

Transforming Rural Health through Virtual Care and Community Relationships

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Ingenium Healthcare Advisors**



**A
COLLABORATIVE
EFFORT**

The Outcomes Presented
are the result of a 3-year
collaboration of



THRIVING TOGETHER

NORTH CENTRAL WASHINGTON

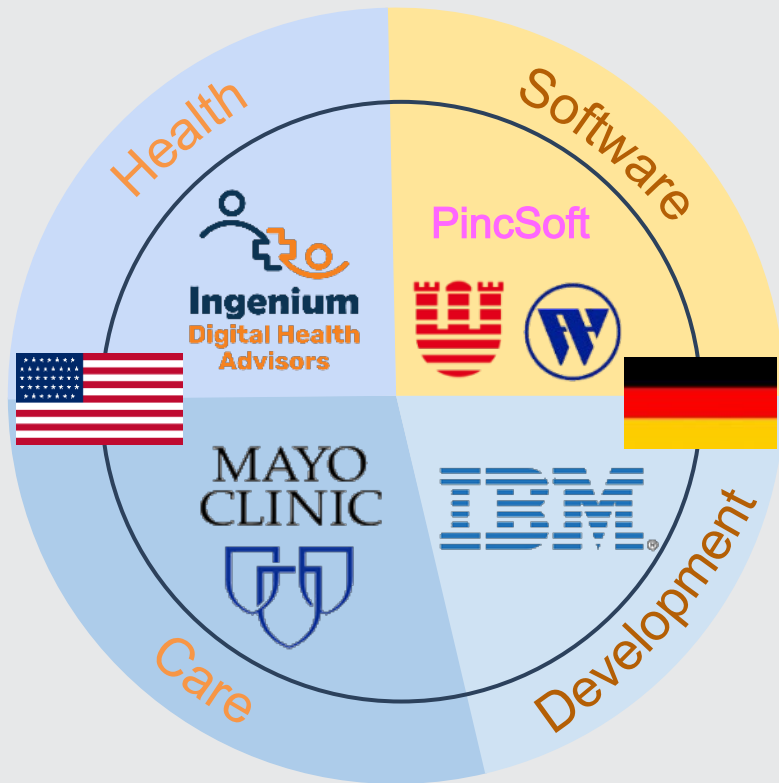
and

Ingenium 
Digital Health Advisors

with support from



About Christian



35+ years

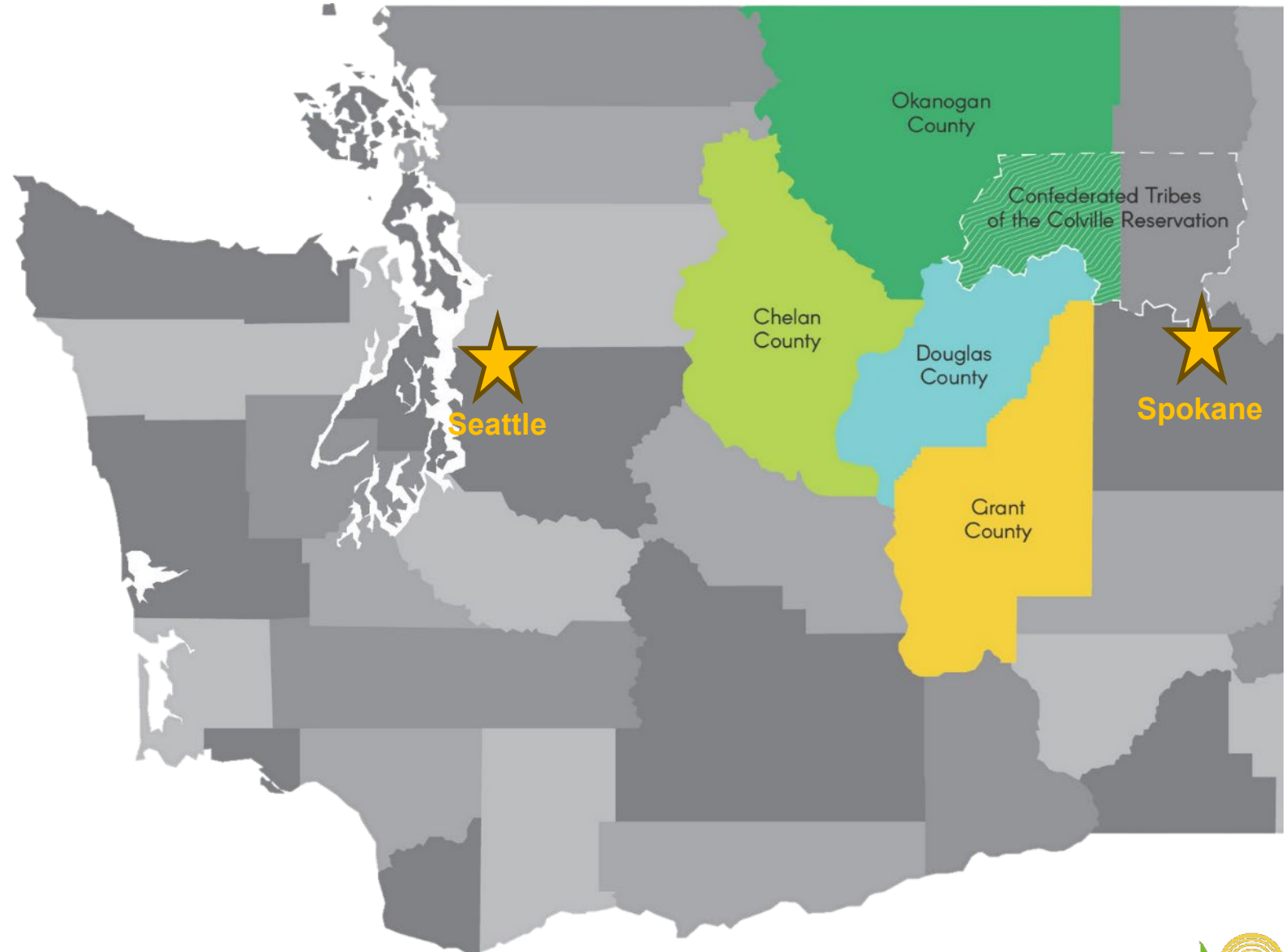
“Optimizing Service Delivery”



Accountable Communities of Health (ACH)

Each of the 9 regional ACHs in Washington State focus on the translation of large-scale initiatives into action at a local level.

