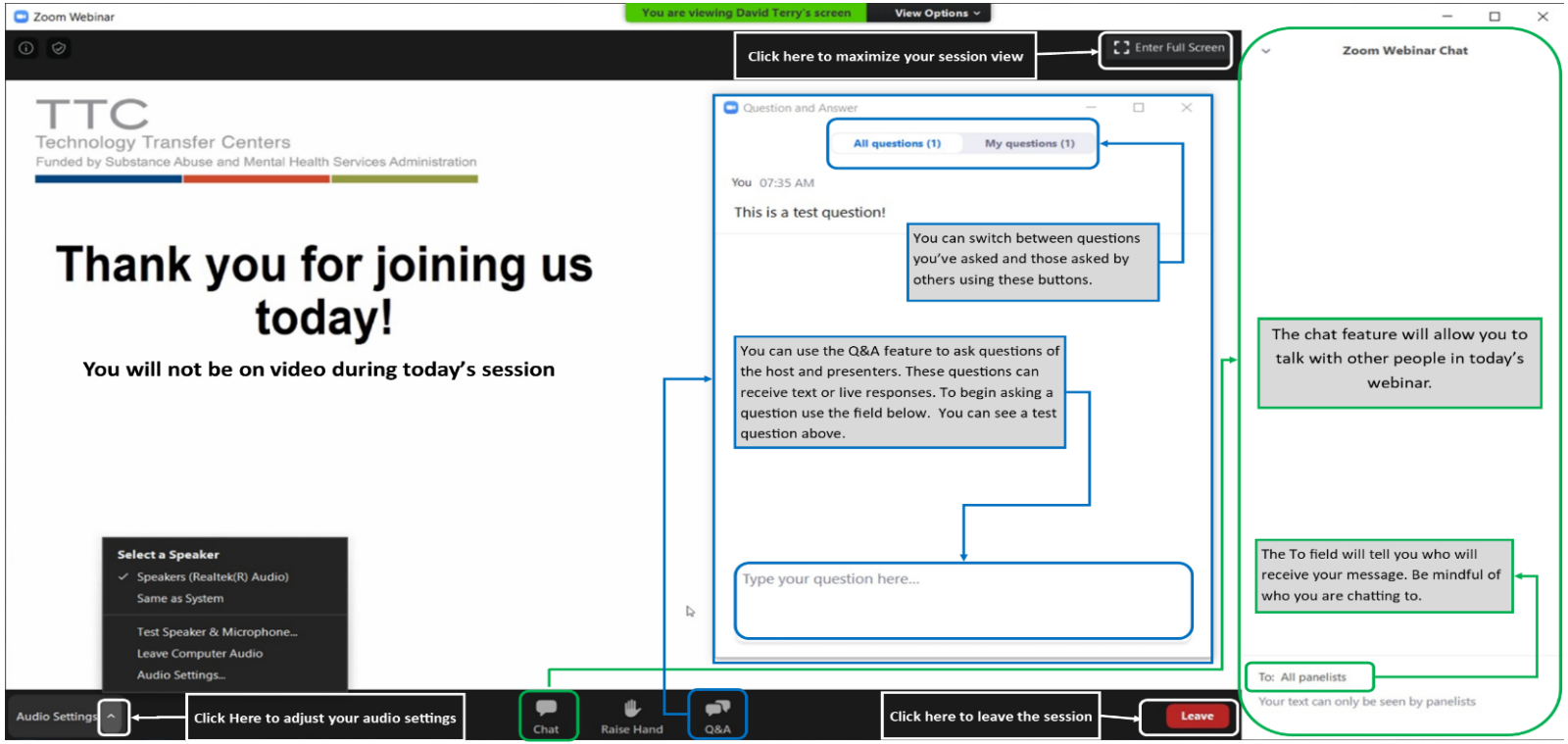
The Zoom Interface



All attendees are muted. Today's session will be recorded.

Telebehavioral Health Services: Planning and Investing for the Future of Your Services

Session 5: What Behavioral Health and Digital Mental Health Infrastructure to Build Now and What Can Be Built Later

Jay Ostrowski

Behavioral Health Innovation

8/11/2021

Northeast and Caribbean (HHS Region 2)

MHTTC Mental Health Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

About Us …

The Northeast and Caribbean MHTTC received 5 years (2018 – 2023) of funding to:

- Enhance capacity of behavioral health workforce to deliver evidence-based and promising practices to individuals with mental illnesses.
- Address full continuum of services spanning mental illness prevention, treatment, and recovery supports.
- Train related workforces (police/first responders, primary care providers, vocational services, etc.) to provide effective services to people with mental illnesses.

