

Not All Telemedicine Is Created Equal...

And That's OK.

John Parks - Director of Business Development
Avera eCARE

Not All Telemedicine Is Created Equal... And That's OK.

Blockbuster and Netflix



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The Old Norm



New Horizons



**Innovative
Concepts**





Avera Health

Avera's roots stretch back to the frontier of medicine of the Benedictine and Presentation Sisters; who began providing health care in Dakota Territory in 1897.

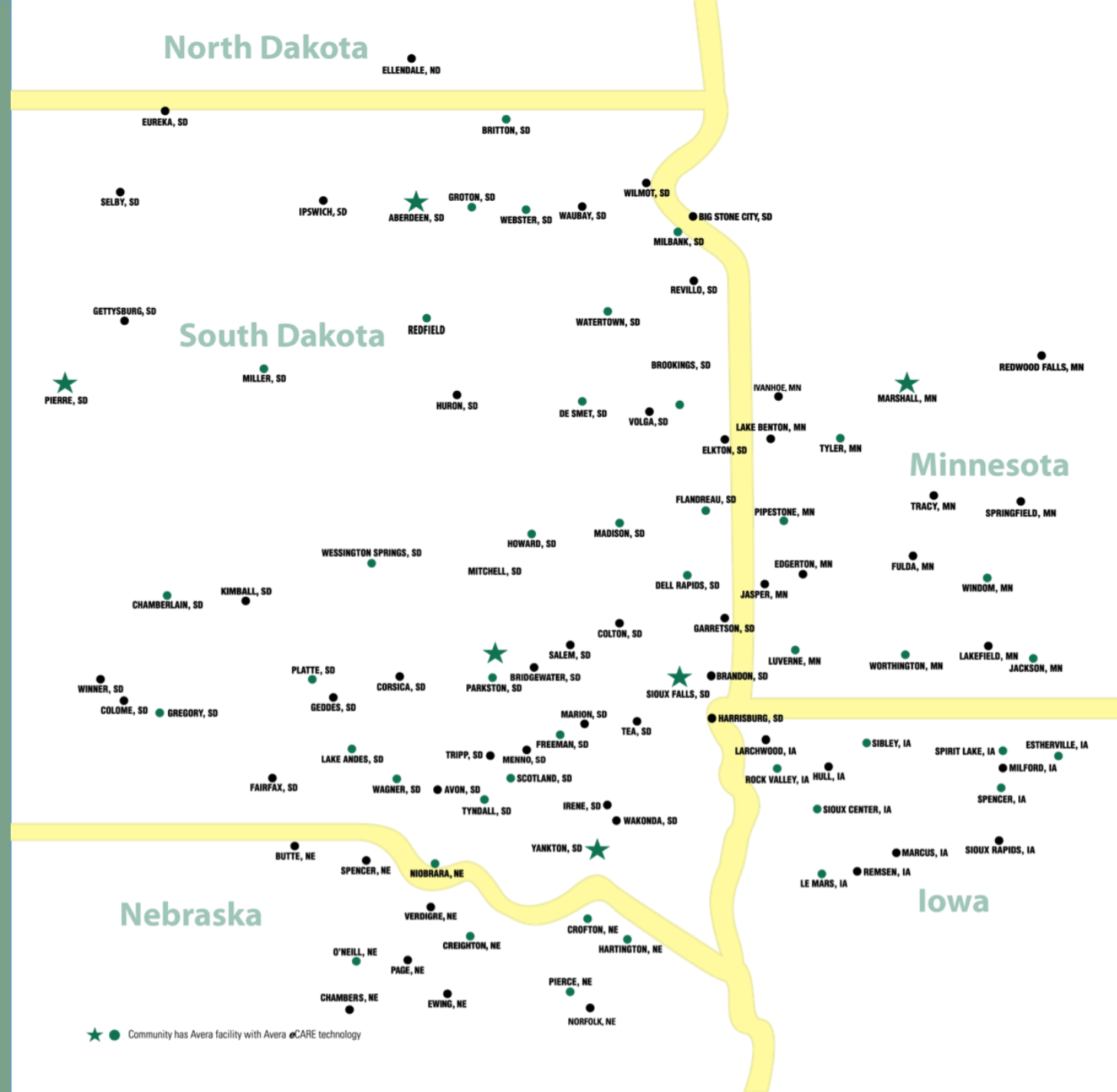
Avera is still sponsored by these same Sisters today, which helps lead to our mission:

"Avera is a health ministry rooted in the Gospel. Our mission is to make a positive impact in the lives and health of persons and communities by providing quality services guided by Christian Values."

