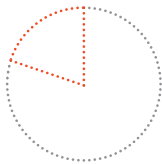




USE CASE

Pediatrics: Using Telemedicine to Improve Care, Enhance Outcomes, and Reduce Costs

Over 70 million times each year, children in America are evaluated by a medical professional in an outpatient setting. Not surprisingly, this places a significant burden on their parents and guardians, who must leave home or work to facilitate that care. This situation is further complicated by the dynamics of the modern family, where both parents are often fully employed. The inconvenience is further exacerbated by the fact that America has a shortage of available pediatricians, making access to care a critical problem. In fact, data published by the American Academy of Pediatrics suggests that as many as 8.1 million children do not have access to a pediatrician, and 650,000 live in an area without a primary care physician of any kind.



8.1 million

children do not have access to a pediatrician.

650,000

live in an area without a primary care physician of any kind.

While it can be a challenge to access care for children with simple and common conditions, the problem of access intensifies for children with chronic conditions, especially those with rare diseases. In these cases, many children do not have access to the specialists they need as those physicians are often on staff at children's hospitals, and not evenly distributed across America.

Needless to say, access to care, the related inconvenience, and travel costs place a significant burden on parents and guardians. At the same time, the expectations of today's parents have changed. The majority of them are well accustomed to online transactions and the immediacy of services available to them. SnapMD was created to improve access and convenience to healthcare in line with healthcare consumer expectations. Virtual visits are the newest point of care for healthcare and can be a valuable complement to children's medicine. Just as children's medical centers have extended their reach into community hospitals and community-based outpatient centers, virtual visits can

extend care to children in a number of locations, including the home, residential care settings, schools, and other places outside the hospital. Integrating virtual visits into pediatric practices can eliminate the need for many visits to be in-person, saving parents the headache and cost of absenteeism and reducing the time that children are away from school.



Benefits of Telemedicine for Pediatrics

Virtual pediatric patient visits can improve care, enhance outcomes, and lower costs while delivering greater patient and clinician satisfaction. By reducing missed appointments, increasing adherence to recommended therapies, and helping to ensure the appropriate frequency of recommended physician visits, care can be enhanced considerably. A recent survey of members by the American Academy of Pediatrics found common potential uses of telemedicine, all of which are related to timely care and healthcare consumer convenience:

1. Diagnosis and treatment of common conditions via virtual visits.
2. Routine follow-up visits that do not require an office visit.
3. Second opinions that can be provided remotely by a sub-specialist.
4. Timely assessment of children with chronic disorders (emphasis on asthma and diabetes) or rare diseases.
5. Care coordination for children with chronic or rare disease.
6. Virtual urgent care or after-hours access to a physician.

Independent of these needs, pediatricians universally see the benefit of virtual visits in the management of outbreaks of disease. Virtual visits are an especially valuable solution for children with chronic conditions such as asthma, diabetes, or behavioral issues, for whom more frequent, convenient contact can improve treatment plan efficacy. In the case of children with rare disorders such as cystic fibrosis or hemophilia, their care can be enhanced by encounters with specialists who practice a considerable distance from their homes. Pediatricians can use virtual visits to implement high-touch yet cost-effective treatment and management strategies to ensure children get the care they require in a timely and convenient manner.

The key benefits of using telemedicine for pediatric care include:

•••• **Improved, More Timely Care**

Access to Qualified Care

For children who live in remote areas, congested urban areas, or have trouble traveling, telemedicine enables them to access care from skilled pediatric providers and other caregivers without requiring an in-person visit. For infants, children, and adolescents who present at a clinic or emergency department that lacks specific pediatric expertise, telehealth can empower providers to collaborate on a diagnosis and treatment plan.

Convenience

Many pediatric encounters do not involve a physical exam or procedure as the patient's status is being assessed or the patient and family require further counseling and education. In other cases, device makers can now gather data in the cloud and produce insightful reports that parents can share with providers as part of a virtual visit, eliminating the need to come to the clinic or hospital.

Treatment Adherence

With the ease of scheduling and attending virtual visits from home, care teams can stay in more routine contact with patients to proactively manage their care. With an increasing number of medications previously dispensed in the hospital or clinic now being administered at home, patients and parents can be supported should any issues arise. Greater convenience can mean enhanced treatment adherence, fewer missed appointments, or more timely interventions to enhance the patient experience, potentially leading to better outcomes.

Collaborative Care

Difficult-to-manage and expensive patient populations often require collaborative care across medical specialties or intensive management by highly specialized teams. Virtual visits can be a complement to visiting nurse and other care programs to provide

higher levels of care for the most fragile pediatric patients, such as those with sickle cell anemia or epidermolysis bullosa.

Side Effects Management

Virtual visits make it easier for pediatric patients to report side effects or for care teams to engage patients to ensure they are comfortable and to proactively address needs that may arise, such as early management of side effects.

Adjunct Services

The demands on parents' and caregivers' time can be a roadblock to a complete assessment of, or access to identification, evaluation, and treatment of co-morbidities. Virtual visits make it easier to deliver adjunct services such as mental health or nutrition counseling directly to the patient at home.