Supplemental funding to:

- Support school teachers and staff to address student mental health
- Support healthcare providers in wellness and self-care activities

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Subscribe to receive our mailings.
All activities are free!

https://bit.ly/2mpmpMb

We Want Your Feedback!

Our funding comes from the Substance Abuse and Mental Health Services Administration (SAMHSA), which requires us to evaluate our services. We appreciate your honest, ANONYMOUS feedback about this event, which will provide information to SAMHSA, AND assist us in planning future meetings and programs.

Feedback about this training will assist us in developing future trainings that are relevant to your professional needs. Therefore, your feedback counts!

Video Recording Information

Please Note:

We will be recording this webinar and posting it to our website along with the presentation slides and any relevant resources.

Disclaimer

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At the time of this presentation, Tom Coderre served as Acting Assistant Secretary for Mental Health and Substance Use at SAMHSA. The opinions expressed herein are the views of the speakers, and do not reflect the official position of the Department of Health and Human Services (DHHS), or SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this presentation is intended or should be inferred.

This work is supported by grant H79SM081783 from the DHHS, SAMHSA.

Your Interactions With Us

Question and Answers

- Q & A will occur at the end of the call.
- Type your questions in the Q & A feature in Zoom located on the task bar (hover over task bar).
- Note: your question is visible to all participants.

Chat and Polls

- Throughout the webinar, we will be asking for your input.
- Use the Chat or Poll features in Zoom located on the task bar.
- You can control who can see your chat comments.

The MHTTC Network uses affirming, respectful and recovery-oriented language in all activities. That language is:

- Strengths-based and hopeful
- Inclusive and accepting of diverse cultures, genders, perspectives, and experiences
- Healing-centered and trauma-responsive
- Inviting to individuals participating in their own journeys
- Person-first and free of labels
- Non-judgmental and avoiding assumptions
- Respectful, clear and understandable
- Consistent with our actions, policies, and products

Adapted from: https://mhcc.org.au/wp-content/uploads/2019/08/Recovery-Oriented-Language-Guide_2019ed_v1_20190809-Web.pdf

Our Presenter

Jay Ostrowski MA, LPC-S, NCC, DCC, ACS, CTCP

What Telebehavioral Health And Digital Mental Health Infrastructure To Build Now And Build Later

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Jay Ostrowski

Roles

CEO - Behavioral Health Innovation

CEO - Adaptive Telehealth

Consultant - Mid-Atlantic Telehealth Resource Center

Licenses and Certifications:

Licensed Professional Counselor Supervisor

Licensed Professional Counselor (MI, SC)

Approved Clinical Supervisor

National Certified Counselor

Board Certified - Telemental Health Provider

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Learning Objectives

- ❑ Why
- ❑ Prepare Your Company
- ❑ Prepare Your Staff
  - ❑ How to be Agile
- ❑ Prepare Your Workflows
- ❑ Prepare Your Data
- ❑ Security Considerations
- ❑ Scale and Optimize

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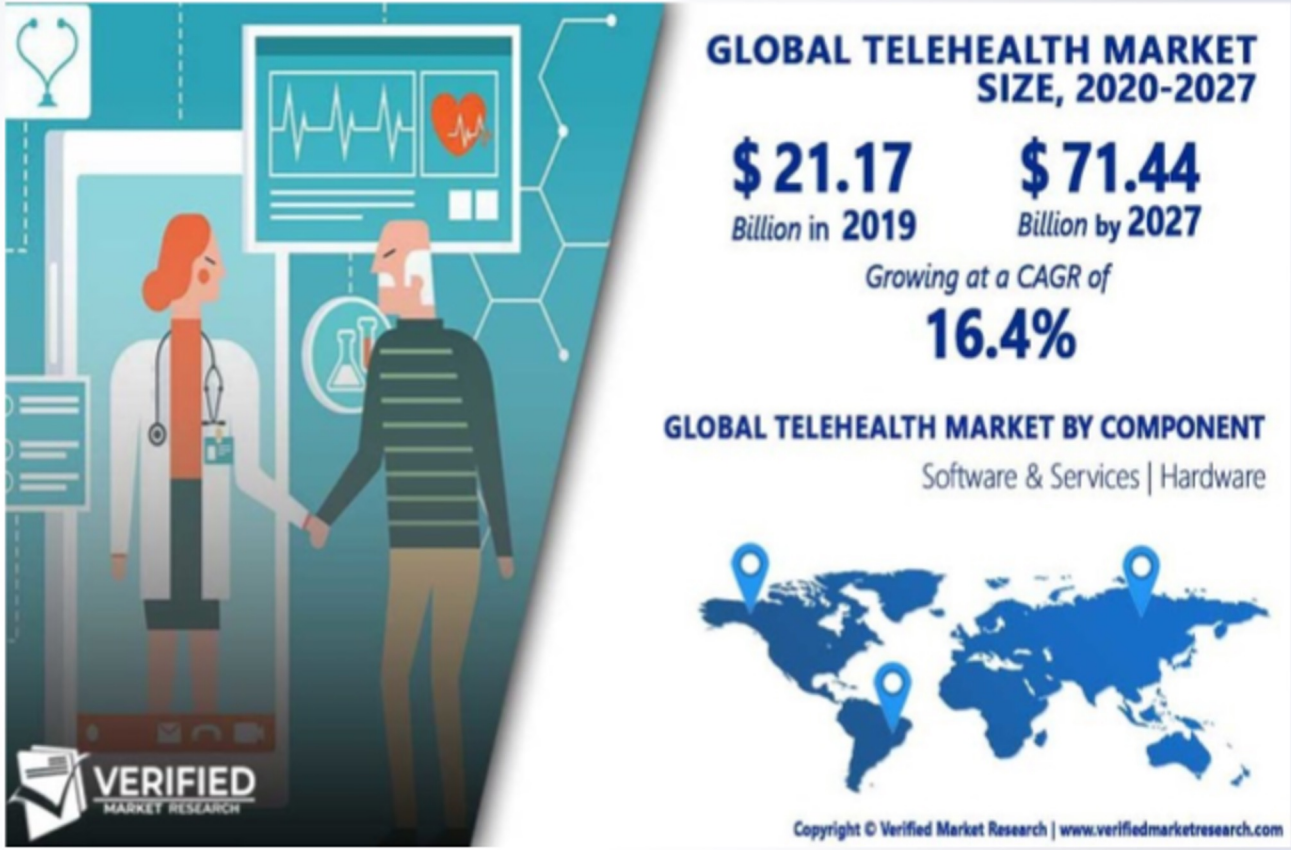
Does it make sense to plan, build and scale a telehealth practice?