33

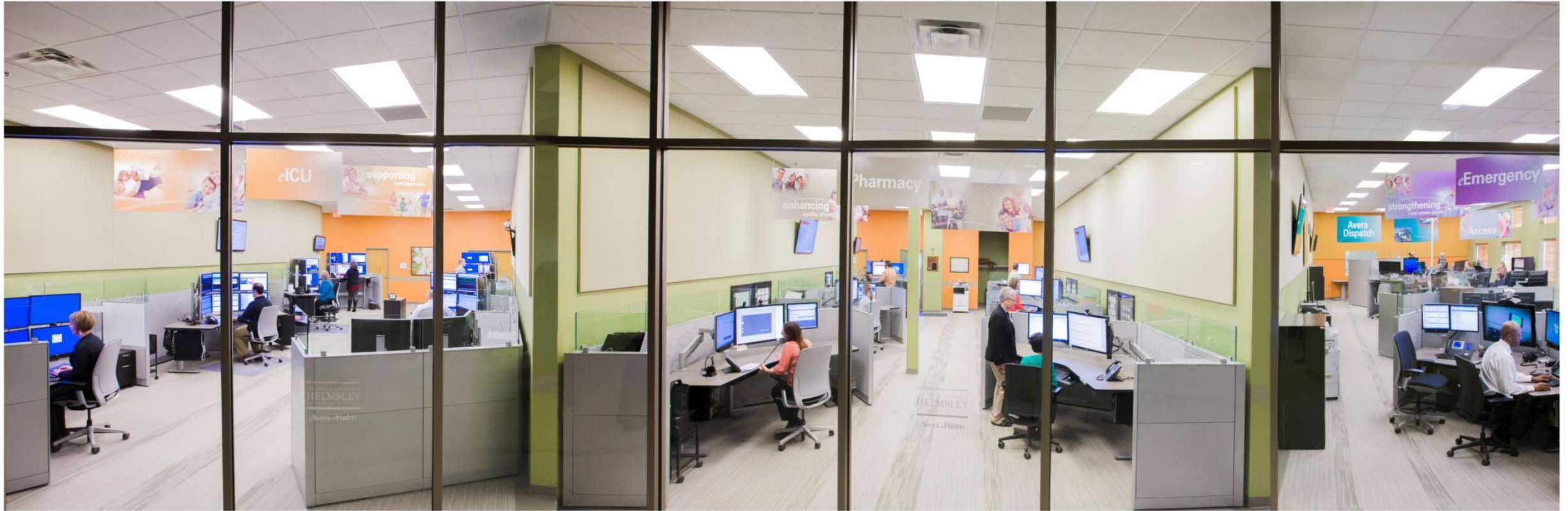
80%

CRITICAL ACCESS HOSPITALS

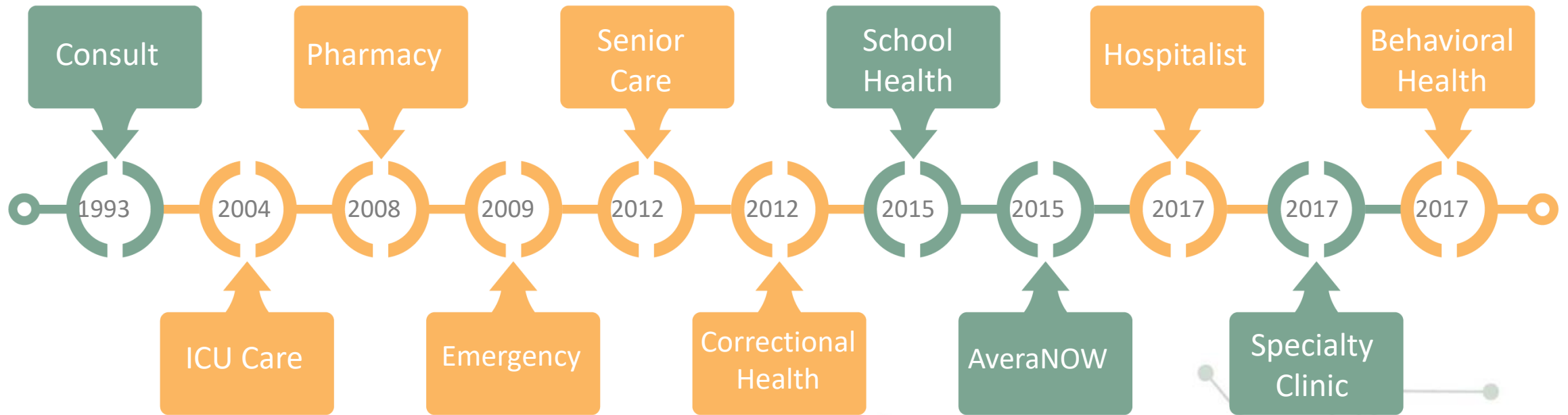


SIOUX FALLS, SOUTH DAKOTA

View from the Bridge

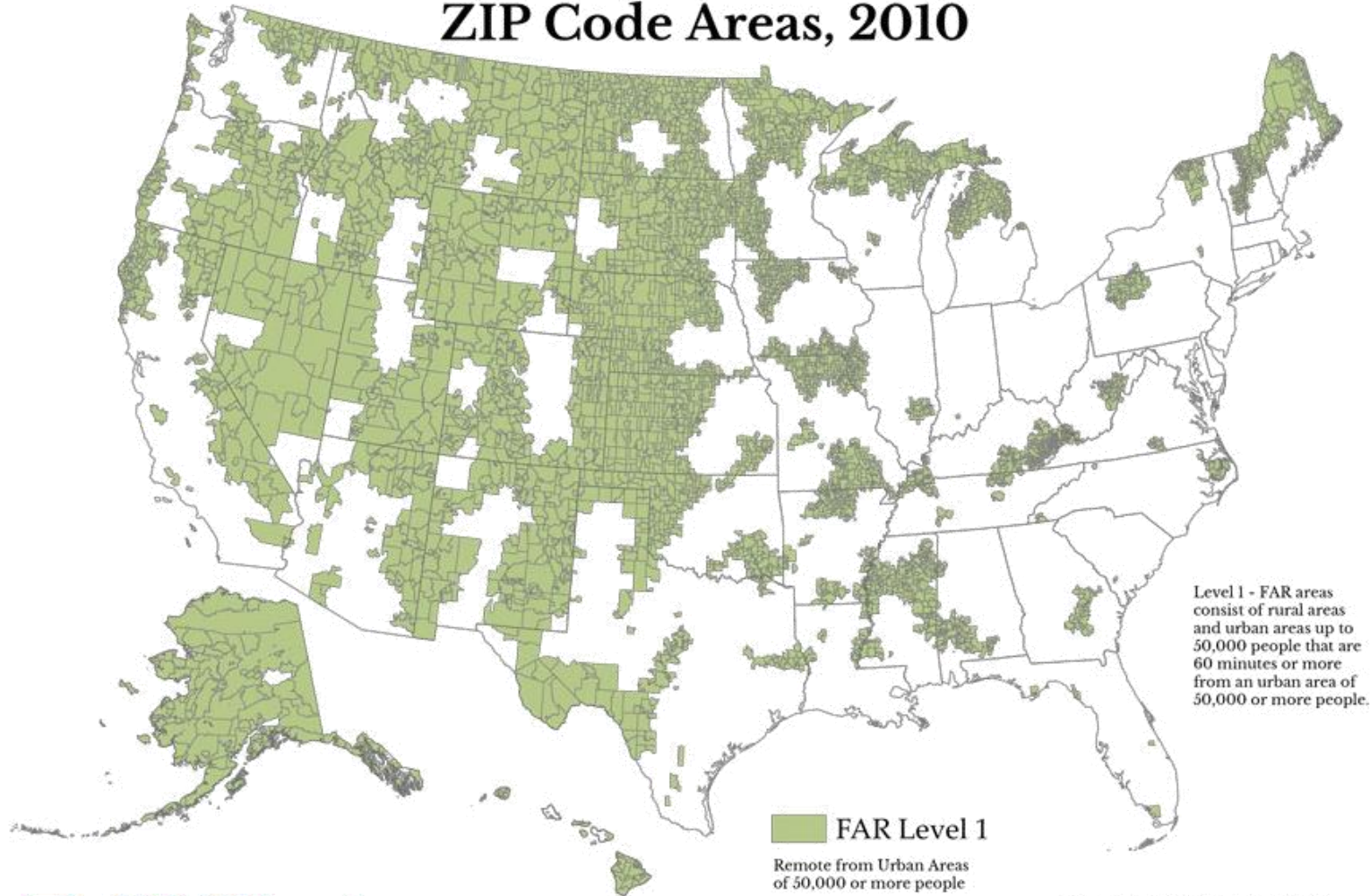


Service Line Expansion

