

# Virtual Care Solutions in Action — Rise of the Virtual Nurse

## Welcome to Today's Panel Discussion



# Today's Panelists



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# Today's Topics

- Trends impacting care delivery models
  - The Changing Market / Macro Trends
  - Consumerization of Healthcare
  - Components of Virtual Care
- Closing care gaps with virtual solutions
  - Adoption is the first step
  - New routines – start with discharge
  - Building new behaviors with virtual nurses
  - Meet Rosie
- Virtual care best practices – Health Innovation Think Tank
- Roundtable (All)



The background of the slide is a photograph of two surgeons in an operating room. They are wearing blue scrubs, surgical masks, and hairnets. One surgeon is pointing at a large monitor screen on the left side of the frame. The lighting is dim, with a blue tint, and the focus is on the surgeons and the screen.

# The Changing Market - *A Focus on Outcomes leads to Virtual Care and beyond...*

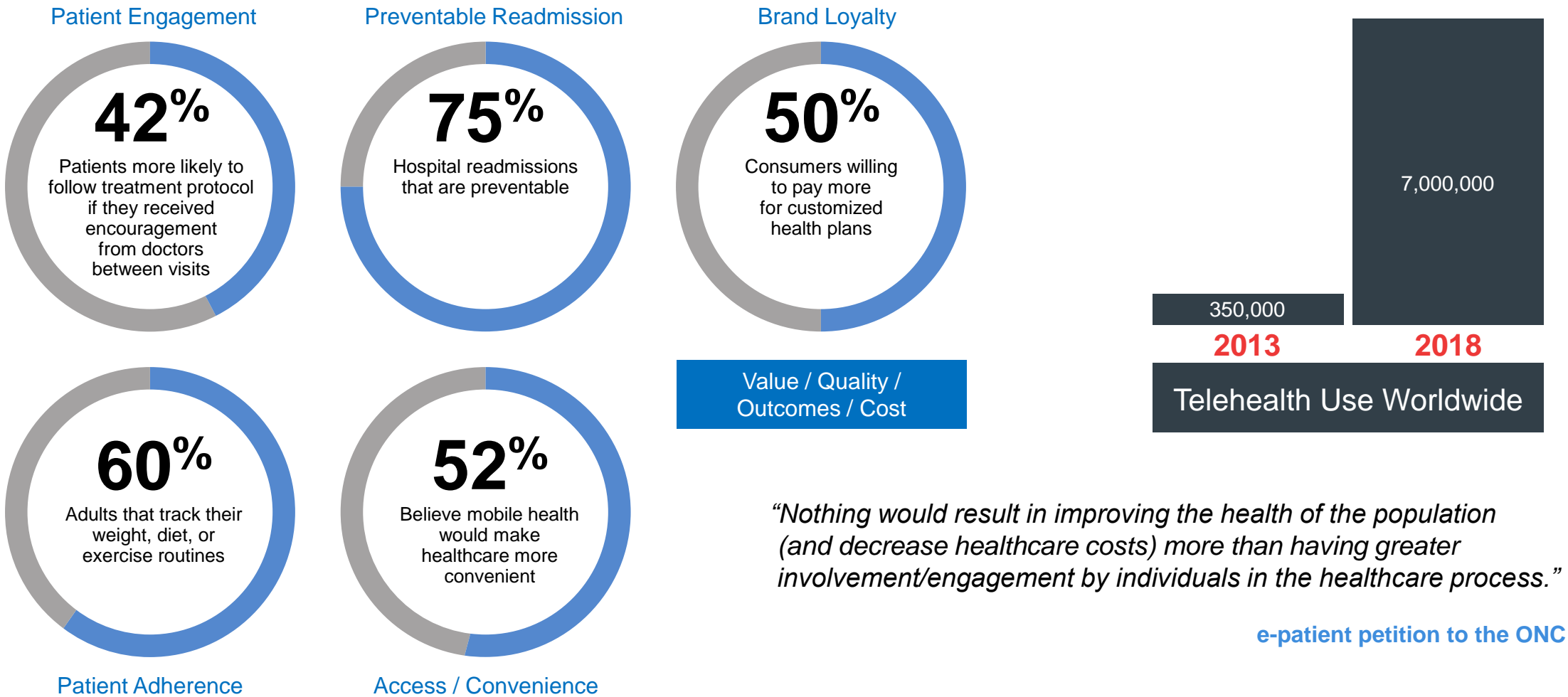
- V2V Volume to Value
- Payer Risk Transfer to Provider / Patient
- Consumerism / Patient Centricity
- Telemedicine / Virtual Care
- Data / IoT / Analytics / AI



