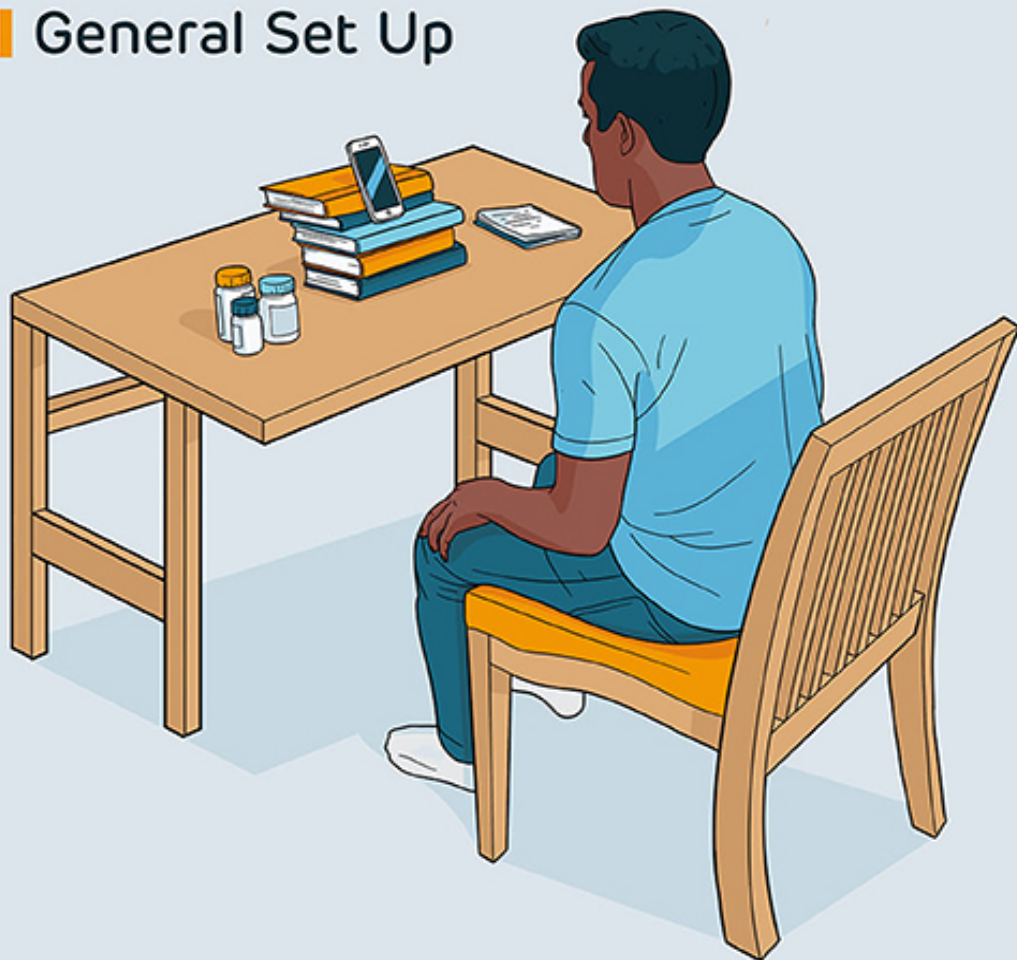
# Common Challenges with Technology

- ❖ Telemedicine patients primarily own and use smartphones to access the internet even though they might have additional devices or means to get connected.
  - Lack of familiarity operating the device
  - No video capability or don't understand how to use video
  - May require assistance to use the device
  - Poor reception/low bandwidth/no connection
  - Varied level of interest and patience in learning how to use new tools



# Preparing for Your Telemedicine Visit

## General Set Up



### Clothing

Wear loose clothing to more easily show the main area of complaint.



### Lighting

Be in a well-lit room. Avoid any windows or lighting **behind** you.



### Phone/Laptop

Download the telemedicine software. Make sure your wifi and camera are working.



### Assistance

Ideally, you should have a second person nearby to assist in tasks

## What You'll Need

- List of all your medications and/or current pill bottles
- If diabetic, list of your glucometer readings
- If possible, check your blood pressure and weight prior to the visit



# Patient Engagement Strategies: #1

## Digital Engagement

### Approaches

- Create easy to understand print and web/media campaigns to highlight benefits and engage seniors
- Offer demos, set up, and problem-solving support

### Staffing

- Create a digital community health worker role
- Compensate time supporting patients

### Venues

- In-clinic support
- Leverage community centers, wellness centers, churches, etc.



# Patient Engagement Strategies: #2

## Senior Patients

### Offer hands-on support, simple instructions

- Help patients get set up when at the clinic
- Walk them through the process
- Set expectations on what they will experience
- Ask patients to join earlier to account for technical issues
- Include a help desk # in case issues arise



**Offer patients a choice between audio and video for those uncomfortable with video, less savvy or have tech issues**



# Patient Engagement Strategies: #3

## Foster Patient-Provider Connections

### Approaches

- Allow providers to build trust & establish a connection before introducing telemedicine
- Show patients an annual visit roadmap so they know when to expect telemedicine visits
- Have providers include summary notes to indicate next visit is via telemedicine

### Offer Options

- Have initial visit in person and move follow-up to telemedicine
- Use telemedicine for minor/follow-up, keep in-person visits for major visits
- Triage patients to determine if they need telemedicine or need to be seen in person



# The Future of Telehealth...?

- Most patients plan to return to in-person visits (after the pandemic)
- Some plan to continue to use telemedicine for follow up and minor medical issues
  - Many value face-to-face and in-person communication
  - There is no substitute for the physical exam
  - Will use telemedicine when it is convenient for them
  - Saves them a trip if their labs or immunizations are not due/required
  - Allows them to share updates with their doctor and request prescription renewals
- One way or the other, telemedicine/telehealth is here to stay!



- Reference for Telehealth Implementation for Cardiology from the American College of Cardiology (document includes suggestions for telehealth cardiovascular exam):  
<https://www.acc.org/latest-in-cardiology/articles/2020/03/01/08/42/feature-telehealth-rapid-implementation-for-your-cardiology-clinic-coronavirus-disease-2019-covid-19>
- Recommendations for the Implementation of Telehealth in Cardiovascular and Stroke Care A Policy Statement from the American Heart Association:  
[https://www.heart.org/-/media/files/about-us/policy-research/prevention-nutrition/telemedicine-policy-statement-ucm\\_495076.pdf?la=en](https://www.heart.org/-/media/files/about-us/policy-research/prevention-nutrition/telemedicine-policy-statement-ucm_495076.pdf?la=en)
- Premera Blue Cross: Tips for Capturing a Physical Exam During a Telehealth Visit:  
<https://www.premera.com/documents/052221.pdf>

For additional resources or for additional technical assistance for your clinic or organization, please feel free to contact your Health Management Associates technical assistance team!

(Contact information is available on the next two slides)





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