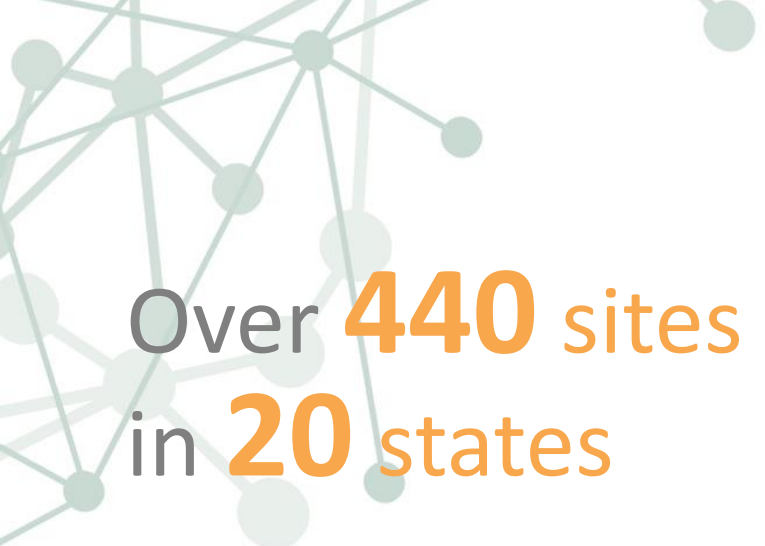


Acute & Post Acute Services
Ambulatory Services

Frontier and Remote (FAR) Level 1 ZIP Code Areas, 2010



60 million
rural Americans
scattered over
95% of US
landmass

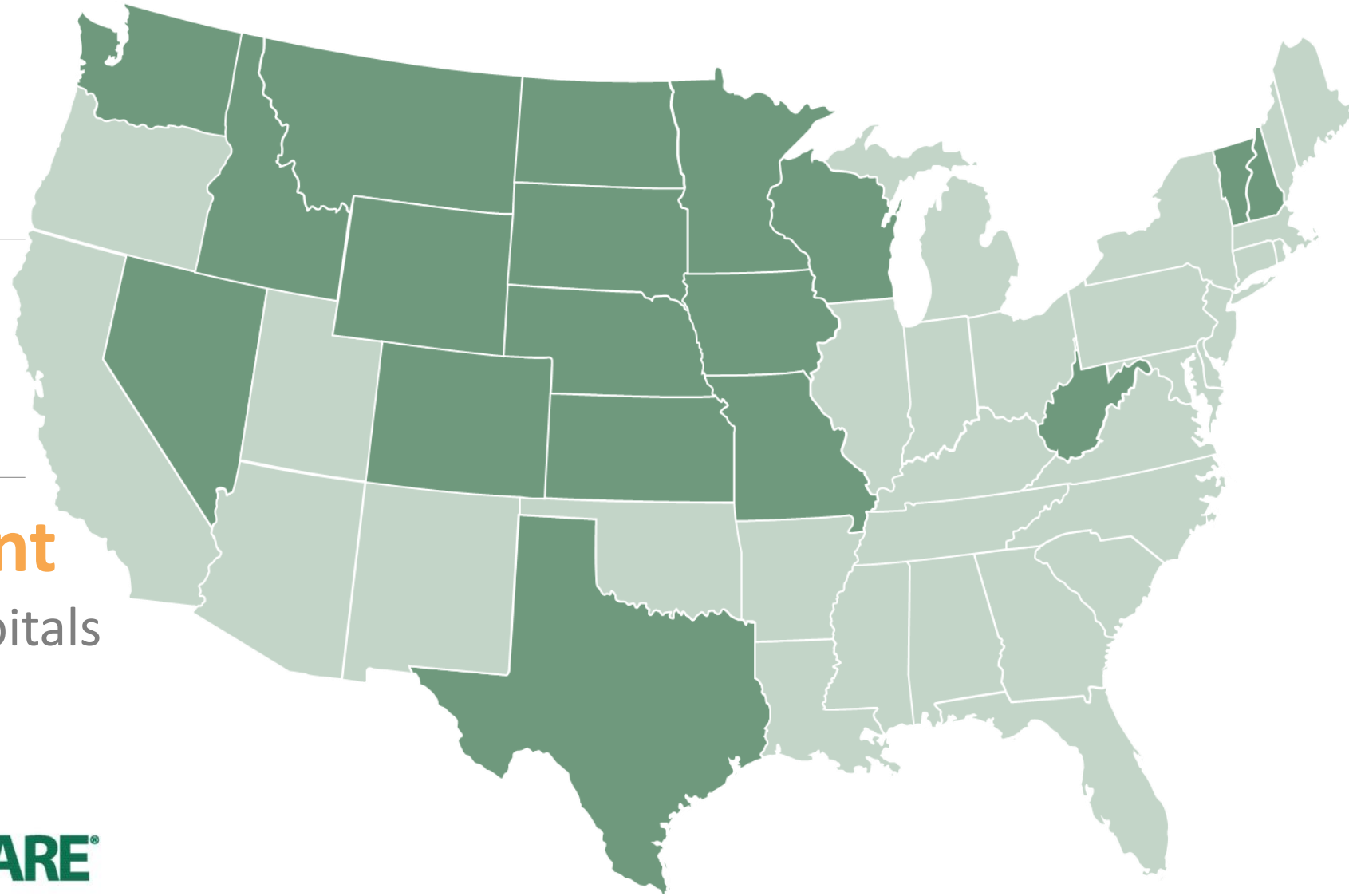


