Telehealth Vendor Evaluation, Selection, & Contracting

Stacy L. Lloyd, MPH
Director, Digital Health & Operations
American Medical Association
Objective

Successfully navigate the process of evaluating potential telehealth vendors and choosing the vendor that will have shared goals and support the long-term sustainability of your telehealth program.
Agenda

• Background on and introduction to the Digital Health Implementation Playbook Series including the Telehealth Implementation Playbook

• Why telehealth vendor evaluation, selection, & contracting is important even if you already use telehealth in practice

• Best practices and key considerations for telehealth vendor evaluation, selection, & contracting

• Additional AMA resources
## Background

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<tr>
<th>AMA Digital Health Research</th>
<th>Surfaced key requirements needed for physician adoption of digital solutions</th>
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<td>Partners Connected Health Research</td>
<td>Identified the lack of learnings being shared related to successfully adopting/implementing solutions in practice</td>
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<td>AMA Provider Adoption Summit</td>
<td>Externally validated and identified the need for a best practices “Playbook”&lt;br&gt;• e.g. Caremore, UMMC, Partners Connected Health, Omada, MCHT</td>
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<td>Creating Solutions</td>
<td>Developed the AMA Digital Health Implementation Playbook&lt;br&gt;• Surfacing case studies and best practices from over 160 physicians, care team members, health care administrators, and digital health thought leaders&lt;br&gt;• Initial focus implementing remote monitoring solutions and telehealth</td>
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Introduction to the Digital Health Implementation Playbook Series

New technologies are fundamentally changing the way people interact with health care. Despite the increasing prevalence of digital health, health system leaders struggle to drive innovation.

This playbook series is an effort to provide a roadmap for implementing digital health solutions based on widespread access to institutional knowledge and best practices currently held by experts in the field. The digital health solutions addressed in the Playbook series so far are:

- Remote Patient Monitoring
- Telehealth
The Path to Telehealth Implementation

The first six steps are foundational to setting a telehealth implementation up for success.

The subsequent six steps focus on the specific and unique considerations relevant to telehealth as it relates to how it will be operationalized in the clinical environment.
Digital transformation is years away. I don’t see our company having to change anytime soon.
Remote and telehealth treatment has jumped, with over 90% of physicians now treating patients remotely.

Telehealth tools are commonly used for remote treatment, with some 60% of coronavirus frontline healthcare workers and nearly all primary care physicians report using telehealth for at least some of their patient care.

Among physicians using telehealth for consultation during the COVID-19 outbreak, nearly half (48%) are using it for the first time.

One-fifth of physicians using video conferencing and telehealth tools expect to use them significantly more than before when we lift physical distancing restrictions.

Source: Bain & Co, “US Doctors turn to Telehealth as COVID-19 limits In-person Care,” 4/17/20, And Sermo, HCP Telehealth Sentiment Survey, April 2020
The impact of COVID-19

With the COVID-19 pandemic and its impact on access to medical care, telehealth has been a “go-to” way to facilitate care in an effort to keep physicians, care teams, and patients safe. The tools and guidelines being created now are already helping many to use telehealth and will continue to help define its role at this moment, and shape the future of physician practice.

• Expanded coverage and payment parity

• Regulatory changes
  • Lifting geographic restrictions
  • HIPAA enforcement discretion
So, why does this matter now?
Here are a few good reasons…

• The Office for Civil Rights (OCR) may re-enforce its discretion to impose penalties for noncompliance with regulatory requirements under the Health Insurance Portability and Accountability Act (HIPAA).

• Align internally for streamlined workflows and technology integration.
  • Opportunity to evaluate what is and isn’t working

• Plan for long-term, sustainable use.
  • Secure a vendor partnership that helps achieve your goals
Evaluating telehealth vendors

- Develop evaluation criteria
- Schedule live or virtual demos
- Research vendors (even if existing)

- Have patients and care team members test products
- Gather experiential feedback for existing platforms

- Talk to colleagues and other organizations for feedback
- Ask vendors for case studies
Vendor selection

Selecting a vendor who is worthy of a long-term partnership ensures:

- An expert resource always on hand in challenging situations
- Support throughout the implementation process, from start to finish (and beyond)
- A partner who is equally motivated to achieve a successful outcome
Contracting

A strong contract underpins a successful long-term relationship by providing:

• Aligned expectations

• Written, agreed-upon terms to hold each party accountable

• Legal protection for physicians, patients, and vendors
Best practices for contracting with vendors

- Engage key team members (legal, financial, IT)
- Get the right documents executed
- Plan to scale

- What does success look like
- Timeline for implementation

- Financial terms
- Additional services
- Future upgrades
Key agreements to know

Legal Documents

- Business Associate Agreement
- Master Services Agreement
- Financial/Audit Reports
- Confidentiality Agreement/NDA

Validation Documents

- IT Security and Risk Assessment
- Liability Insurance
- Medical Licenses for Practitioners
Prepare now for the future of telehealth.
Additional AMA Resources on Telehealth

- **Telemedicine quick guide** has detailed information to support physicians and practices in expediting implementation of telemedicine.

- Digital Health Implementation Playbook Series
  - Remote Patient Monitoring Playbook
  - Telehealth Implementation Playbook

- **AMA Steps Forward Telemedicine module**

- AMA and AHA **cybersecurity resource** to help physicians working from home during the COVID-19 pandemic

- **Physician Innovation Network**

- **AMA Digital Health Research**
The following additional AMA resources are available to support your physicians and staff during COVID-19:

• Caring for Caregivers during COVID-19
• AMA COVID-19 Resource Page for Physicians
• JAMA COVID-19 Collection

www.ama-assn.org
Upcoming Webinars

October 29  Telehealth and Team-based Care: How to Best Engage Support Staff to Successfully Implement TBC in Telemedicine  James Jerzak, MD

November 10  How to Implement a Peer support Program During a Crisis  Jo Shapiro, MD

November 12  Keeping Your Practice Open During COVID-19  Carol Vargo, MHS

December 2  Managing Mental Health During COVID-19  Christopher Botts

December 3  Organizational Culture and Physician Well-being  Kevin Taylor, MD

December 9  Practical Practices: Behavioral Health Integration  Kathleen Blake, MD, MPH
For questions, please email Action.Labs@ama-assn.org
Question & Answer

Thank you for participating in this AMA webinar!

The moderator will now facilitate the Q&A portion of the event.