

TELEMEDICINE IN YOUR PRACTICE: SELECTING A PLATFORM



Premier Academy360™

DEFINING THE SCOPE



Telemedicine typically refers to services performed by the doctor to provide remote care for consultations, supervision, and medication management. What services and processes you deliver remotely through technology will define your scope of telemedicine implementation.

ASSESS THE WORKFLOW



Taking into account the continued safety precautions in place, make a list of the processes and services you want to manage remotely for an effective patient experience, while optimizing efficiency and staff capacity.

Prioritize the types of services and patient cases you will need to see in person, and list cases you can manage remotely.

DEFINE THE NEED FROM THE PLATFORM



Based on your immediate need and long-term strategy, define your requirements along the following dimensions:

- **Cost**—check all fees, including one-time and/or subscription fees, as well as any special offers (platforms may have special offers during COVID-19)
- **Security**—ensure the platform adheres to HIPAA compliance requirements for privacy and security beyond the pandemic
- **Feature Functionality**—confirm the platform is sufficient for your needs in terms of what it offers, how it fits into your practice, and how much time it saves you:
 - Auto-coding availability for ease and accuracy of billing and coding
 - Appointment check-in
 - Chat, store, and forward
 - Documentation
 - Patient reminders
 - Prescription refill
 - Virtual check-in
 - Video chat
- **Effort**—review how easy is it to learn and implement for your staff
- **Ease of use**—assess how user-friendly it is for you, your patients, and your staff
- **Integration**—confirm how well the technology integrates with your practice management electronic health record software, patient engagement tools, and other systems

- **Support**—understand the vendor’s support offerings (helpline, tutorials, demos, setup, and warranty)
- **Patient perception and expectation**—consider patient needs, expectations, and perceptions while choosing a platform to implement—patient trust is key
- **Specialization**—look for expertise that meets your unique needs (there are generic telemedicine tools as well as specialized tools for eye care and niches within eye care)

COMPARE AND EVALUATE PLATFORMS



Research

- Refer to trade publications and trusted sources
- Ask your friends and colleagues what has worked for them
- Listen to podcasts and webinars with practicing doctors who have implemented telemedicine
- Read through technology platform websites
- Schedule a demo (most platforms are offering regular webinars or scheduling one-on-one walkthroughs)



Analysis

- Prioritize the needs you defined—list the must-haves and desirables (consult with your associates and staff)
- Map out the platform features against the needs you defined
- Choose the platform that best matches your needs

TECHNOLOGY OPTIONS

TECHNOLOGY	DESCRIPTION
VSP AND PARTNER OPTIONS	
Eyefinity® EHR (READ MORE)	Integrated telemedicine capabilities allow efficient documentation for remote patient consultations. Auto-coding helps ensure accurate billing and claims management. Soon to be released, secure, HIPAA-compliant video chat technology will offer the ability to perform a video visit and document an exam simultaneously. This provides a complete, all-in-one telemedicine solution that is patient-friendly.
SolutionReach (READ MORE)	Patient engagement tool implements HIPAA-compliant video visits through text.
THIRD PARTY OPTIONS	
EyecareLive (READ MORE)	Cloud portal for provider—patient access through app for video chat, consultations, tests, patient engagement.
Doxy.me (READ MORE)	Web-based virtual rooms.
Updox (READ MORE)	Web-based video chat and patient engagement.
Everyday communication platforms (available through expanded CMS 1135 waiver)	Two-way video communication tools: Skype, Zoom, Cisco WebEx, MS Teams, Google Meet.