Over **440** sites
in **20** states

1+ million
lives impacted

Serves over **13 percent**
of all Critical Access Hospitals
in the nation

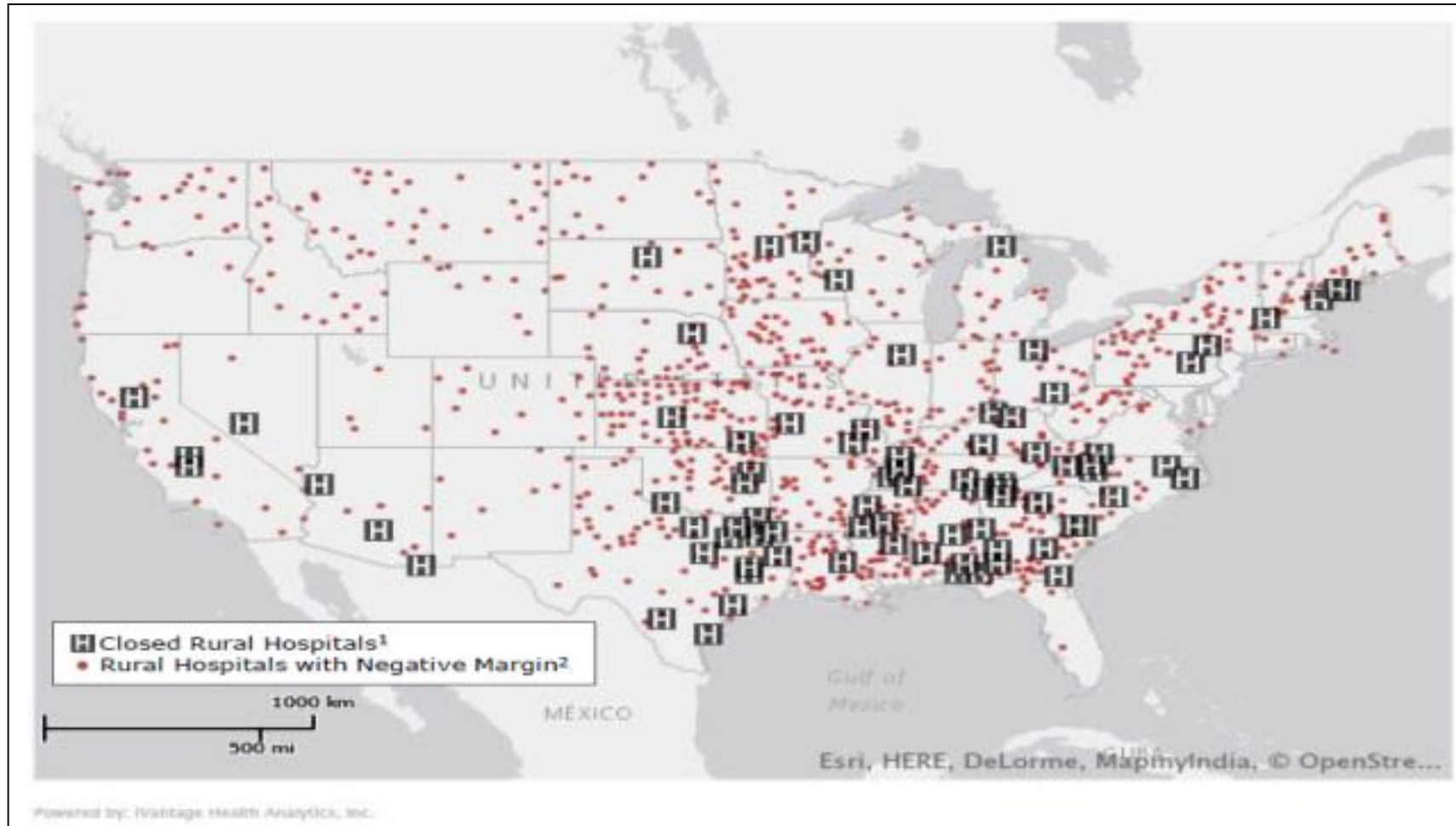
Discover **Avera eCARE®**



Views from the road...