# Macro Trends Driving Virtual Care

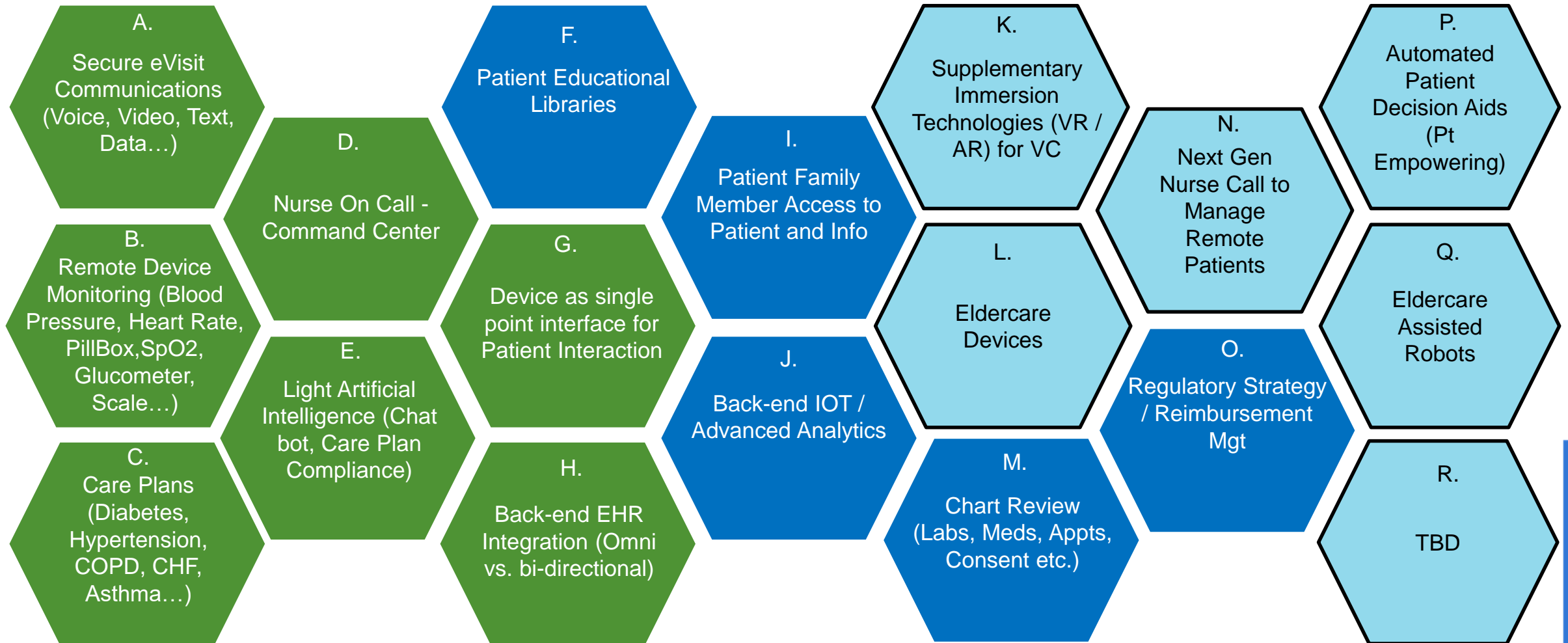


# The Consumerization of Care



Source: Percipient

# What are the Possible Components of Virtual Care?



# So Why Virtual Care?



## Enhanced disease management

Patient health can be monitored constantly and in real time. This allows for accurate and prompt diagnosis of certain diseases.



## Decrease in treatment costs

Patients who need monitoring can be sent home earlier and their post-discharge progress monitored via Virtual Care apps, decreasing hospital stay, preventive readmit and expensive treatment.



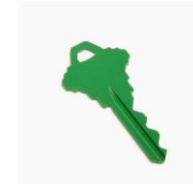
## Better treatment results

IoT sensors provide real-time feedback enabling timely treatment. As IoT devices are connected via the cloud, healthcare providers can consistently and constantly monitor patients delivering informed timely decisions.



## Improve patient experience and outcomes

Decrease in costs, rapid diagnosis and a promise of better treatment enhance the entire patient journey. This helps increase the trust patients place in their care providers.