• • • • **Enhanced Efficiency and Reduced Costs**

Reimbursement

Payment for virtual care services has improved considerably in the last five years. 48 states offer some form of reimbursement for video visits, although every state is different and specific conditions apply and must be accounted for. 32 states and the District of Columbia now have parity laws in place that require private insurers to reimburse for video visits, but again, each case is typically unique. The AAP is an outstanding resource for reimbursement advice for its members.

Reduced Urgent Care/Emergency Room Visits

Many children's hospitals have avoidable case rates as high as 50%, or more. Urgent care and emergency room visits for low-acuity conditions are expensive for medical centers and patients, not to mention significant time in the patient waiting room. A significant portion of these low-acuity, single-episode visits for coughs, colds, and other common conditions can be handled via virtual visits at considerably lower costs and greater patient convenience.

Expanded Patient Base

Through referrals, transfers, and partnerships, hospitals can expand their patient base, providing quality care for more children across the region, the country, and even the world. While children's

hospitals are often viewed as places of last resort, they can expand their catchment areas and better serve the needs of their community with expert second opinions to primary care pediatricians.

Innovation

Pediatricians know that improved health and wellness programs can produce long-term benefits for the total cost of care for patients beginning in childhood through adulthood. A growing interest in community and school-based health programs creates opportunities for pediatricians to create innovative programs engaging children once served by school nurses, who have all but disappeared in many communities. Many rural and inner city health centers struggle with staffing due to their location. Virtual visits can now supplement care in these areas with direct patient care delivered remotely.

Improved Patient Flow

Introducing virtual visits can reduce travel delays and no-shows and ensures patient contact when needed, enabling providers to gain operational efficiencies. Clinic traffic can be optimized for patients requiring in-person care, so that pediatricians can serve more patients and provide more frequent follow-up encounters via virtual care for those who need it most.

Easier Collaboration

Telemedicine makes it easy for caregivers to interact directly with other specialists or enhance services patients require that may not need an office visit. Pharmacy consultations and dietary and mental health services can easily be delivered remotely, providing complete patient support.

The SnapMD Pediatric Care Solution

SnapMD's Virtual Care Management (VCM) platform offers pediatric practices a complete virtual clinic to easily launch online services, enabling services during the diagnostic, active treatment, and follow-up phases of care. Our industry-leading digital exam room provides all the tools needed to engage patients in one click and document the encounter. With advanced capabilities such as multi-party visits,

high-resolution screen sharing, and file transfer, the VCM software platform allows healthcare providers to deliver convenient and timely care to their pediatric patients wherever and whenever they need it – just as if they were in the clinic exam room.

Key features of the SnapMD VCM for pediatrics include:

- • • • **Family-based accounts** allow a single member of the family to function as a chief medical officer and manage the accounts of minor children tied to one user name and log-in, yet separate PHI for each family member.
- • • • **Multi-participant sessions** allow up to six people to be engaged in a single session. A parent can allow a family member caring for the child to access care, and the parent can join remotely and securely. Additional providers can also be invited to the encounter should a second opinion be needed and or a case requires escalation.
- • • • **Powerful rules engine for intelligent workflow**, with customized rules that can control patient registration, ensure patients are routed to the appropriate provider.
- • • • **Enterprise-level dynamic scheduling systems**, enable appointment scheduling by providers, administrative staff, or directly by patients themselves; true on-demand encounters can be facilitated via a unified patient queue vs. the antiquated, one-dimensional, booking-based approach used by others.
- • • • **Roles and responsibilities tools** let you define all the appropriate provider roles, and assign their respective responsibilities, and deliver access to patient information and other capabilities, thereby enhancing regulatory and legal compliance, and leveraging the value of all providers in the practice.
- • • • **High-definition video for virtual exams** that can support multi-participant and/or clinician-to-clinician sessions, enabling timely care and decision-making. This high-quality video experience can also improve intimacy with the patient to enhance the clinical encounter.
- • • • **Medical devices** that generate an audio or video signal are compatible with SnapMD VCM; images from dermatoscopes and otoscopes can be viewed in real-time, and digital stethoscopes

utilize dual-channel audio capability so clinicians can listen to heart and lung sounds while still conversing with the patient or on-site care giver. With SnapMD, telemedicine moves from mere consultations to examinations.

- • • • **Screen sharing** enables clinicians to present x-rays, CT scans, and MRI images from PACS systems, diagnostic reports, and education materials in real-time to patients or other health care providers as part of a live encounter.
- • • • **Market-leading compliance adherence and security layers**, including HIPAA, HITECH, and COPPA-compliant software, combined with complete logging of all transactions, with data available for extraction to meet audit requirements.
- • • • **Robust set of API and SDK libraries** to provide integration with third-party systems or development of complementary applications.

Utilizing SnapMD's VCM platform, children's clinics and medical centers can now deliver care under their own brand, direct to patients via virtual visits that improve care, enhance outcomes, and reduce costs, with greater patient and clinician satisfaction.

For more information about how SnapMD can transform your pediatrics practice, visit www.snap.md.