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Why the Growth?

1. Demographic
2. 133 million people, or forty-five percent of Americans, have at least one chronic illness.
3. Over 150 pieces of telehealth legislation
4. Acceptance
5. Fear

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Future - Bottom Line

- ❑ Options
- ❑ Validate
- ❑ Train
- ❑ Integrate
- ❑ Plan to pivot
- ❑ Scale
- ❑ Continuous feedback
- ❑ Continuous improvement

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Now and Then

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What can you do now?

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Prepare Your Company-Management

Get good at change.

- ❑ Design thinking
- ❑ Project management
- ❑ Change management
- ❑ Feedback loops
- ❑ Continuous improvement cycles

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Failed Programs

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Who is at the tip of the spear?

- ❑ Clinical Champion
- ❑ Admin Champion
- ❑ Management Champion
- ❑ Tech Champion

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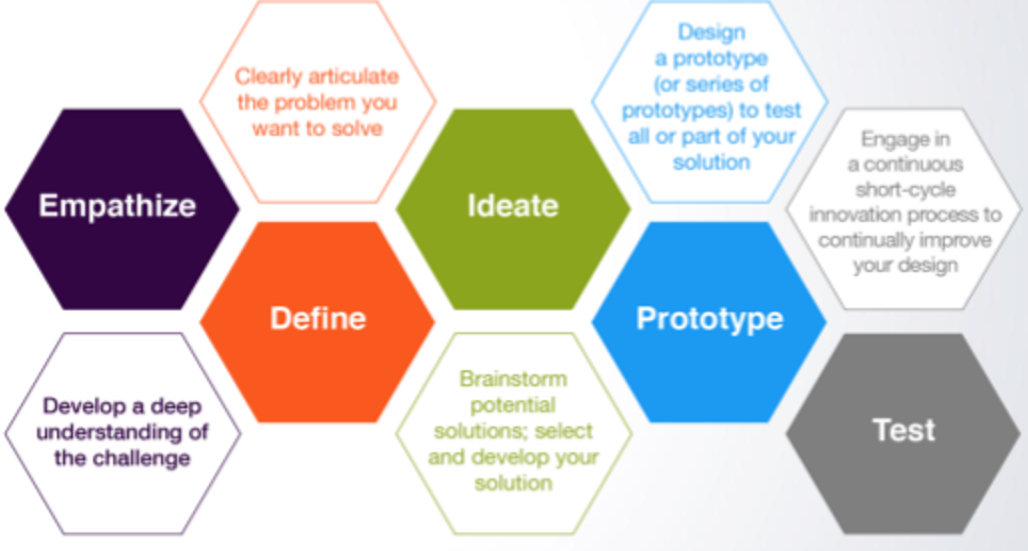
Prepare Your Staff

- ❑ Identify talent
- ❑ Nurture talent
- ❑ Outside training for talent
- ❑ Duplicate talent