## Patient Access / Physician Efficiency

Patients, including those who are disabled, rural, pediatric, and with heavy workloads as well as busy Physicians both benefit from convenient, effective and efficiently delivered care



## Increased Reimbursement

CMS and private Payers continue to increase telehealth & monitoring payments, of interest to Providers, ACOs, and risk-sharing orgs of all sizes

# 85%

OF HEALTHCARE ORGANIZATIONS WILL USE IoT TO SUPPORT VIRTUAL CARE SERVICES AND IMPROVE PATIENT MONITORING NEXT YEAR

Sources: Deloitte, TechJini



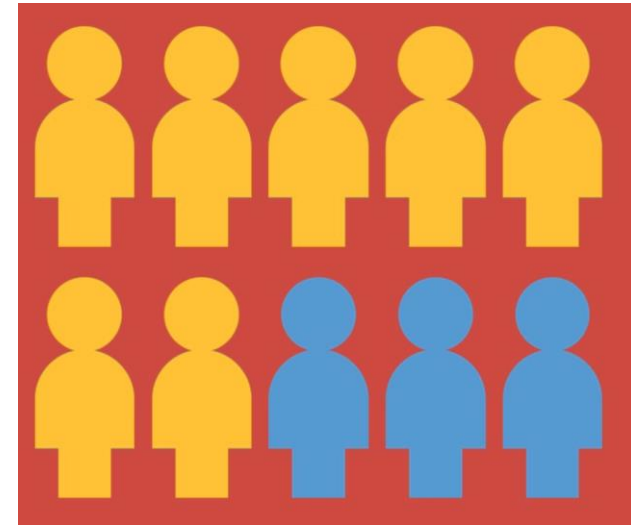
# Closing Gaps

Knowing your health depends upon new routines doesn't make adopting them any easier.

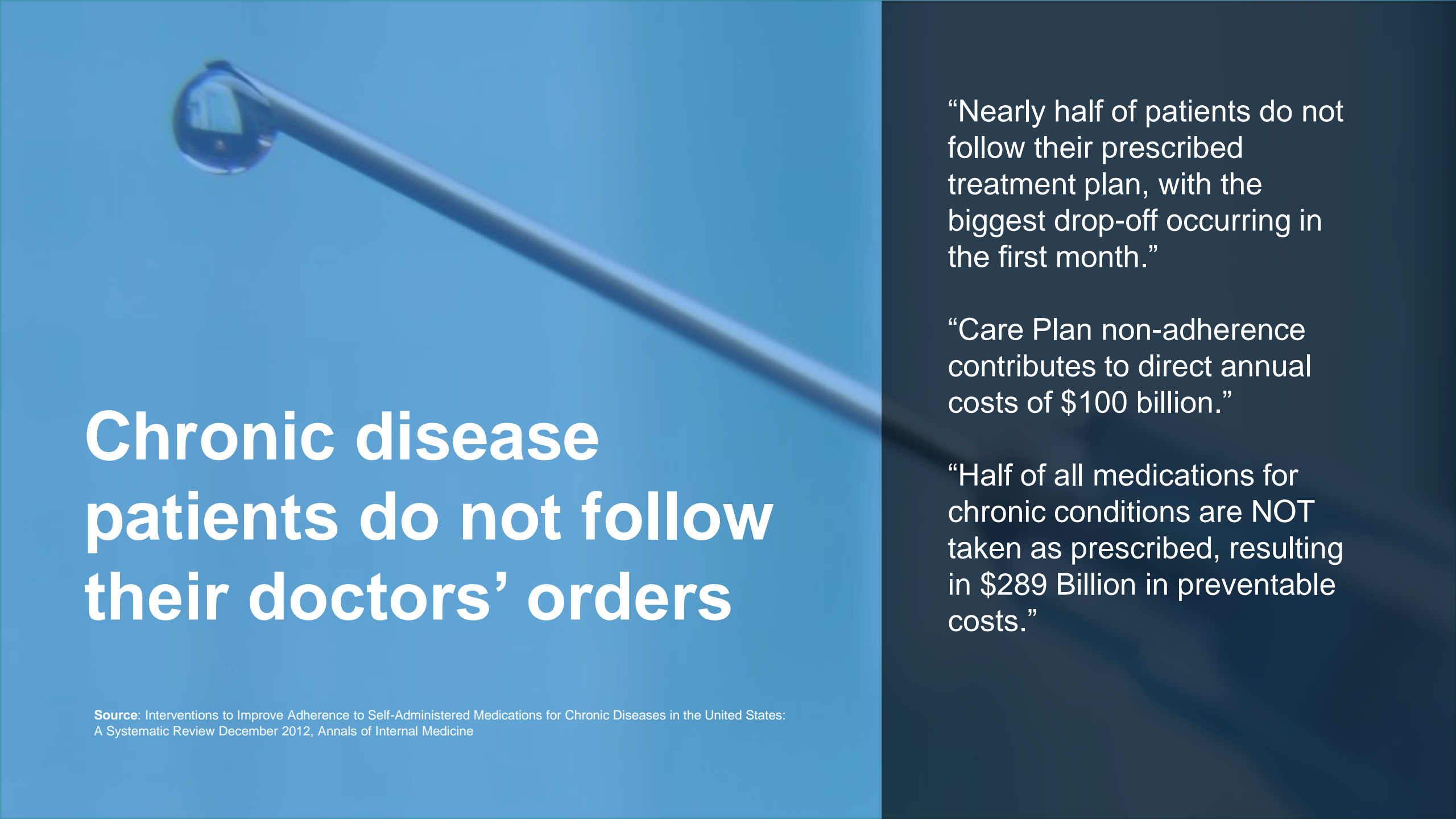
There's growing evidence that technological advances in the virtual world can spur lasting behavior changes in the real one

