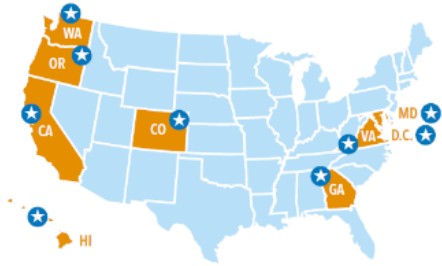# Delivering Access and Affordability Through High Quality Virtual Care

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KAISER PERMANENTE®

Kaiser Permanente Mid-Atlantic States (KPMAS)

National Telehealth Strategy... Executed Locally

Integrated Care Delivery System:

- KP MAS includes areas in Maryland, Virginia and the District of Columbia
- Nearly 800,000 members
- 71,000 Medicare members
- Over 66,000 Medicaid members
- More than 1,500 Mid-Atlantic Permanente Medical Group primary and specialty care physicians
- More than 8,300 employees
- 30 medical facilities (five full-service hubs)
- 24 hours / 7 days / 365 days care available
- Core hospitals at which MAPMG physicians directly care for members

Strategic Drivers: Voice of the Customer

Convenience is key

Research shows that across cost, quality, service, reputation, and convenience, **convenience leads as the most important attribute** for customers seeking on-demand care. – Advisory Board research briefing, *2014 Primary Care Consumer Choice Survey*

Individuals are shifting from desiring convenience to requiring it. Shaped by their experiences in banking, airlines and retail industries, individuals expect the same level of access, convenience and service from their healthcare providers.
– Becker's Hospital Review, Health system growth using urgent care, December 2017

What consumers expect

Prospects:
- "Access to urgent care facilities is top of mind"
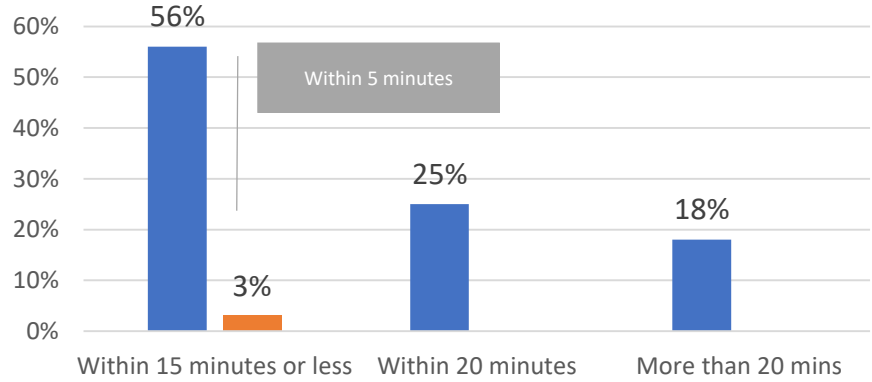- "More than a 15 minute drive-time or crossing county boundaries is a deal breaker"