Learn to Be Agile



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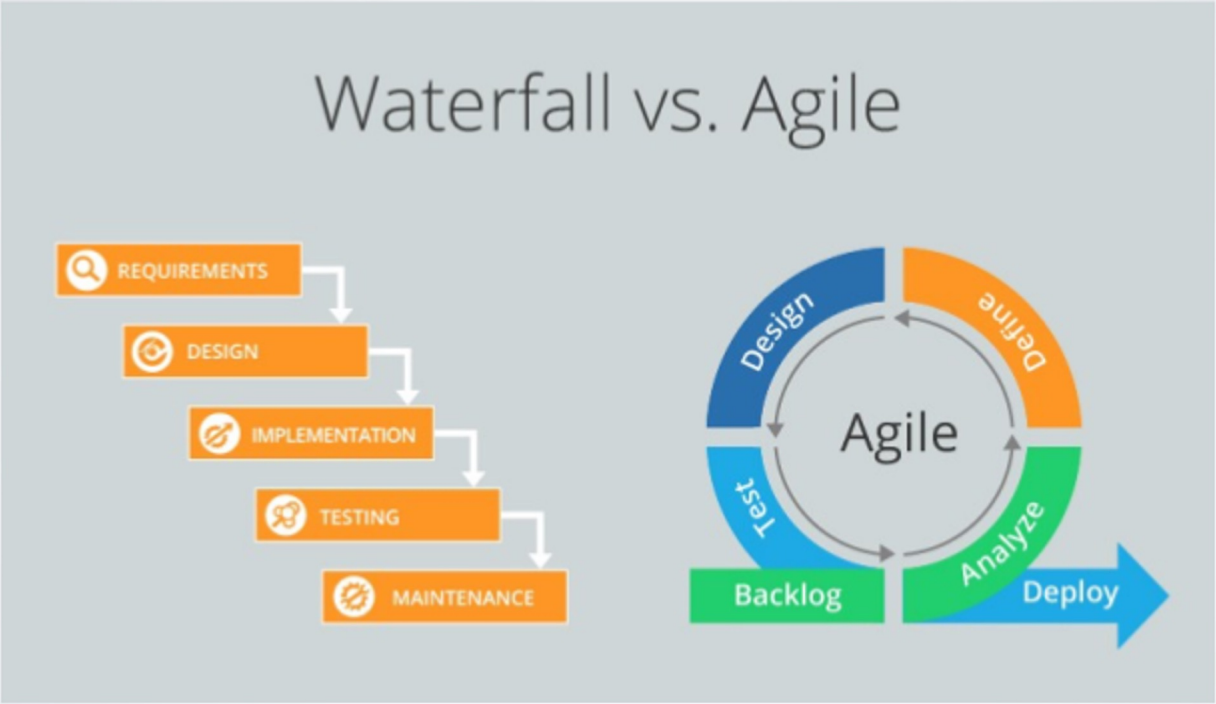
Waterfall vs Agile



Studies have shown that in over **80%** of the investigated and failed software projects, the usage of the Waterfall methodology was one of the key factors of failure.

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5 levels of Agile Planning

What, Who, Why, When, Constraints, Assumptions

Releases – Date, Theme/Feature Set, Objective, Development Approach

Iteration, Team Capacity, Stories, Priority, Size, Estimates, Definition of Done

Stories – Tasks, Definition of Done Level-of Effort, Commitment

1. What did I do yesterday?
2. What will I do today?
3. What is blocking me?

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HIPAA Compliance

Your HIPAA security is outdated

Security is a new cost of business even without telehealth

Software cannot make you HIPAA compliant.

HIPAA COMPLIANT
Health Insurance Portability and Accountability Act

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HIPAA Compliance

Documentation Required and Recommended:

Training documentation (**Required** by HHS)
Risk Assessment (**Required** by HHS)
Remediation recommendations (Recommended by HHS)
Risk Management Plan (**Required** by HHS)
Logs: Access management, equipment, network, applications (**Required** by HHS)
Breach Notification Plan (**Required** by HHS)
Policies and procedures (**Required** by HHS)
Business Associate Agreement (**Required** by HHS)
Business Associate Agreement tracking (**Required** by HHS)
Privacy Breach log (**Required** by HHS)
Breach Notification Plan (**Required** by HHS)
Final HIPAA-HITECH Audit Report (Recommended)