Closed & Negative Margin Rural Hospitals





673 Rural Hospitals in
Danger of Closing

The **KEY** is to think about sustainability
before you are forced to...
before it's too late.



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The Old Norm

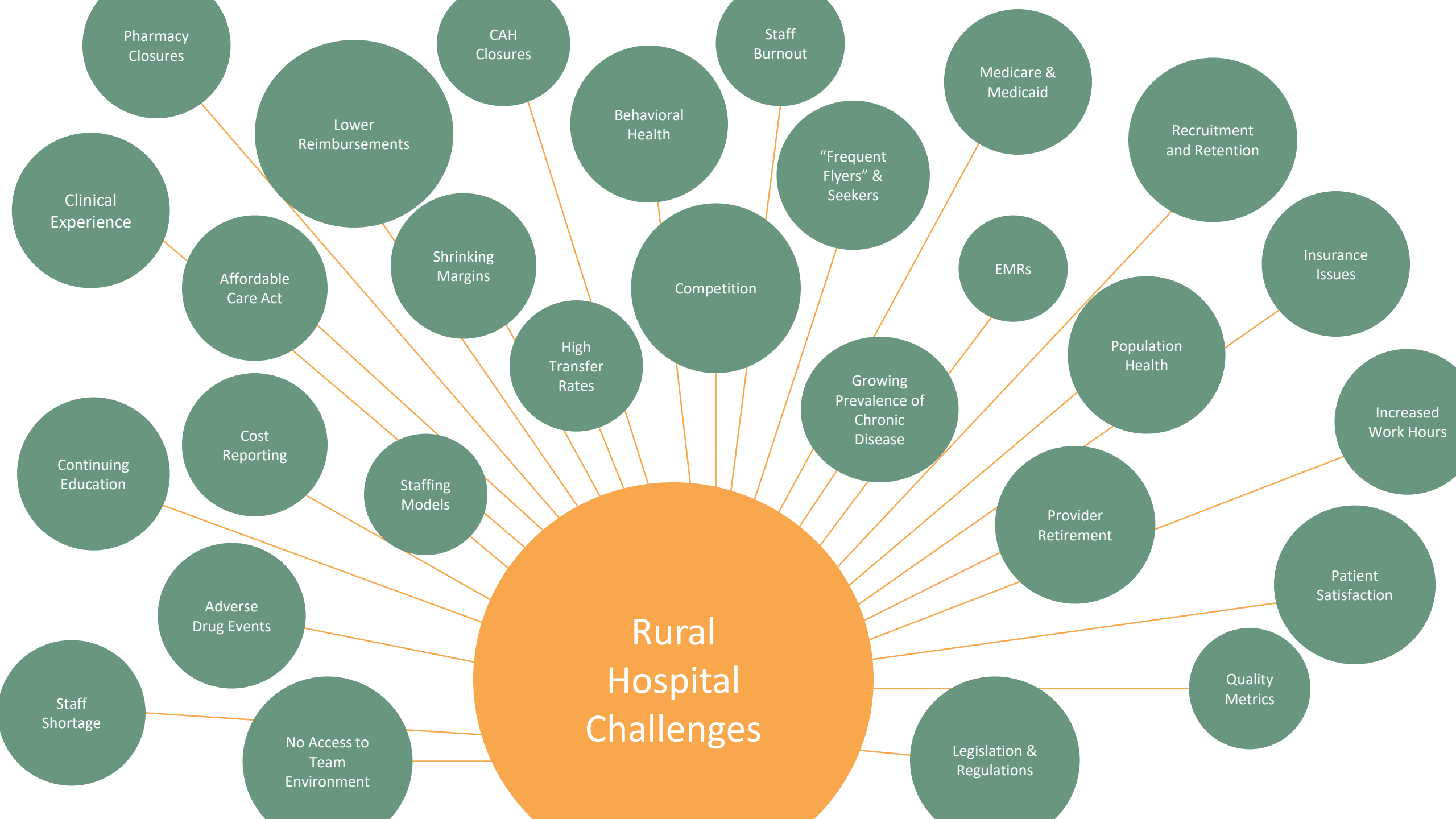


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The Old Norm





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The Old Norm

- Recruit, Recruit, and Recruit Some More
- Brick and Mortar as Savior
- Payment Model Roulette
- Squeeze Wine From a Grape