Members and Prospects:
- "Desire extended hours during evening/ weekends"
- Desire ability to walk-in
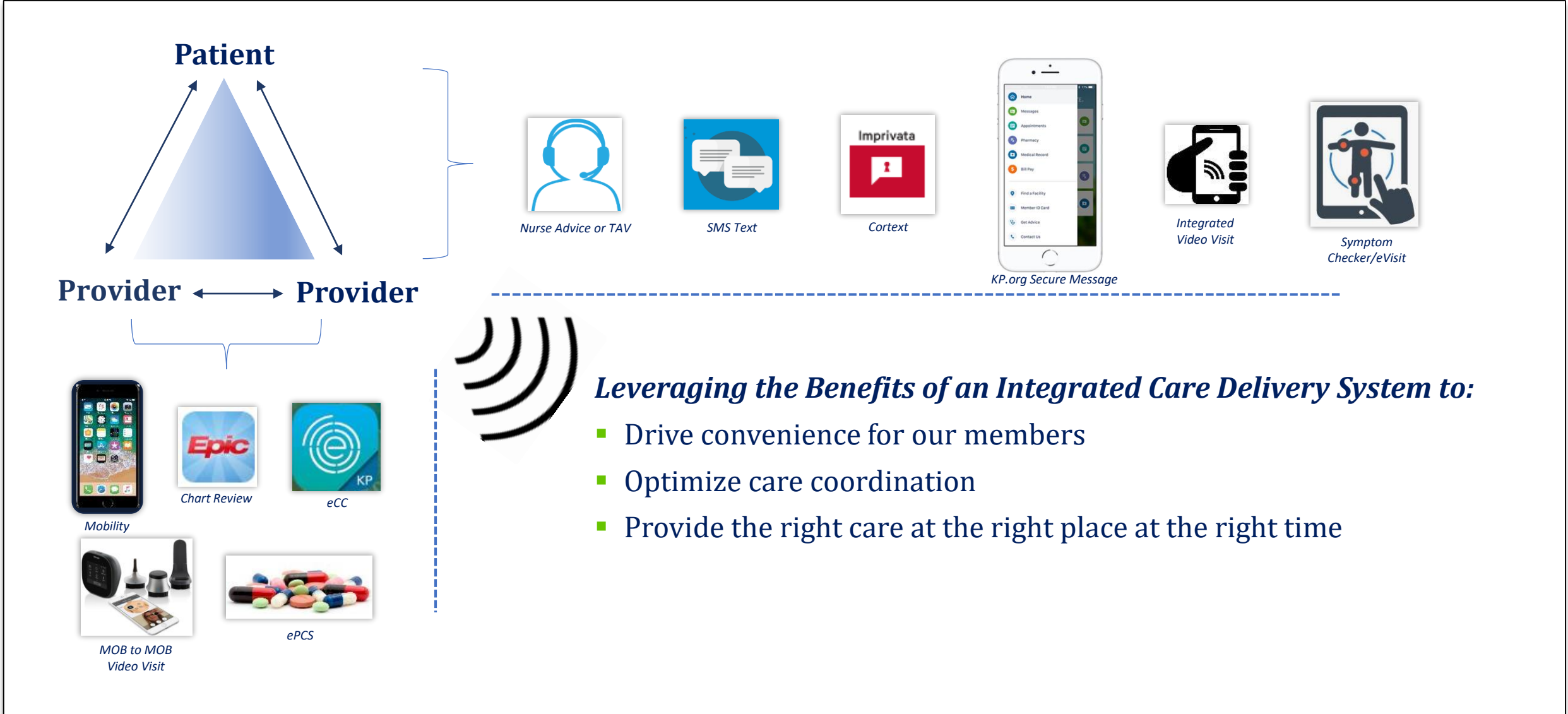
Feedback from KP Sales + Account Managers, May 2017

Convenient Access:
When asked to define a "convenient location"

Bar chart data:
- Within 15 minutes or less: 56%
- Within 5 minutes: 3%
- Within 20 minutes: 25%
- More than 20 mins: 18%

Baltimore Market Analysis, KPMAS Market Research, May 2014

Achieving Value Through Virtual Care at KPMAS

Patient

Provider ← → **Provider**

Nurse Advice or TAV

SMS Text

Cortext

KP.org Secure Message

Integrated Video Visit

Symptom Checker/eVisit

Chart Review

eCC

Mobility

MOB to MOB Video Visit

ePCS

Leveraging the Benefits of an Integrated Care Delivery System to:

- Drive convenience for our members
- Optimize care coordination
- Provide the right care at the right place at the right time