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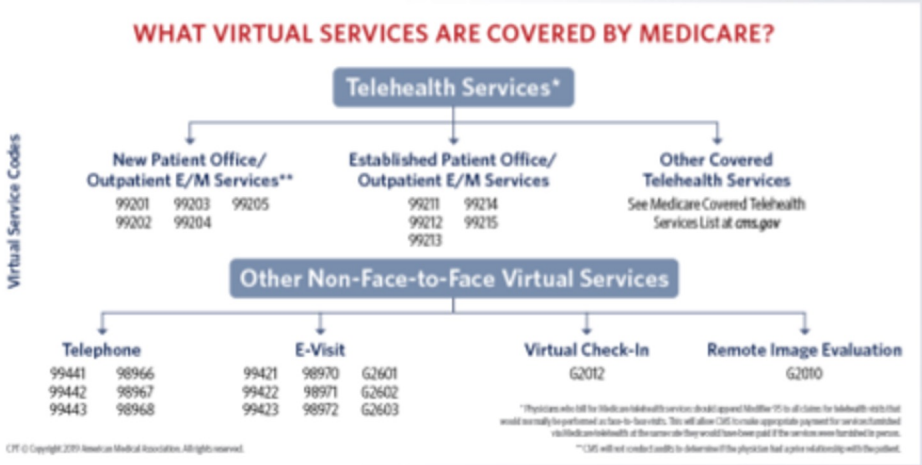
Financial Preparation

Models and codes

Temporary Telehealth Service Code Updates			
Code	**Code Description**	**Z1 Fee on File Medicaid Rate**	**Effective Begin Date**
99441	TELEPHONE E&M SERVICE BY A PHY OR OTHER QUALIFIED HLTH CARE PROFESSIONAL WHO MAY REPORT E&M SERVICES PROVIDED 5-10 MINS	$37.29	3/1/2020
99442	TELEPHONE E&M SERVICE BY A PHYSICIAN OR OTHER QUALIFIED HLTH CARE PROFESSIONAL WHO MAY REPORT E&M SERVICES PROVIDED FOR ESTAB PATIENT 11-20 MINS	$62.33	3/1/2020
99443	TELPHONE E&M SERVICE BY A PHYSICIAN OR OTHER QUALIFIED HLTH CARE PROFESSIONAL WHO MAY REPORT E&M SERVICES PROVIDED FOR ESTAB PATIENT 21-30 MINS	$90.90	3/1/2020



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Prepare Your Technology

What Type of Infrastructure Do You Need?

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Infrastructure Attributes

- ❑ Technology has to be available where care happens
- ❑ Technology has to be reliable
- ❑ Open to Integrations
- ❑ Adaptable
- ❑ Easy to use
- ❑ Upgradeable
- ❑ Customizable
- ❑ Low maintenance costs

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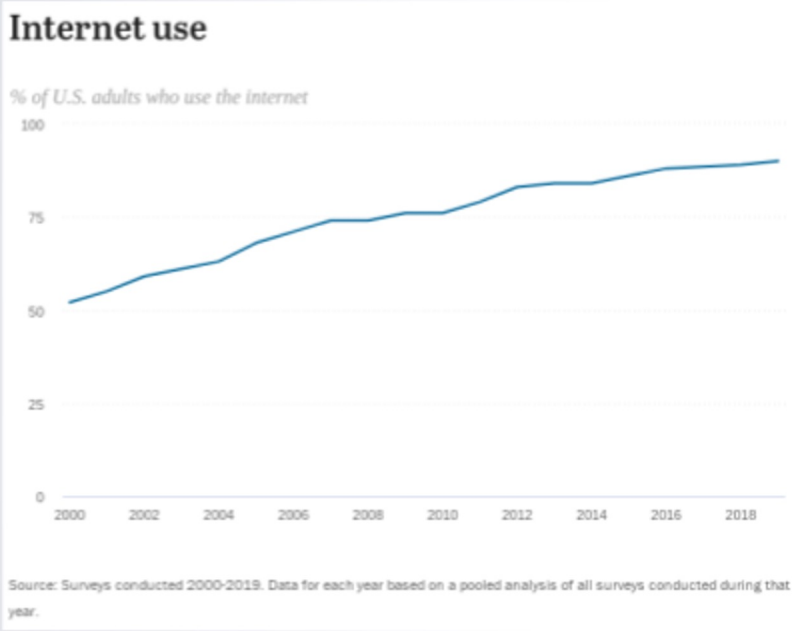
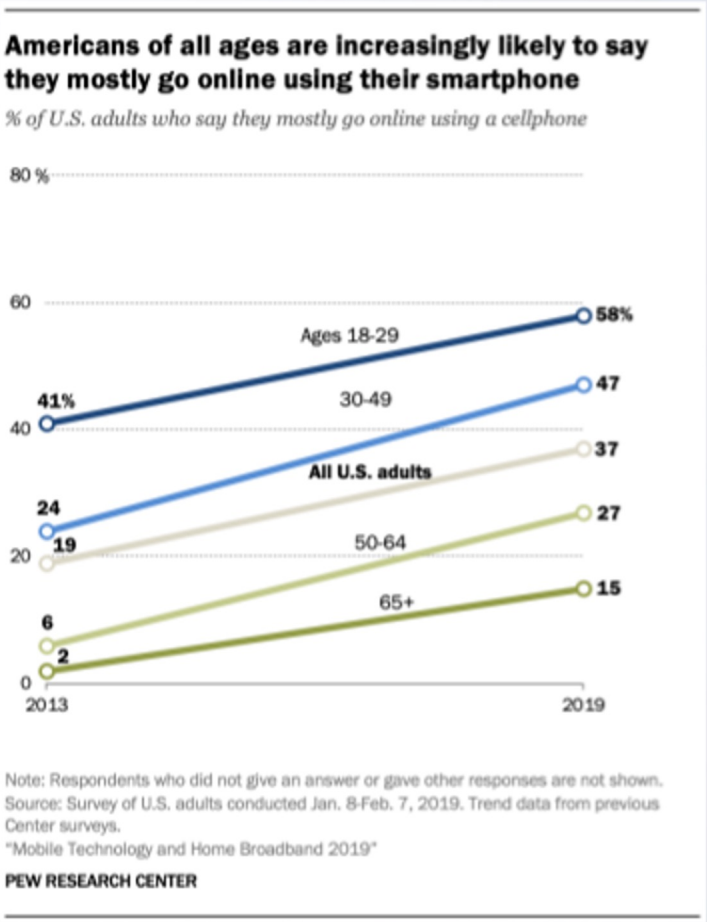
Internet Usage