Thriving Together NCW encompasses the counties of Okanogan, Chelan, Douglas, and Grant and part of the Confederated Tribes of the Colville Reservation.



MISSION

The mission of Thriving Together NCW is to advance health and wellbeing in North Central Washington by unifying stakeholders, supporting collaboration, and driving systemic change.



A Thriving Region

With our network of partners, we are dedicated to a simple, measurable goal:
All people and places thriving together
– no exceptions.

Each vital condition is connected.
When they decline, it drives demand
for urgent services.

Our network will focus on building up
all seven vital conditions.



SEVEN VITAL CONDITIONS



THRIVING TOGETHER

NORTH CENTRAL WASHINGTON

Telehealth Program



Telehealth Program Strategy

MISSION

Improving health & wellness in the Thriving Together NCW community through Telehealth.

VISION

Every resident can easily access
ALL* the care they need –
WHERE they need it,
WHEN they need it.

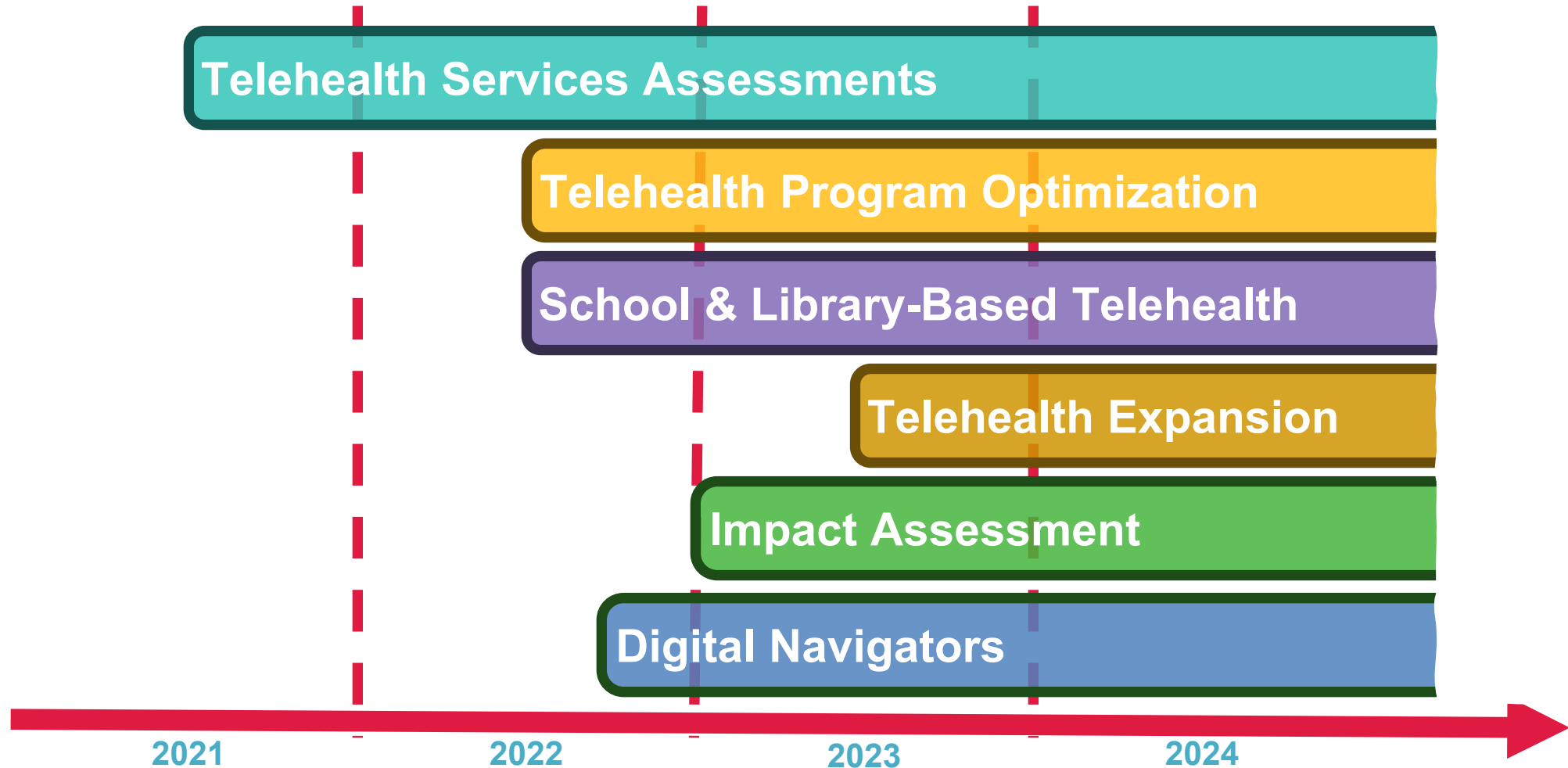
***ALL**: primary, behavioral, dental, chronic, rehab, specialty, etc. care

TELEHEALTH PROGRAM FUNDING PRINCIPLES

- All investments must directly or indirectly benefit a **Community Initiative**
- Consider *both* **equality and equity** as we strive for a balance across geography and populations
- Ensure entities with a **physical presence** in the north central region have **equal access** to the telehealth funding
- Funding will be distributed over 2.5 years
- Community initiatives will be individualized for each community based on **Ability** and **Readiness**