...and patients are ready!

Are you?



7 in 10 consumers are interested in receiving virtual healthcare services.



# Chronic disease patients do not follow their doctors' orders

**Source:** Interventions to Improve Adherence to Self-Administered Medications for Chronic Diseases in the United States: A Systematic Review December 2012, Annals of Internal Medicine

“Nearly half of patients do not follow their prescribed treatment plan, with the biggest drop-off occurring in the first month.”

“Care Plan non-adherence contributes to direct annual costs of \$100 billion.”

“Half of all medications for chronic conditions are NOT taken as prescribed, resulting in \$289 Billion in preventable costs.”

A person is running on a bridge over water, with a city skyline in the background. The image is overlaid with a blue gradient.

**Habit formation  
is the challenge  
for patients in  
adhering to their  
doctor's care plan**

**“Habits can shape  
as many as  
45 percent of the  
choices we make  
every day”**

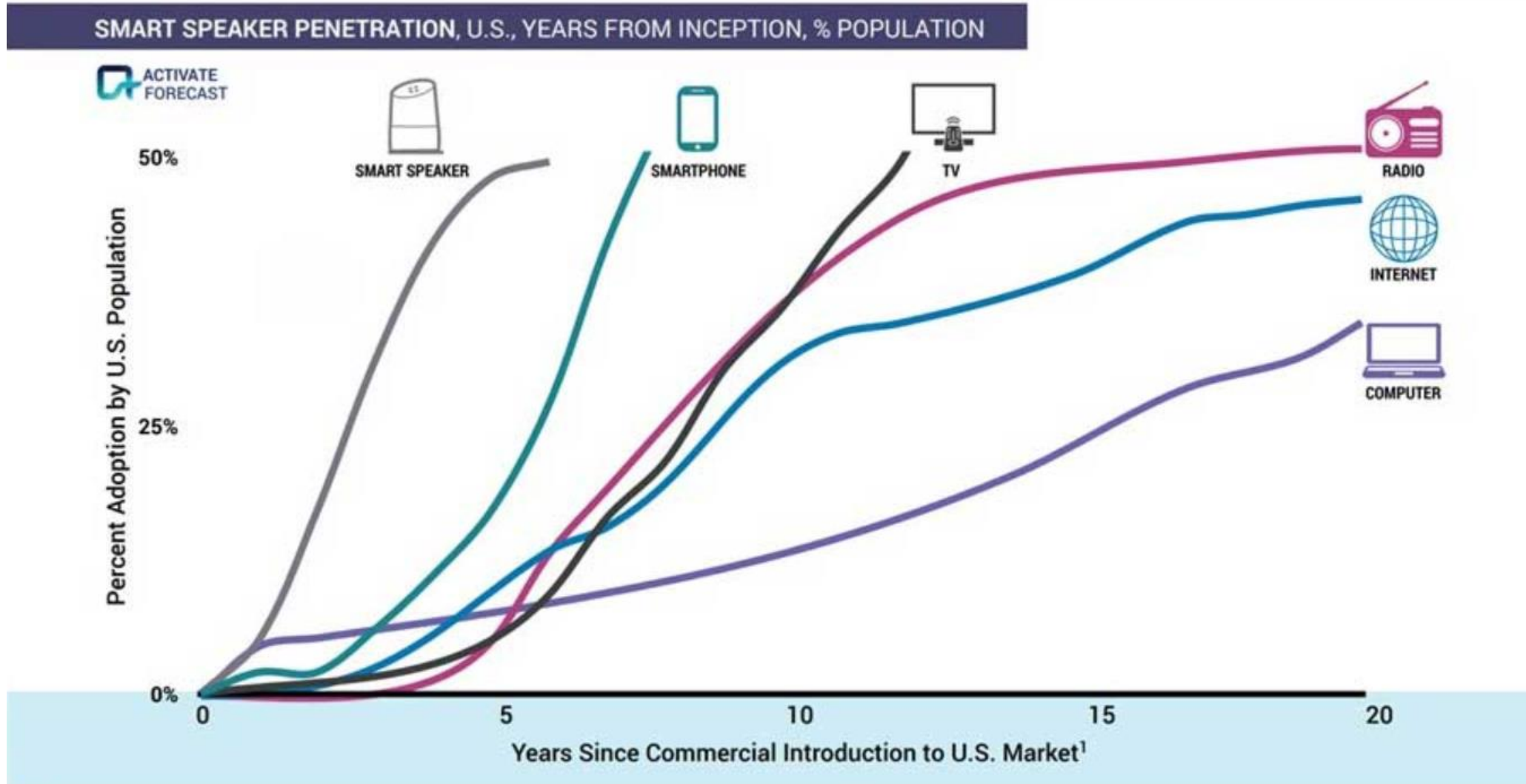
Source: Duke University  
David T. Neal, Wendy Wood, and Jeffrey M. Quinn  
[https://dornsife.usc.edu/assets/sites/545/docs/Wendy\\_Wood\\_Research\\_Articles/Habits/Neal.Wood.Quinn.2006\\_Habits\\_and\\_repeat\\_performance.pdf](https://dornsife.usc.edu/assets/sites/545/docs/Wendy_Wood_Research_Articles/Habits/Neal.Wood.Quinn.2006_Habits_and_repeat_performance.pdf)