93% of American Adults Use the Internet.



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Prepare Your Technology

Lease, Buy, Build?

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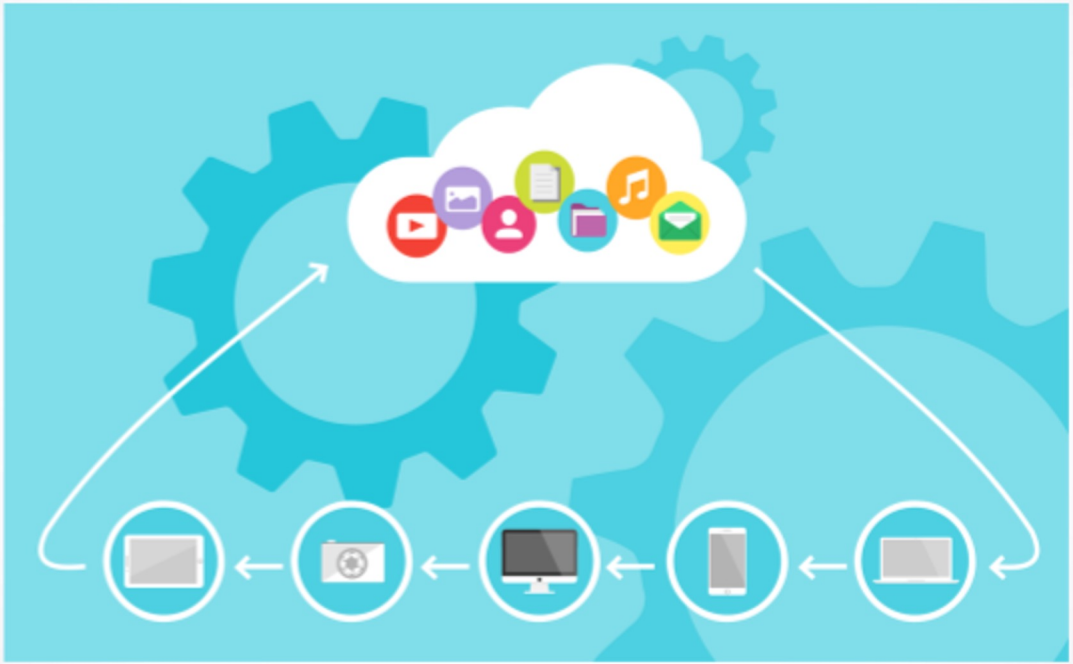
Prepare Your Hardware