Telehealth Optimization Timeline

From Idea to Improved Access to Care



Telehealth Multi-Pronged Approach

Improving the Telehealth Capabilities of Interested Clinical Partners

Federally Qualified Health Clinics

Rural Health Clinics
Critical Access Hospitals

Behavioral Health Clinics

Addiction Treatment

Establishing Community-Focused Telehealth Service Initiatives

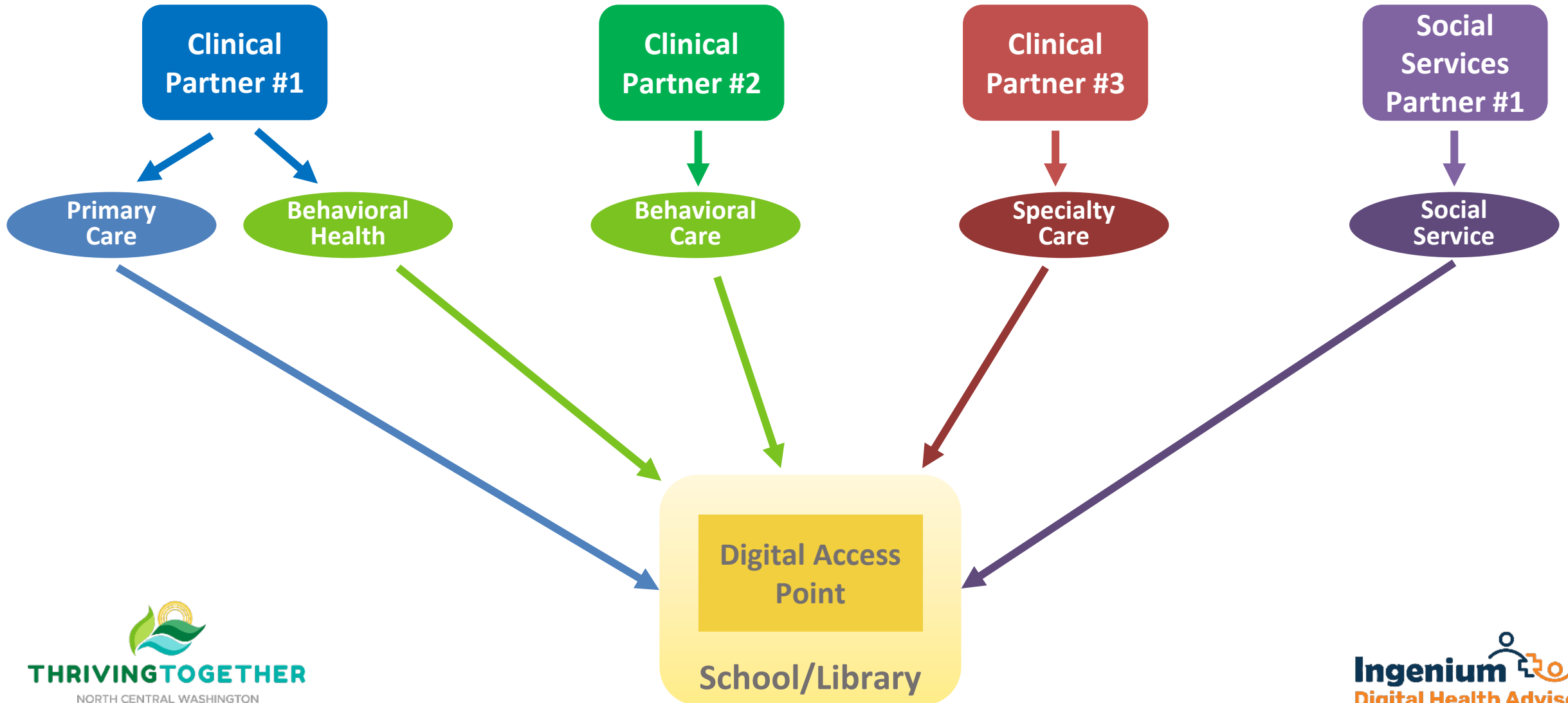
Schools

Libraries

Fire Stations

Community Centers

Provider-Agnostic Telehealth Model



Tele Social Services

Beyond Telehealth



Sample Social Services

State
Benefits
Enrollment

Health
Insurance
Enrollment

Veterans'
Services

Social
Security

Immigration

Tax
Preparation

Job Interview
Preparation

Legal /
Telecourt

Passport/Visa
Application

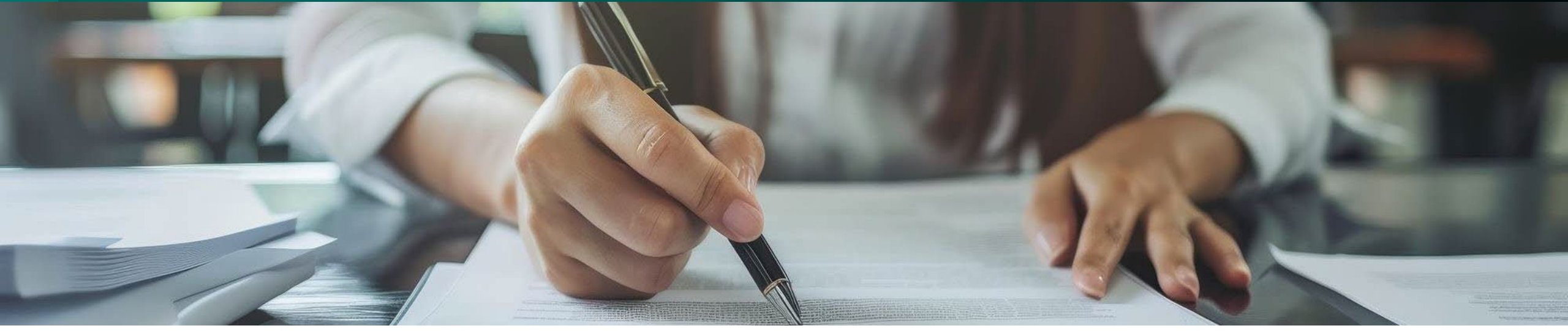




THRIVING TOGETHER

NORTH CENTRAL WASHINGTON

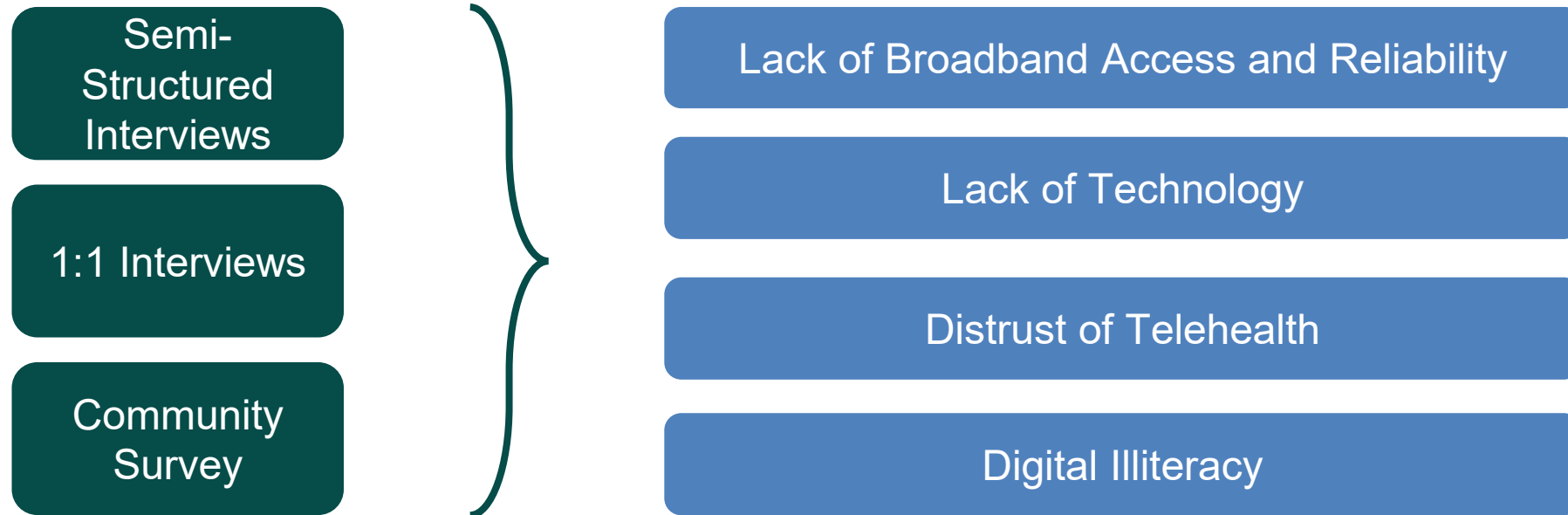
Telehealth Assessment



2021: Community Assessment

WSU College of Nursing and

WSU Division of Government Studies and Services



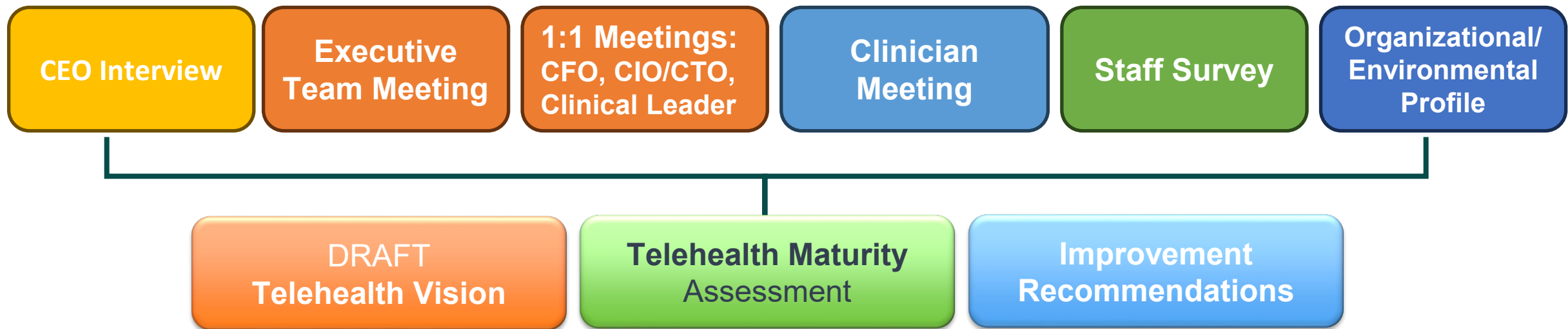
2021: Clinical Partners Assessment

Telehealth maturity assessment – 8 organizations

4 x Critical Access Hospitals with associated Rural Health Clinics

2 x Community Health Centers (FQHCs)

2 x Behavioral Health Agencies