Considering the rapid adoption of voice enabled smart home devices (Alexa, Siri, Google) that bring personality to engagement, why not a **Virtual Nurse** who delivers patient-specific monitoring, education and coaching?





# The Alexa-fication of Healthcare – Adoption of Voice Devices



1. Radio, TV, and computer measured as share of U.S. households. Smartphone and Internet measured as share of U.S. population.  
Sources: Activate analysis, U.S. Census Bureau, World Bank



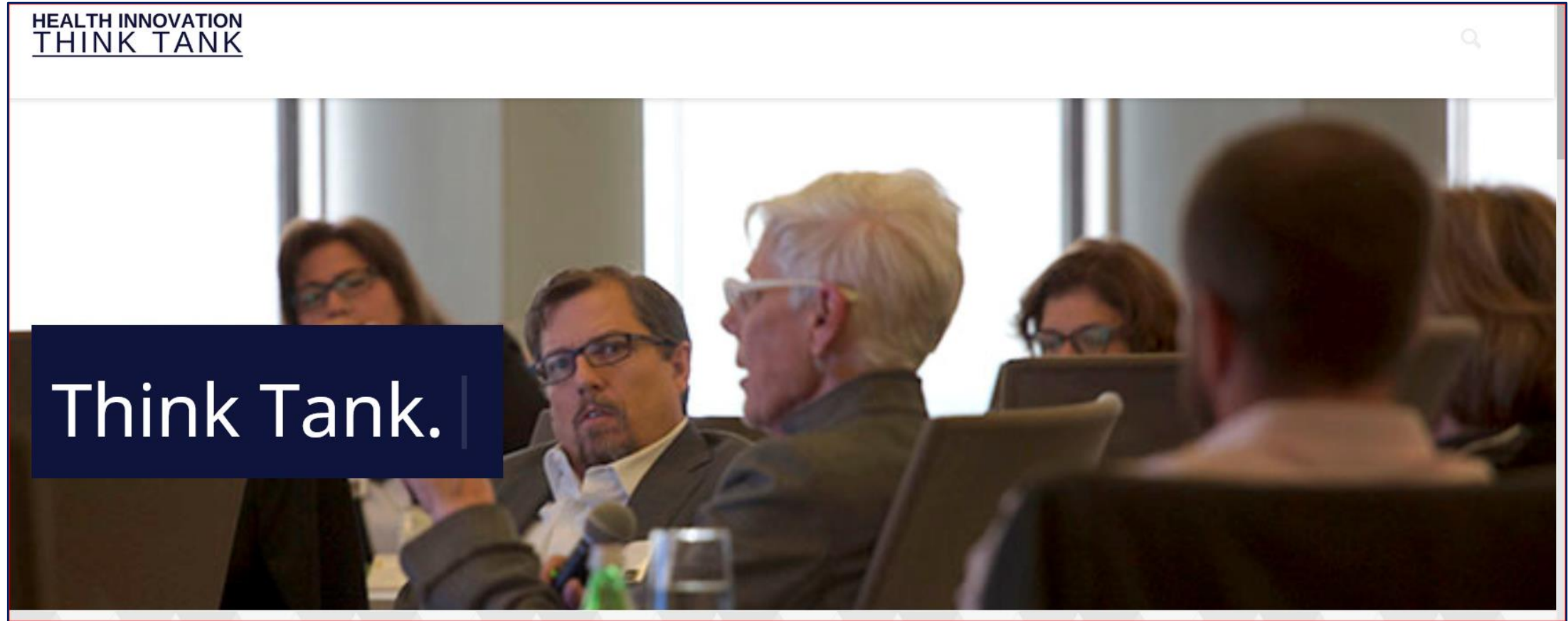
# Rosie: A VN Who Helps Build New Behaviors