Integral Telehealth System Hub

Connecting Members to Right Care, Right Place, Right Time
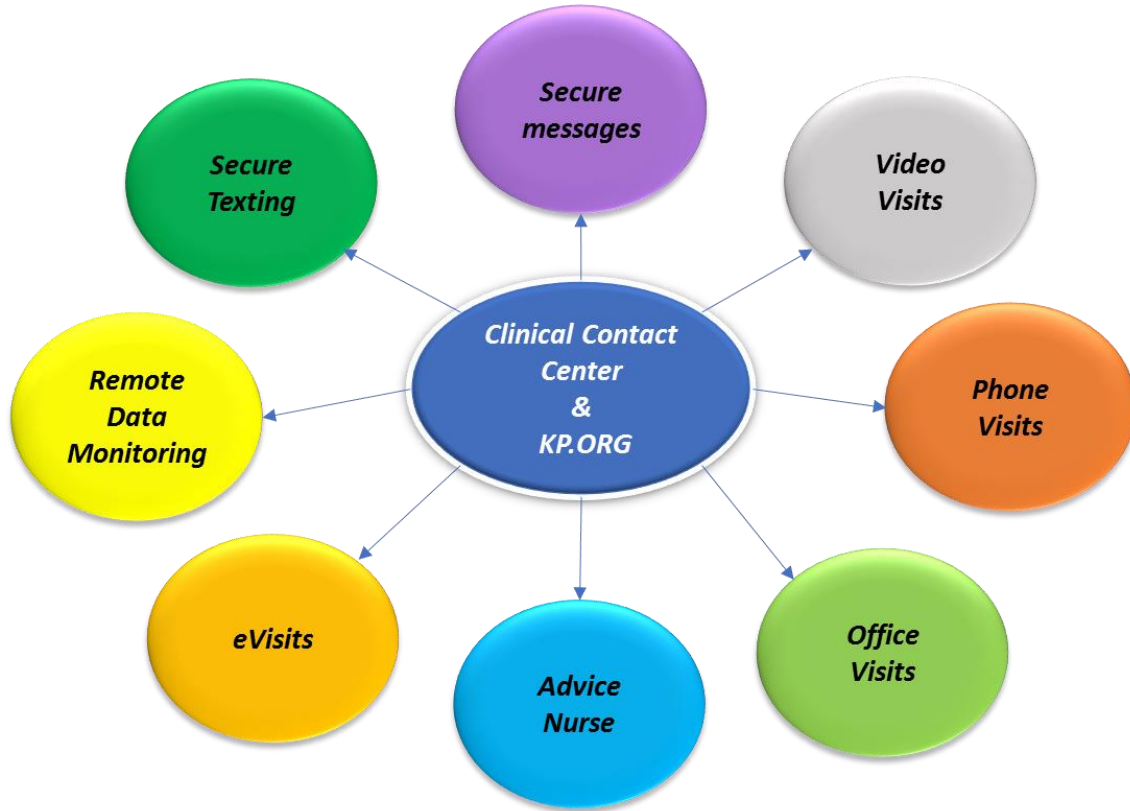
- 24/7/365 Nurse Advice and Primary Care appointing
- 7am – 7pm, Monday-Friday Specialty Care appointing
- Percentage of total appointments booked online: **>12%**
- Percentage of Primary Care appointments booked online: **>25%**
- 2018 Total Call Volume handled by Clinical Contact Center: **>6.5 M**
- Lab test results viewed on KP.org: **>3.8M**
- 2018 Secure Messages sent to Healthcare Teams via KP.org: **>2.2M**
- Percentage of members active in KP.org: **>64%**
- Percentage of members opted into receiving text message: **>60%**
- Patient populations live on Remote Data Monitoring: **5 populations**