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Telehealth Program Maturity Model

LEVEL 6—TRANSFORMATIVE

LEVEL 5—STRATEGIC

LEVEL 4—INTEGRATED

LEVEL 3—SUPPORTED

LEVEL 2—COORDINATED

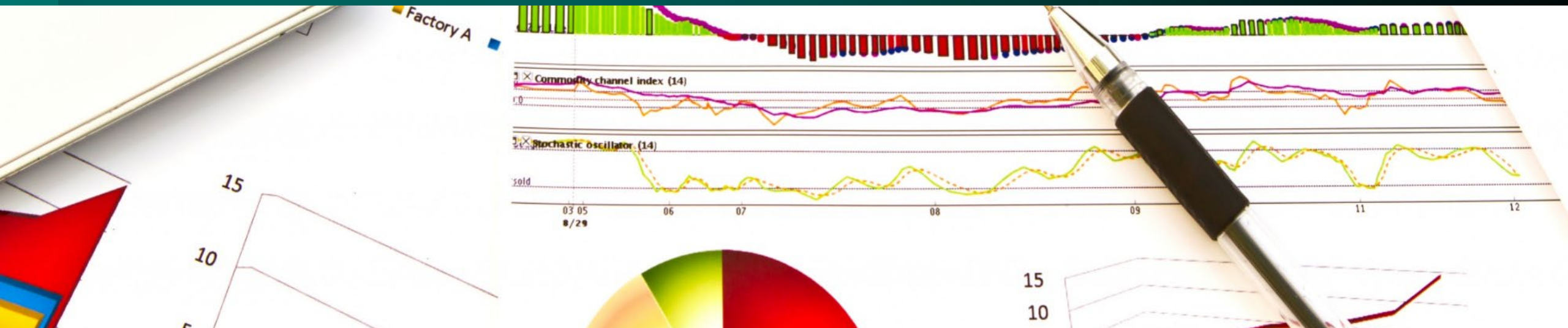
LEVEL 1—EMERGING

LEVEL 0—CHAOTIC

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Measuring the Impact

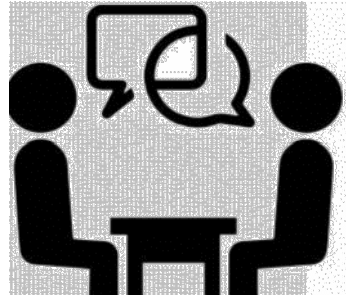


Assessment Activities



Community Assessment

Describe existing infrastructure, capabilities, opportunities for effective use of telehealth



Key Informant Interviews

Assess barriers and opportunities to expand use of telehealth across four counties.



Provider Survey

Understand provider receptivity to and use of telehealth.



Cost Effectiveness Analysis

Analyze impact of increased telehealth use on costs and outcomes.



Roadmap for Advancing Use

Roadmap for investments & framework for continued assessments.

The assessment established a baseline across key areas to inform the impact evaluation.

Assessment Elements



Demographics

Community-level characteristics including age, non-English speaking, cultural differences, insurance coverage



Health Care Infrastructure

Provider availability, services based on population needs, locations, accessibility.



Health Status

Prevalent health conditions, health risk factors, commonly accessed health services.



