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# The Doctor Will "FaceTime" You Now!

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# Today's Presenter



## Dr. Fernando Branco

Fernando Branco, MD, FAAPM&R, is Chief Medical Officer at Midwest Employers Casualty (MEC), a Berkley Company. He has over 30 years of experience in clinical practice and is board certified in physical medicine, rehabilitation and pain and addiction medicine. He is the former medical director of a multi-disciplinary rehabilitation pain center for treatment of chronic pain cases – a center of excellence recognized by the American Pain Society. In his current role at MEC, Dr. Branco leads a team of medical management consultants handling complex workers' compensation claims with the goal of helping employers and injured workers achieve better outcomes.

# History of Telemedicine

- Started in the 20th century, radio and telephone
- Medphone Corporation 1989 – cardiac evaluation and treatment
- Started in Radiology
- Psych, Cardiology
- Nursing



# History of Telemedicine

- Now Dermatology, Ophthalmology, Nephrology, Obstetrics, Oncology, Pathology, Rehab and Pain
- Most physicians and nurses have been conducting some form of unofficial “telemedicine”



# Telemedicine

- American Telemedicine Association –telehealth same as telemedicine
- Each state has own regulations
- Telemedicine license required



# Telemedicine

- Medical licenses are state restricted
- Minor injuries and nurse triage
- Workers' compensation (WC) for ER visits, follow-up for surgery and pain



# Telemedicine

- Here to stay!
- 5 billion by 2018, increased 10x in five years



# Crowded Field-Over 200

- Teladoc®
- MyIdealDOCTOR™
- Doctor On Demand
- MDLIVE®
- Blum Telehealth
- RespondWell
- CareClix™
- Vsee Telemedicine Solution
- MeMD
- iClinic®
- AmWell
- Spruce
- HealthRight, LLC
- STAT Doctors™
- SOC Telemed
- LiveHealth Online®
- Virtuwell
- Patientfusion
- PlushCare
- HealthTap
- Curai Health
- Pager
- SnapMD

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# Telemedicine Pros

- Cheaper (at least 1/3 of the price)
- 24/7
- Less time off for employee – increased productivity
- No transportation costs
- Technology advances able to provide vital signs, high-quality pictures



# Telemedicine Pros

- Cell phone access
- Decrease doctor shortage
- People are becoming more comfortable with video chatting – Skype, Facetime, etc.
- Excellent for underserved areas/rural



# Telemedicine Pros

- Specialist consults: more available
- Increase patient engagement
- Better quality of care
- Injury site evaluation



# Telemedicine Cons

- Potential for inappropriate use and patient harm
- Less access to real providers
- Doctor-patient relationship
- Decreased efficiency: dermatology consults
- Legal issues and reimbursement issues
- Convenience fee by doctors
- Equipment price



# Telemedicine Cons

- Eventually, real consults will become expensive to compensate (remember doctors coming to your home, now some will come for a price)
- Delayed care – missed diagnosis, ER visit that needs immediate treatment
- Electronic medical data compromise
- Poor quality of connection



# Telemedicine Cons

- Misinformation
- Long distance prescription…only schedule III and IV
- HIPAA issues



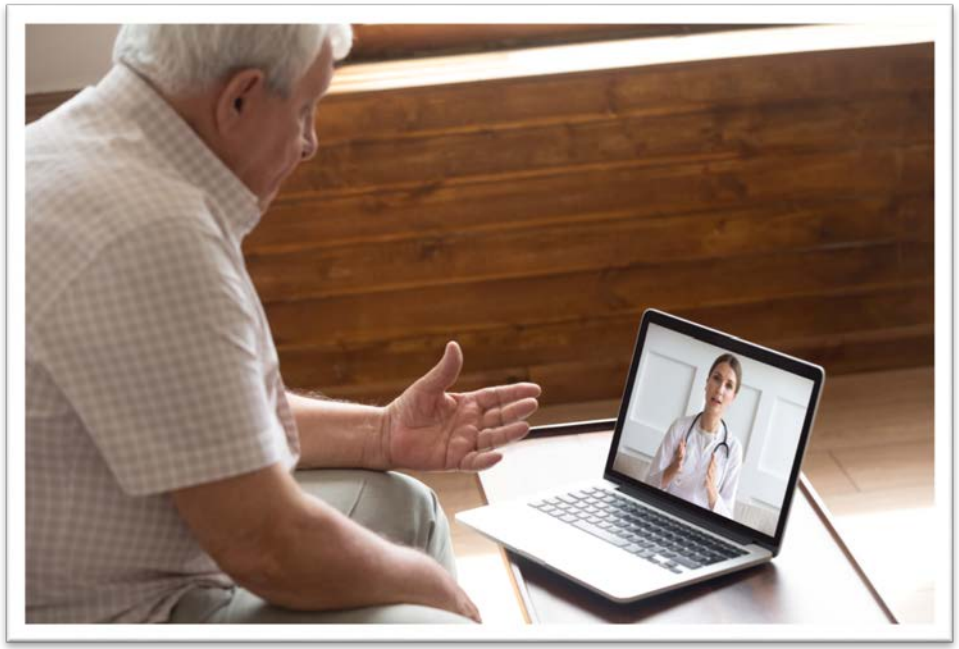
# Telemedicine

- Synchronous (real time) or not – all providers at same time
- Remote Patient Monitoring (RPM): cardiology (heart rate, EKG, oxygen saturation), glucose tracker, blood pressure, temperature, pulse, weight, respirations



# How Can Telemedicine be used in WC?

- Decrease ER visits
- Initial evaluation of sprain/ strains, small cuts
- Medication refill
- Follow-ups in general
- Follow-up for surgeries, procedures
- ODG accepts telemedicine for mental health, pain, diabetes



# Telemedicine After Covid-19

- Explosion of use at least 10 fold increase
- New providers are the majority
- State regulations are quickly being changed
- Some evidence based is already here mainly for the more established practices
- It is here to stay considering the likelihood of the current crisis

# What is the Future?

- Even more sophisticated equipment
- Procedures
- Computer programs to detect issues: Google glasses, Apps
- Majority of population interested



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# Questions?