Virtual Care on the Rise in Integrated System

Telephone Visit Volume

Secure Message Volume

Video Visit Volume per Membership (1000s)
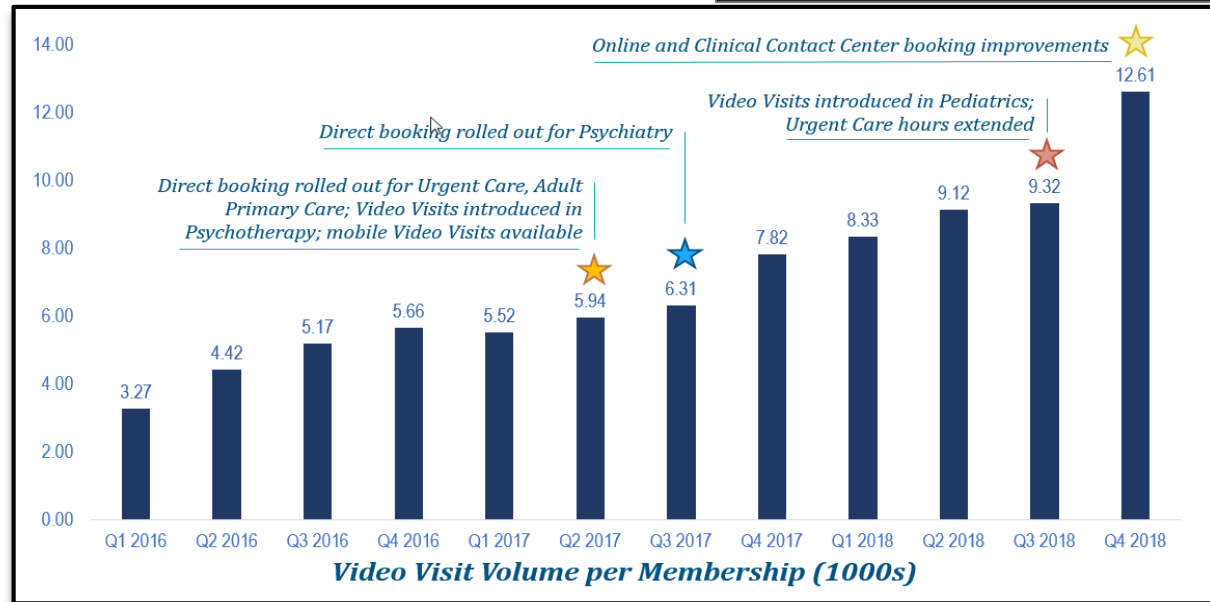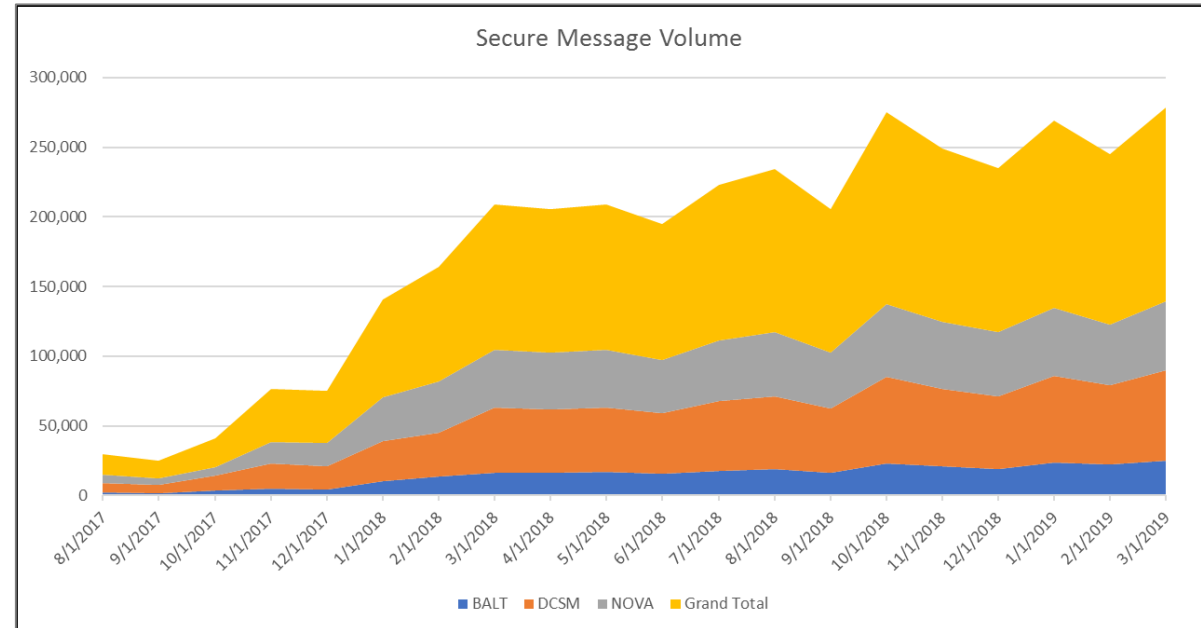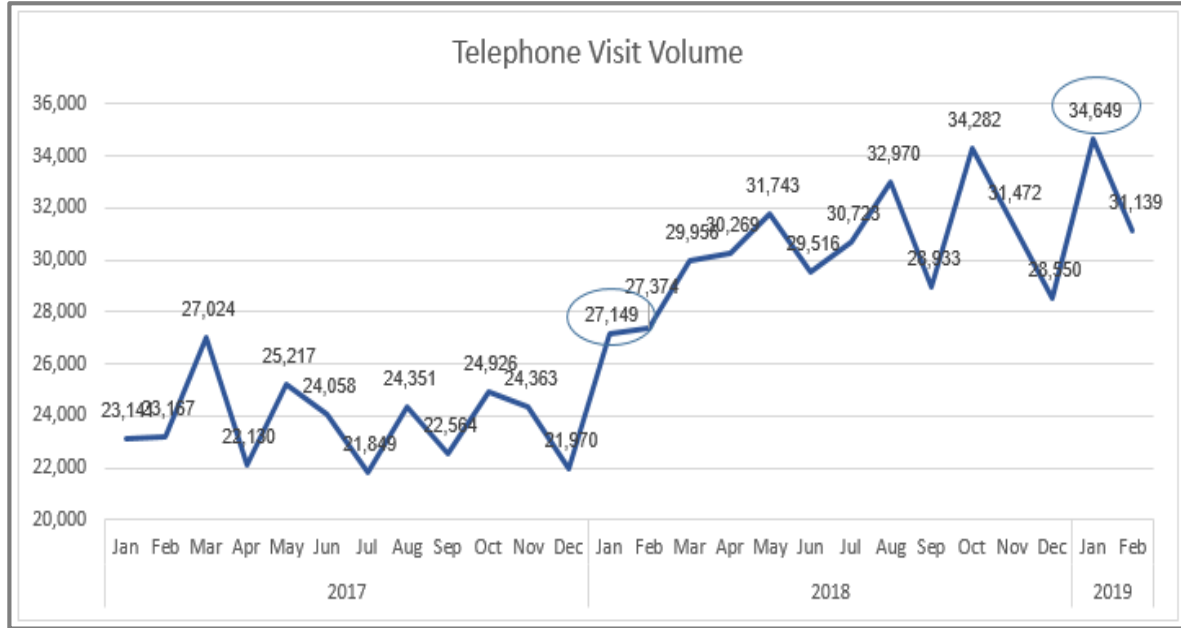
KP Telehealth: Driving Member Convenience