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New Horizons

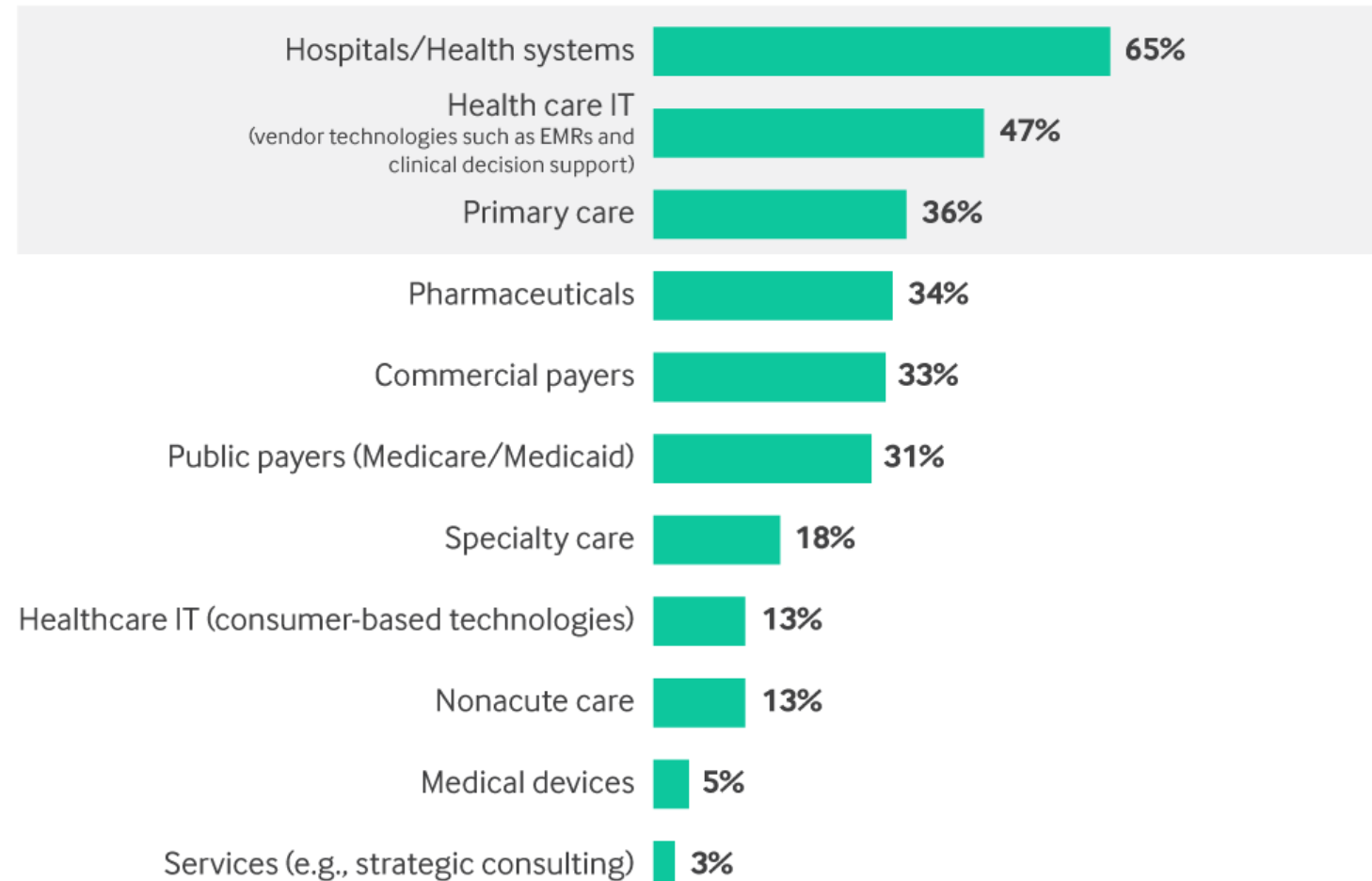


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New Horizons

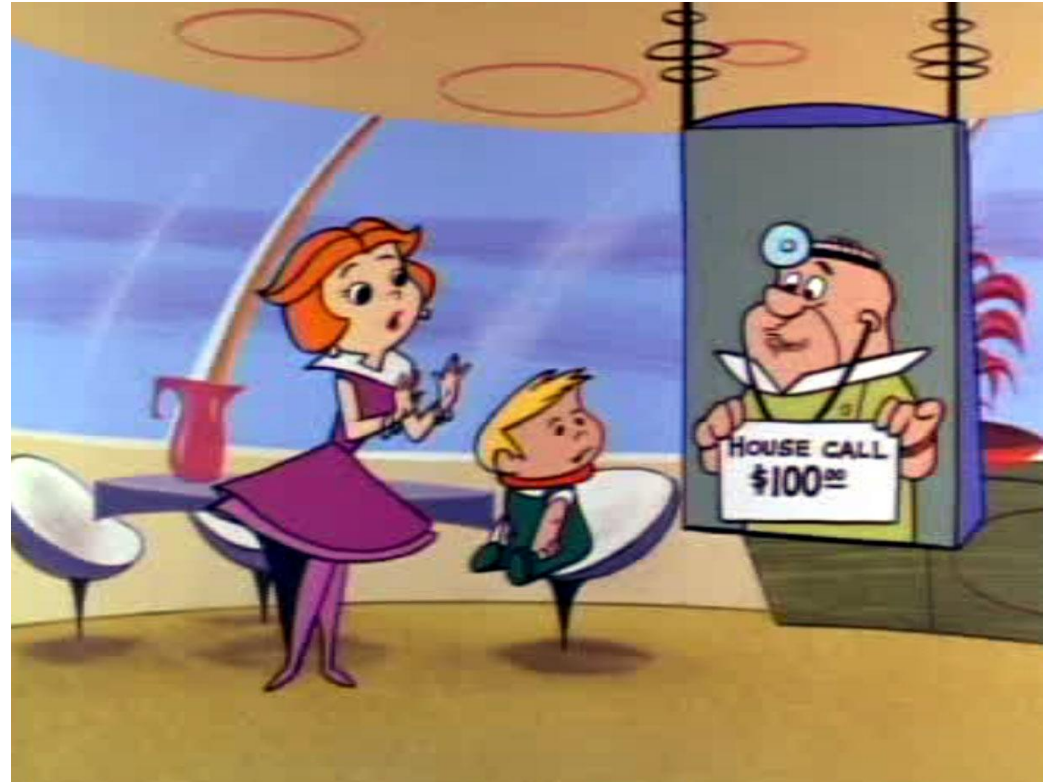
Health Care Sectors Most in Need of Disruptive Innovation



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New Horizons



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New Horizons

Common Perceptions of Telemedicine

- Physician to Patient – encounter on a small screen
- Old Models Didn't Help Perception:
 - Drop off Cart – is there a team to back it up?
 - Telemed providers managed patients in a bed and telemed patients at once... spread too thin
- JH Seitz Story

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New Horizons

**Please don't just check
a box and call it good.**



What is Telemedicine?