Health-Related Social Need

Social determinants of health including food security, transportation, housing stability

Capture comprehensive understanding of community health and service availability.

Key Informant Interviews



Health Care Providers

Inpatient, outpatient, primary, specialty, behavioral health; telehealth users and non-users



Payer

Medicaid, private pay, employer health insurance



Community-Based Organizations
Food services, social services, libraries, schools



Thriving Together

Staff and leadership regarding vision, investments, planned activities

**Diverse perspectives
to understand landscape, opportunities, barriers.**

Survey of Providers Not Involved in Program



Telehealth Use

Use of telehealth, for what services, percent of visits using telehealth



Video vs Audio Only

Which, if any services, provided using audio only technology



Barriers

Challenges to using telehealth, activities or investments to address

Better understanding of telehealth adoption and use.

Cost Effectiveness Analysis: COSTS



Personnel Costs

Median salaries of providers aligned with a specific profession and state



Broadband Costs

Based on costs of the most frequently used networks within Washington State



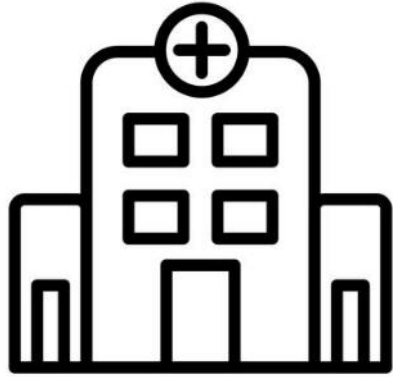
Operating Costs

Recurring operating costs:

- Personnel salaries
- Fringe benefits
- Infrastructure

The cost-benefit model for the Thriving Together program considered various costs like personnel, broadband, operating costs

Cost Effectiveness Analysis: SAVINGS



Reduced Hospitalizations

Telehealth potentially reduces hospitalizations for chronic conditions by 10% during COVID-19 pandemic.



Lower Patient Travel Cost

Patients save travel costs by using telehealth instead of in-person visits.



Increased Patient Productivity

Patients avoid lost wages by not taking time off work for in-person visits.

Telehealth provides cost savings through reduced hospitalizations, lower travel costs, and increased productivity for patients.

Cost Savings Analysis



Distance

Distance to FQHCs, hospitals and RHCs from 5 random addresses in each county



Chronic Conditions

Used top 5 conditions

**Analyzed potential cost savings per patient by county
using top conditions and distance to facilities**

Cost-Effectiveness of Telehealth in Thriving Together NCW



10% reduction in hospitalizations

Estimated a 10% reduction in hospitalizations for patients with 5 key conditions based on national estimates showing telehealth reduces hospital admissions by 10-15%



Lower costs

Incorporated decreased travel costs, patient productivity, hospitalization costs, staff salaries, and tech maintenance costs

Telehealth in NCW is cost-effective, reducing hospitalizations and costs

Findings

Condition	Chelan	Douglas	Grant	Okanogan	
Heart Disease	\$ 5 M	\$15 M	\$15 M	\$ 6 M	\$41 M
Hypertension	\$12 M	\$11 M	\$25 M	\$ 9 M	\$57 M
PTSD	\$12 M	\$10 M	\$25 M	\$ 9 M	\$56 M
Major Depressive Disorder	\$10 M	\$ 9 M	\$21 M	\$ 8 M	\$48 M
Generalized Anxiety Disorder	\$ 2 M	\$ 4 M	\$ 9 M	\$ 4 M	\$19 M
	\$41 M	\$49 M	\$95 M	\$36 M	\$221 M

* Numbers rounded to nearest million

Cost savings in every county with higher savings based on number of residents with condition

Cost Effectiveness



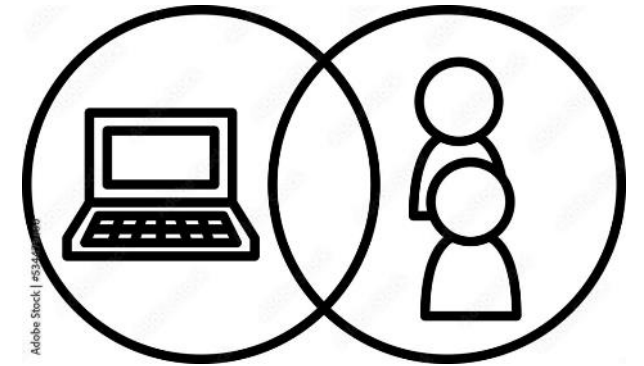
Telehealth improves **access** to care

Telehealth provides care options for rural and underserved populations



Telehealth **reduces costs**

Telehealth reduces travel costs and provides care in lower-cost settings



Hybrid Care is Cost-Effective

The use of hybrid telehealth delivers a more cost-effective method to provide critical care

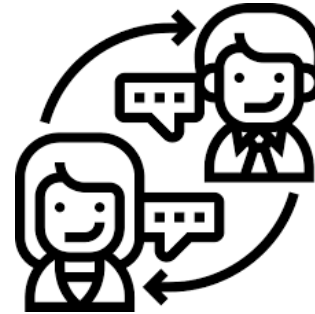
While more data is needed, early findings suggest telehealth improves access and reduces costs in the region.

Other Findings



Outreach, Education, Communication

- Educate providers on telehealth
- Promote telehealth awareness
- Partner with community entities
- Assist providers with outreach efforts
- Use data to target investments



Patient Engagement

- Address patient concerns
- Empower patients to request telehealth
- Provide map of locations where telehealth is available.
- Promote community programs to address barriers



Policy and Finance

- Invest in community-based programs
- Work with payers on co-payments for telehealth
- Advocate for reimbursement parity and simplification of cross-state licensure

Interventions focused on community, patients, providers, payers, and policy makers.

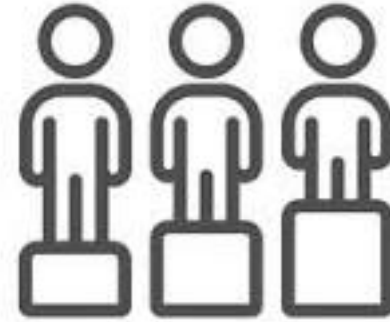
Impact Assessment



How has telehealth affected health care access?



What impact have telehealth investments had on health care utilization?



Has telemedicine affected health disparities?



Has telemedicine increased capacity to care for patients in the community?

Use available data sources to measure impact over time.