Member Profile

- 71 y.o. female
- Cancer survivor on maintenance medications for Diabetes
- Lives alone; not currently driving
- Her son – 40 y.o. single father with a full-time job, also a KP member – lives in Alexandria, VA

Almata's Virtual Care Story

- Receives care from PCP via Video Visit; got a courtesy tech check to prep her before her first Video Visit
- Son joins her Video Visits; PCP can share screen with the Baldwins to show Almata's blood glucose trends
- PCP accesses same EMR and message app as oncologist for care coordination, patient safety
- PCP receives just-in lab alerts on iPhone; uses Cortext out-of-network to notify Baldwins; sends new OHA via same-day RX delivery

Similar Virtual Care Stories

"Video visits are VERY convenient...I'm on a maintenance drug, so I can just login from home to check in. We are able to talk and address any issues."

60% Percent of Survey respondents indicating that they would have seen their provider in person if a Video Visit had not been available
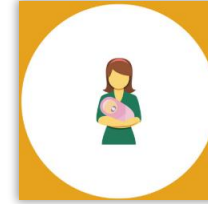
# KP Telehealth: Optimizing Care Coordination

Member Profile
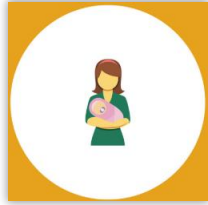
- Malinda Perry-Russet, 35 y.o. new, first-time mother
- History of depression and anxiety
- Has used Video Visits now for over one year to receive care from Psychotherapist
- Symptoms of depression seem to be worsening

Malinda's Virtual Care Story

- Used KP app to book a follow-up therapy Video Visit with her own/known Psychotherapist
- Psychotherapist noted symptoms of post-partum depression; referred Malinda to Psychiatrist for Medication Management
- Psychiatrist used Cortext-out-of-network to notify Malinda of an immediate Video Visit opening due to a cancellation; Malinda can be seen immediately
- Psychiatrist sends secure message to Malinda's OB/GYN and PCP to provide care update

Similar Virtual Care Stories
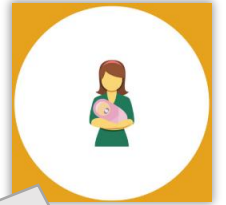
"Super convenient since I just had a baby."

100%

Percent of physicians with KP-issued iPhones

135K

Average number monthly secure patient-care Cortext messages sent from provider to provider

KP Telehealth: Right Care, Right Place, Right Time

Member Profile

- Barry McIntosh, 25 y.o.
- HDHP member; experienced severe flu-like symptoms while camping in National Park
- Contemplates going to local ER, but calls Clinical Contact Center for advice
- He is triaged to nurse advice and offered a Video Visit

Barry's Virtual Care Story

- Urgent Care Video Visit scheduled just 30 minutes later
- Barry connected to Video Visit via smartphone
- Physician able to review symptoms and physical appearance and diagnoses Barry with the flu
- Advised Barry to use kp.org to schedule Video Visit with PCP if does not improve within certain period of time
- EMR shows Barry is behind on several vaccines, including flu; message sent to PCP

Similar Virtual Care Stories

"This was my first time doing this and it won't be my last. It makes appointments that aren't an emergency very easy and convenient."

96% Percent Video Visit survey respondents reporting Video Visit was effective at resolving reason for visit

KP Telehealth: Key Takeaways

- Know what use cases you want to implement in any telehealth initiative
- Get providers buy-in before doing anything
- Bring in the regulatory, legal/compliance, and IT experts in the beginning
- Examine what is the best way to structure your telehealth program based on your patients needs
- Evaluate what will work with your reimbursement model(s)
- Remember internal and external communication
- Look at the data and measure for success and ways to improve

$$V(\uparrow) \; (\text{VALUE}) = \frac{Q(\uparrow)\;(\text{QUALITY}) + PPE(\uparrow)\;(\text{PATIENT \& PHYSICIAN EXPERIENCE})}{C(\downarrow)\;(\text{COST})} \;\longrightarrow\; \text{SUSTAINABLE FUTURE}$$