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New Horizons

Some Benefits of Telemedicine:

- Enhance access to care
- Prevent outmigration
- Enhance coordination of care
- Provider support and satisfaction
- Patient convenience and satisfaction
- Meet CMS requirements
- Reduce Cost
- Increase Revenue



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New Horizons

**Not All Telemedicine Is
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New Horizons

Done Properly,
Telemedicine Looks Different
In Different Parts of Your Hospital



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New Horizons



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New Horizons

Innovative Concepts Include:

- Specialty Consults of All Types
- Tele-Dentistry
- Burn Treatment and Therapy
- Project ECHO
- EMT Programs
- Stroke Programs
- Clinical Decision Support Apps

What Is eCARE Emergency?

The People

24/7 Access to Board-Certified Emergency Physicians & Experienced Emergency Nurses



What Is eCARE Emergency?

The Process

When your team needs emergency assistance, simply push a button to connect 24/7/365 and our staff will respond immediately from our virtual hospital hub



What Is eCARE Emergency?

The Technology

- 20X Zoom Polycom Camera
- 360 Degree Microphone mounted above base of bed
- Service utilizes dedicated connection
- USAC funding considerations



Emergency Room Fixed Equipment



ALGO Speaker



King Vision Laryngoscope



GlideScope

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Space Saver for Mock Scenario Video



What Is eCARE Emergency?

In Addition...



Initiate Diagnostic Testing

Eliminate Unnecessary Transfers

Streamline Emergency Transfers

Nursing Documentation Support

Continuing Education

Translation Services

Behavioral Health Assessments

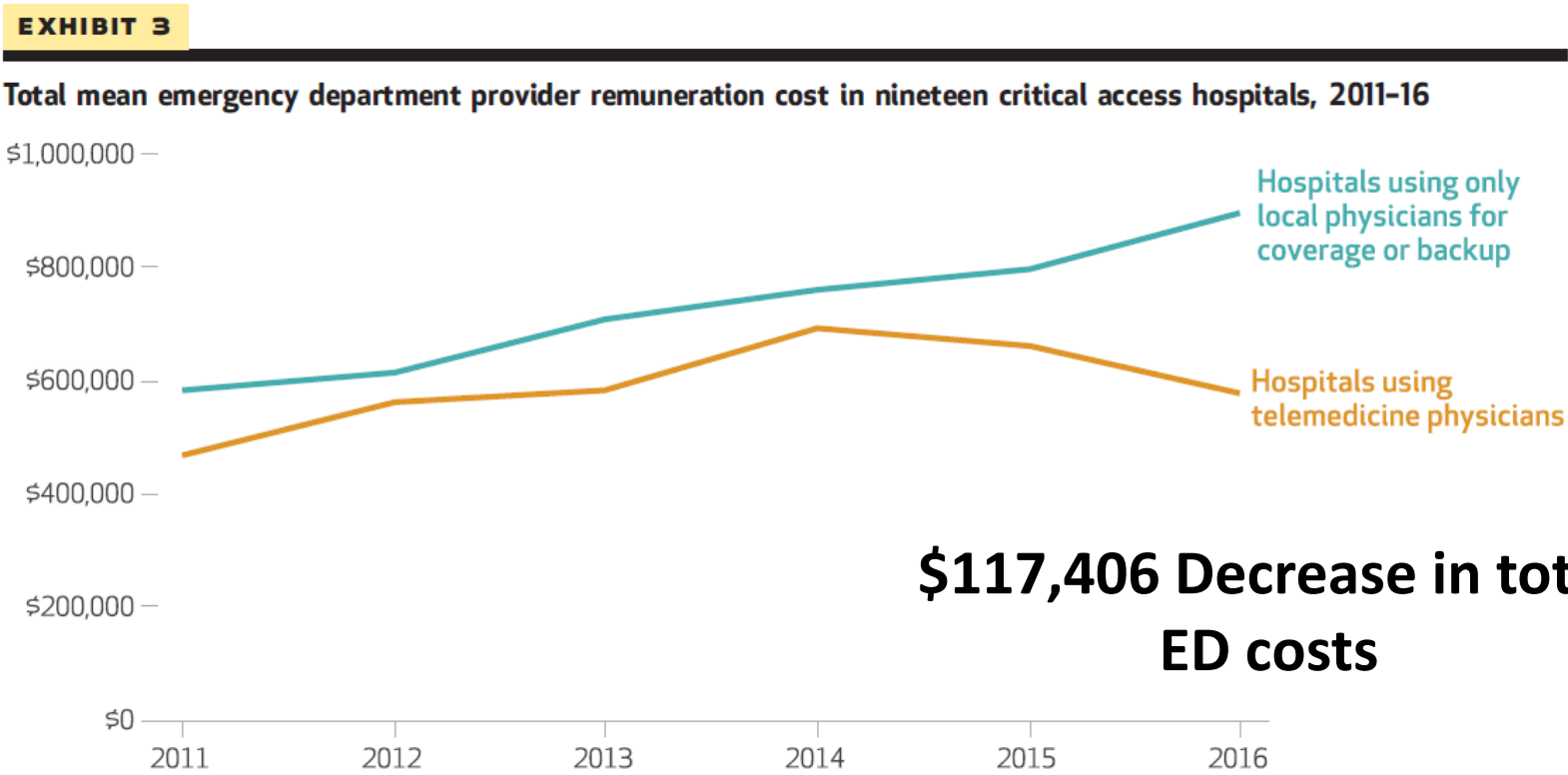
Leverage APP Staffing Model if Appropriate