Rosie, the “virtual nurse” checks in with your patients daily to ensure they form healthy habits and adhere to their care plan



# Best Practices from Health Innovation Think Tank



# Consumerism & Virtual Care Best Practices

- Large ACO & Medical Group strategy for patient engagement and navigating consumerism
  - “We achieved our goals by focusing on the 3 U’s => *Useful, Usable and U have to develop trust!*”
  - Everyone must find value in the technology and strategy.
  - It must fit into natural workflows – don’t ask them to change. Deliver services as a byproduct of normal activities.
  - Trust is so important. Patients need to trust that they’ll get quality care – their data is safe – and the doctor is who they say they are...and the patient is who they say they are.
- Telehealth survey introduced by ACO regarding “video visits”.
  - On a scale of -5 to + 5, are you interested in video visits with PCP. Patients gave the concept a +3.5
  - What about same video with another physician who has your record but is not your PCP: -0.6
  - What about a physician who can’t see your medical record: -5.0 (minus 5)
  - **Best practice: Patients want video with their own PCP, not a random care provider.**
- What is stopping people from using telehealth –
  - Need to look at value, usability & trust, including trust in the care provider, data and privacy.

# Innovation Best Practices for Virtual Care

- Ask what does your organization want out of a virtual care strategy?
  - Attract customers, expand reach, reduce cost, enhance access, triage for ER/ ED, etc...
- Virtual care will suffuse every element of care
  - For success, must be integrated into care design with proper change management
  - “It’s the care model that matters”
- When possible, start your virtual care strategies small with a portion of patient base (100, 500, 1,000) or a single disease state
- Understand how voice-enabled technologies and innovations can support your advanced care delivery
- “Voice First, not Voice Only” – Reduce friction in these transformational strategies
  - Voice has shown to lower the friction with patients and post-care instructions

# Innovation Best Practices for Virtual Care

- **Virtual Patient Advocates** – “Louise” by Dr. Jack and BU School of Medicine
  - Emulate face-to-face communication
  - Develop therapeutic alliance-empathy, gaze, posture, gesture
  - Teach After Hospital Care Plan (AHCP)
- **Orbita example** – How Amazon’s Alexa can be enabled with “Health Skills” and made HIPAA-compliant
- **Use technology** to help discharge patients with accurate/ comprehensive info, continuity of communication, solve fragmentation, decrease variability, provide clear med/ Rx instructions, reliable contact information & post-hospital information
- **Virtual Assistant-enabled** post-acute care in the home setting
  - Amazon, Google & Apple are the leaders today



# Long-term Best Practices for Virtual Care

- Understand how new CMS CPT codes for telehealth can be used to support for virtual care strategy
- Continuously research incentives for telehealth and medical home
- Create “on-demand care” vs web-based physician appointment strategy
- Have the mindset that telehealth is a solution and not a technology
- Build virtual care into the fabric of health system; not a stand-alone item
- Provide adequate time for telehealth to have proper buy-in to support successful change management

# Roundtable Discussion



Thank you.