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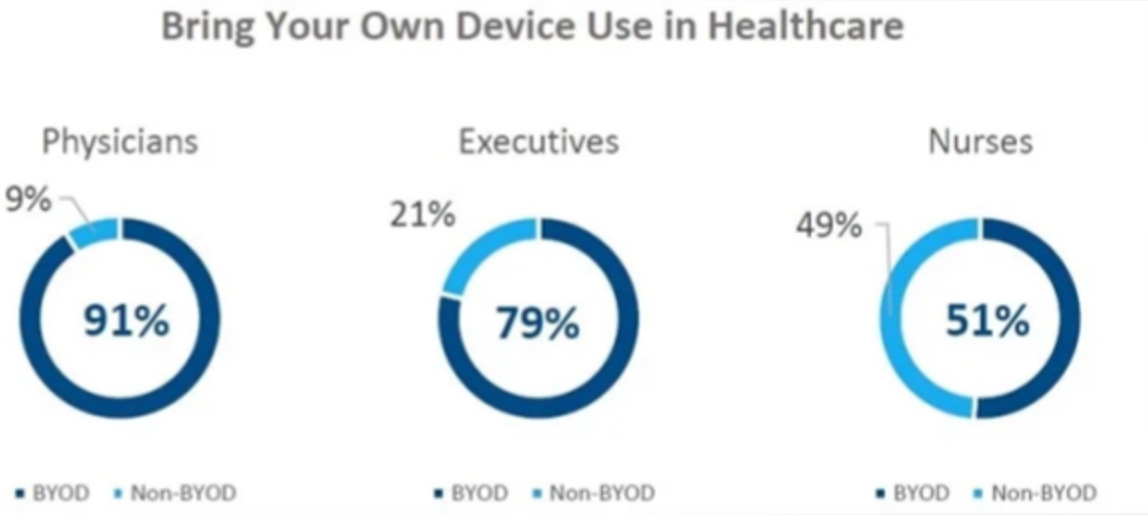
Personal Devices?

A successful telehealth infrastructure must be flexible enough to handle the 'bring your own device' or BYOD, trend. The BYOD revolution, in which healthcare providers and their patients utilize their personal devices to access telehealth systems, will increase demand on telehealth infrastructure.



A recent study shows widespread BYOD among those in healthcare, including 51% of nurses, 91% of doctors, and 79% of healthcare executives. The benefits of BYOD for healthcare providers include improved workflow and time savings, in addition to cost savings

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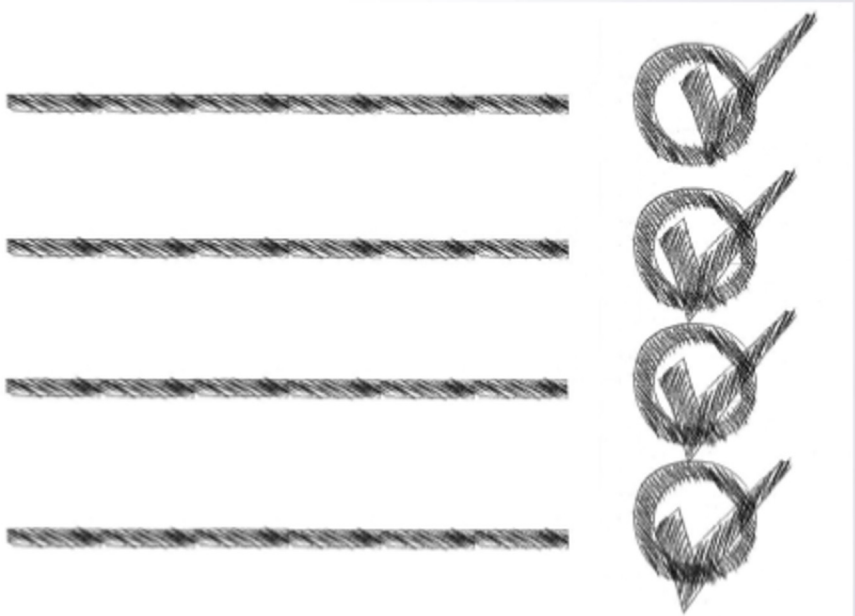
Software Attributes

Creating program success and fluidity:

- HIPAA Security Measure
- EHR Integration and Prescriptions
- Reporting & Analytics
- Reimbursement Documentation
- Usable for many future use-cases
- Easily customized at low/no cost



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Interoperability: Why it's important

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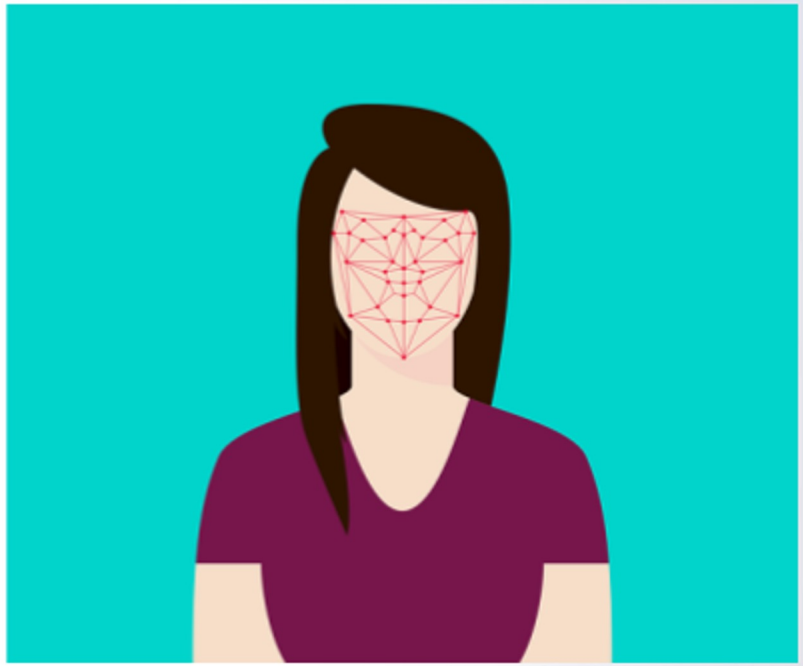
Biometric Integration