Use of Telemedicine for ED Physician Coverage In Critical Access Hospitals Increased After CMS Policy Clarification

Authors: Ward M, Merchant AS, Carter KD, Zhu X, Ullrich A, Bell, A (2018)

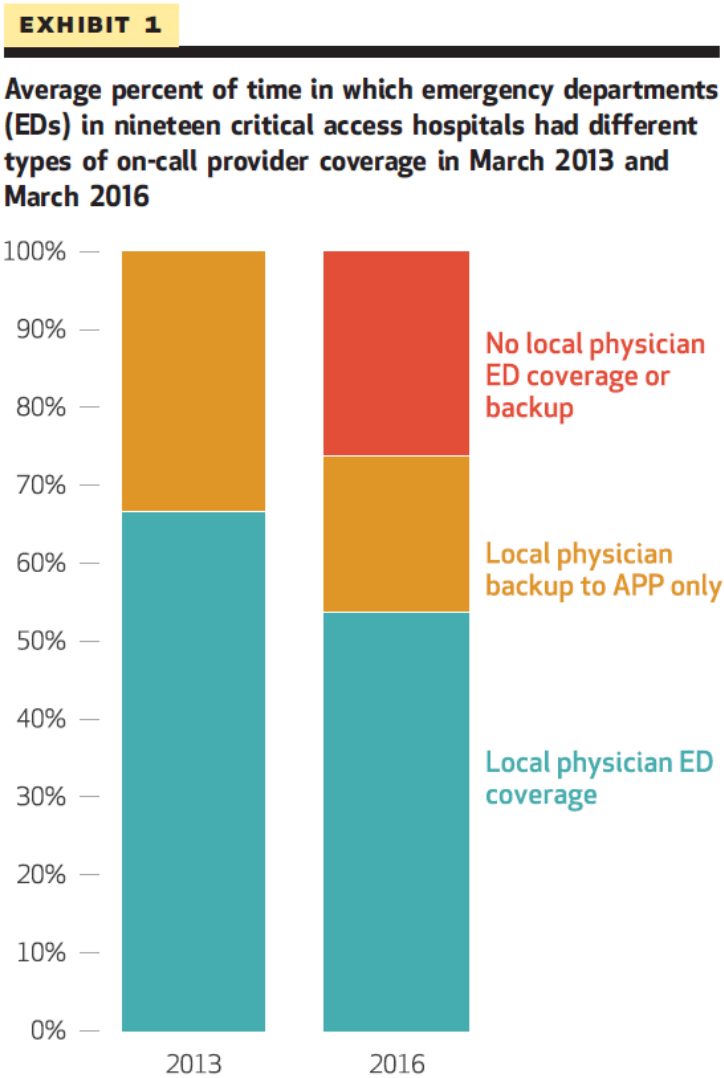
Finding: Hospitals using telemedicine for physician backup produced significant financial savings and improved retention/recruitment of clinicians



SOURCE Authors' analysis of annual Centers for Medicare and Medicaid Services (CMS) Cost Reports for the hospitals for 2011-16.
NOTE The CMS policy clarification explained in the notes to exhibit 1 occurred in June 2013.

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Case Study - Wagner Community Memorial Hospital

CEO Incentivizes nurses to become NPs or PAs and staffs heavily with APP model

Quality Scores:

- HCAHPS (Likelihood to recommend): Under the APP and telemedicine model
Inpatient: Increased from a low of the 24 percentile to the 99 percentile (12 month rolling average) within the first three years of bringing on APPs and continued use of telemedicine.
ER: Increased from a low of 60 percentile to the 95 percentile (12 month rolling average) within the first three years of bringing on APPs and continued use of telemedicine.

Cost Reduction:

- 2017 direct ER expenses, per the CAH cost report, reverted back to 2012, a reduction of almost 30%, while the number of visits have stayed consistent.

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Case Study - Wagner Community Memorial Hospital

Increased Census:

- Full use of Avera eCARE Hospitalist with APP carrying 75% of the acute and observation care visits/rounds/admits started around 01/01/18.
 - Since 01/01/18, and full implementation of Avera eCARE Hospitalist, facility has effectively increased ADC from 1.89 to 3.69 a 95% increase.
 - “I truly believe that it’s the additional support received from eHospitalist, which increased the comfort level of both APP’s and Chief Medical Officer, Dr. Jeffrey Pinter MD, that has created the increased ADC results our facility is experiencing.”

~ Brian Slaba, CEO at Wagner Community Memorial Hospital

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Space Saver for Fera Video



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**Innovative
Concepts**

Why Does Any Of This Matter?

So All Of Our Facilities Can Still Be Around
To Help The People Who Need Us Most...

At Least That's Why I Do What I Do.





THANK YOU

John Parks

john.parks@avera.org

Discover the possibilities at AveraeCARE.org

Avera ***eCARE®***

— Visionaries in Virtual Health