Telehealth Program Implementation



Telehealth Projects in 2022/2023

CLINICAL PARTNERS

Telehealth Program
Optimization & Growth

No-Show/Cancellation
Conversion

Remote Patient Intake

Tele SUD Services

TeleCrisis at 4 ERs

TeleInterpreter for Crisis

SCHOOLS (NCESD)

School-Based
Telehealth Strategy

Establish Telehealth
in 5 Schools
w/ 3 Clinical Partners

Implementation Playbook

Performance Management

NCW LIBRARIES

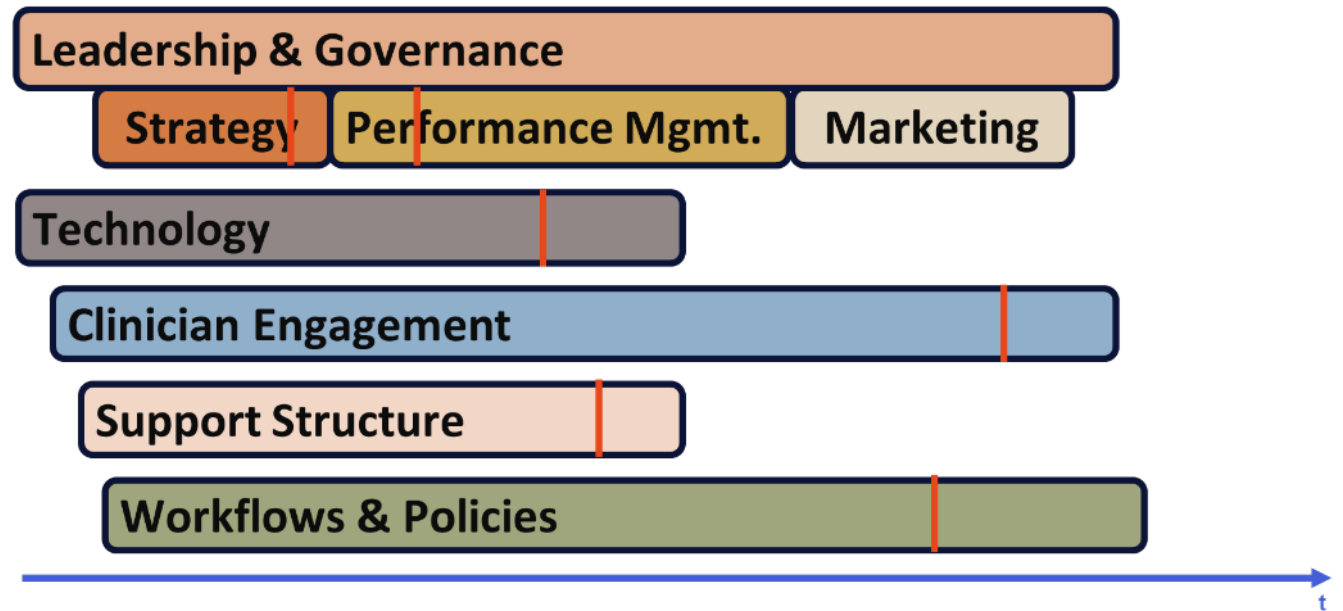
Library-Based
TeleServices Strategy

Establish Telehealth
in 1 Library
with 1 Clinical Partner

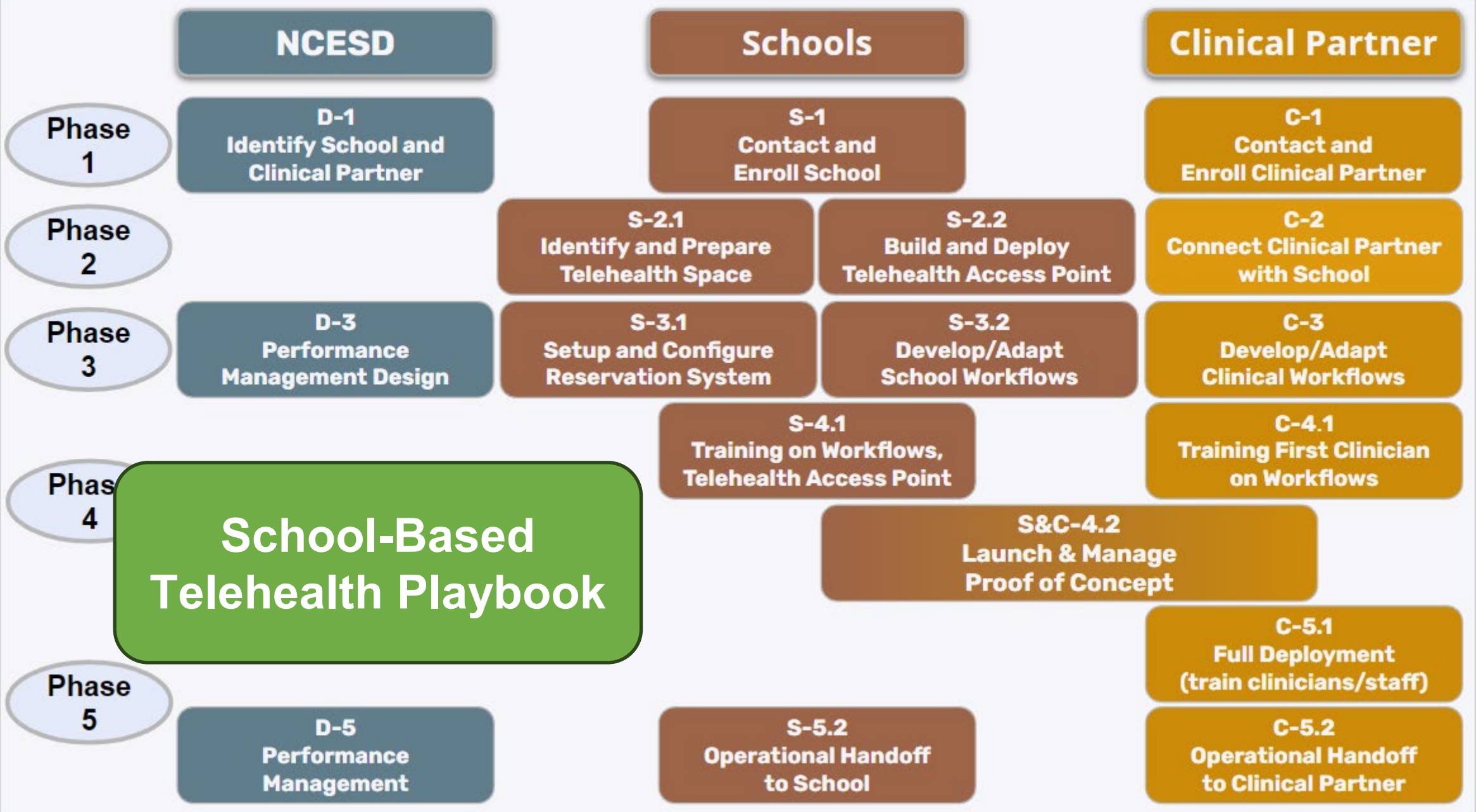
Implementation Playbook

Performance Management


Telehealth Program Optimization & Growth



School-Based Telehealth Playbook



Oroville Library 


Winthrop Library 


Chelan Library 


Lake Wenatchee F&R 


Leavenworth Library 

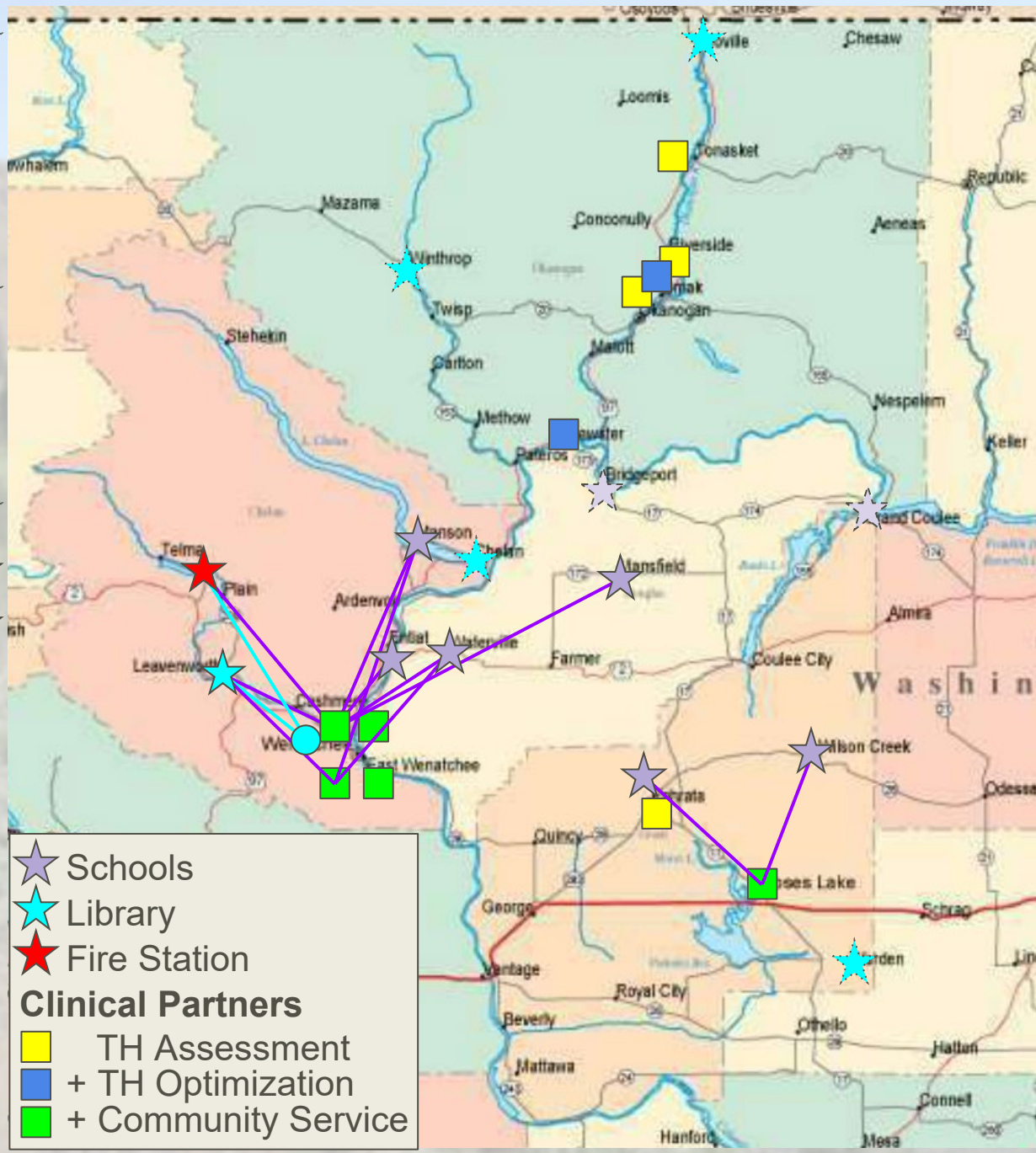
The Center BH 


Catholic Charities BH 


TBD SS 


CVCH BH 

Akin BH 





 Schools


 Library





 Fire Station

Clinical Partners





 TH Assessment



 + TH Optimization


 + Community Service

-  North Valley CAH & RHC
-  Okanogan Behavioral Health
-  Family Health Center FQHC
-  Mid Valley CAH & RHC

 Three Rivers CAH & RHC

-  Manson MS/HS
-  Mansfield SD
-  Waterville MS/HS
-  Orondo ES/MS
-  Wilson Creek MS/HS
-  Soap Lake MS/HS

-  Columbia Basin Hospital
-  Renew Behavioral Health

 Warden Library

Major Successes

- Rapid Expansion in 2023
 - The Optimization of Telehealth created the opportunity to launch & complete over two dozen expansion projects in under 3 months
- Comprehensive USDA DLT Grant Proposal involving over 60 sites across the region.
 - 11 Clinical Partners w/ 32 Sites
 - 18 Libraries
 - 32 Schools

Hallmarks of Success

- Relentless Focus on Effective Change Management:
 - Clinician Engagement is Key!
 - Process & Workflow driven
 - Solid Training, Education, and Support is critical
- Outsourced Expertise
 - Given everybody's busy-ness, leaving design and implementation to experienced consultants ensures steady progress and minimal impact on staff and leadership time.
 - Emphasize Community Relationship Building for long-term sustainability
- Complex Challenges require multi-pronged/multi-modal solutions



Subscribe to Telehealth Tuesday
(a weekly column)

After the Q&A:
Integrating
Digital Navigators

Let's Hear
Your
Questions!