- Biometric data at the patient's home will increasingly become used in behavioral health evaluation and treatment.



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Prepare Your Data

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Prepare Your User Experience

- ❑ Software and Hardware MUST be easy to use.
- ❑ Straightforward patient and provider interfaces,
- ❑ Clients-Patients want their own user-friendly portal and access to online customer service
- ❑ What will you use for this? ZenDesk is not HIPAA secure.
- ❑ Required to keep records of these interactions

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Prepare Your Workflows

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Prepare Your Internet

- ❑ You need sufficient bandwidth to transmit audio and video data.

  How are you going to access the internet?
  - ❑ Digital Subscriber Line
  - ❑ Cable Modem
  - ❑ Fiber
  - ❑ Broadband over Power Line
  - ❑ Wireless
  - ❑ Satellite

Is Broadband really required?

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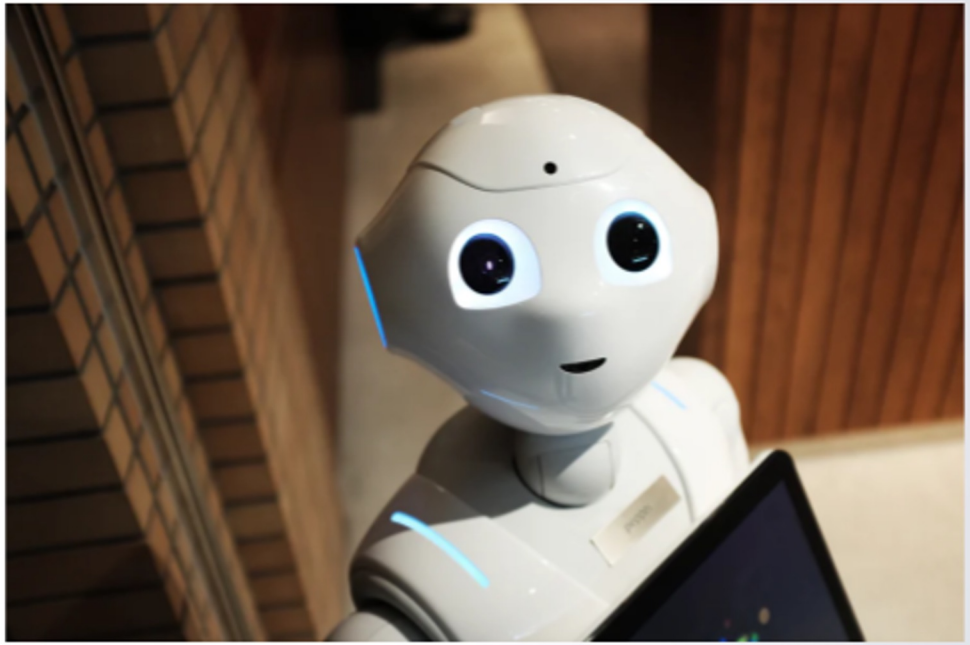
Tech Support & Training

- Access to technical support
- Staff training.
  - Management, Administration
  - Clinical
  - Technical



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Build to Scale

- ❑ IT infrastructure
- ❑ Software
- ❑ Hardware
- ❑ IoT
- ❑ Scalable design
- ❑ Management & reporting
- ❑ Patient and Data Security (HIPAA)

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Scalable Design

Telehealth systems need to be able to adapt to changes in:

- ❑ Reimbursement
- ❑ Regulations
- ❑ Market trends
- ❑ Demographics
- ❑ Technology

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Technical Assistance (grant-funded) at MATRC.org

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Consultative Partner- TBHCOE.MATRC.org
CEO, Behavioral Health Innovation
CEO, Adaptive Telehealth

https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/systems/hospital/qitoolkit/combined/f1_combo_returnoninves

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Question and Answer

Evaluation Information

The MHTTC Network is funded through SAMHSA to provide this training. As part of receiving this funding we are required to submit data related to the quality of this event.

At the end of today's training please take a moment to complete a **brief** survey about today's training.

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