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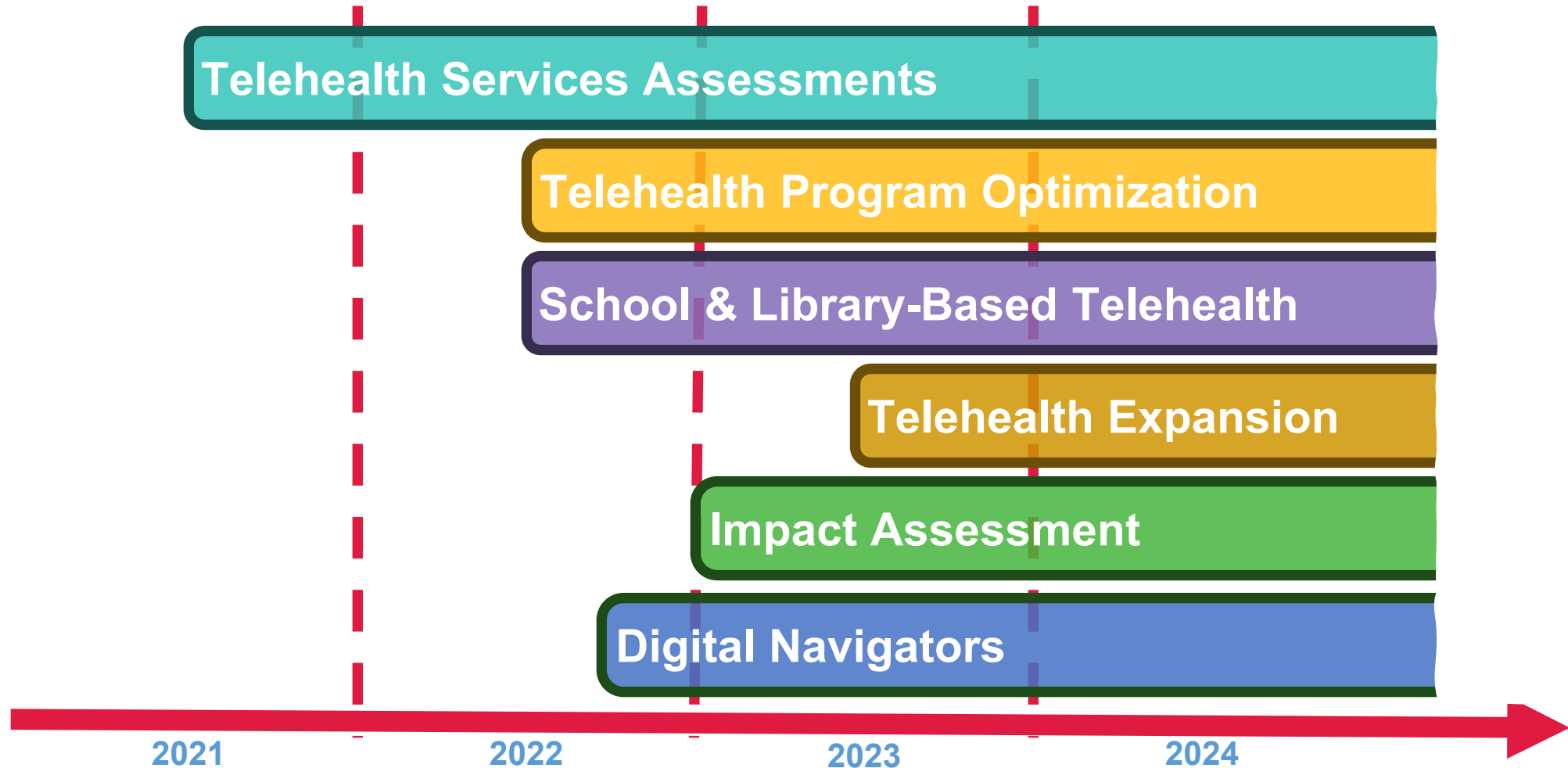
Libraries

Fire Stations

Community Centers

Telehealth Optimization Timeline

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Bridging the Digital Divide

Providing resources for the community

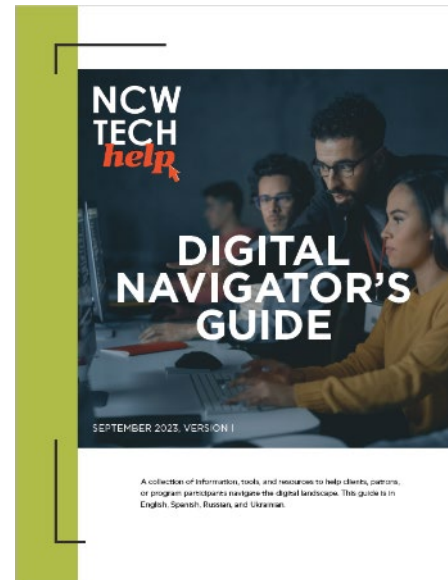
Developing and equipping Digital Navigators

Launching the NCW Digital Equity and Access Coalition



Digital Navigator Training: Technology + Telehealth Basics

NCW Tech Help Resource Guides



Videos for Community Health Advocates on Telehealth and Tech Help



Developing and Equipping Digital Navigators

Next Steps

Thriving Together NCW will continue to...

- Increase clinical optimization & expand telehealth use
- Create **additional digital access points** in more schools, libraries, and community centers
- Upskill our current workforce as **digital navigators**
- Offer **Tech Help Pop-Up Labs** at community events
- Co-convene the **NCW Digital Equity and Access Coalition**

Contact Me to Learn More

Christian Milaster

Founder & CEO

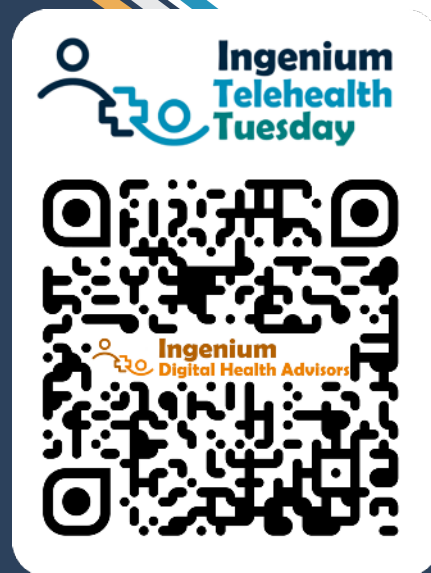
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*Thank
you!*



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