Teledermatology in the Context of Primary Care

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# Financial Disclosures

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<th>Company</th>
<th>Description of Financial Relationship</th>
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Focus for Today

1. Understand the current achievements and limitations of teledermatology
2. Describe the various teledermatology modalities, their pros and cons
3. Understand the challenges created by widespread adoption of teledermatology and the strategy required to overcome them.
What Is the American Telemedicine Association (ATA)?

The only organization completely focused on accelerating the adoption of telehealth, ATA is working to change the way the world thinks about healthcare.

### Select ATA Member Organizations:

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<th>Hospitals and Health Systems</th>
<th>Solution Providers</th>
<th>Other</th>
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<td>American Well</td>
<td>Intel</td>
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<td>Avera eCARE™</td>
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**Our Work**

- Education and networking are hallmarks
- SIGs advance practice guidelines and problem solve
- Initiatives focus on time sensitive topics
- Policy and advocacy at the Federal and state levels
## Telehealth Taxonomy

<table>
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<th>Visits (Provider to Patient)</th>
<th>Real Time “Synchronous”</th>
<th>Store and Forward “Asynchronous”</th>
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<tbody>
<tr>
<td>Virtual Visit</td>
<td>Video visit between MGH MD and patient(^1)</td>
<td>Online exchange of medical info between MGH MD &amp; patient(^1)</td>
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<tr>
<td>Virtual Consult</td>
<td>Video consult from MGH MD to patient’s MD(^2)</td>
<td>Online exchange of medical info between two Providers</td>
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</table>

\(^1\) Exchange where the provider gives the patient medical advice, or determines if travel to MGH for in-person encounter is advisable

\(^2\) Exchange where the MGH consultant “Expert” gives referring provider medical advice
MAGIC TRIAD

Quality
Access
Convenience
At MGB, through 2020, there were more than 79,000 eConsults completed, resulting in an estimated 63,200 in-person visits avoided.
What Is Telehealth Good for?

What information do you need to make a diagnosis or a care plan?

- Acne follow ups
- Stable chronic illness (psoriasis/eczema)
- Wound checks
- Single new lesion?

Other variables can stretch use cases (e.g. distance from the provider/complexity of travel)
More Challenging Use Cases

- Patients who need a full body skin exam
- Instances where you know lab tests or imaging are critical
- Patients with multiple, complex problems that require highly nuanced care
- Highly sensitive matters (e.g., new cancer dx, end of life decisions)
- Anything procedural
Medicare paying for phone/video/asynchronous/remote monitoring

There are codes to bill for all telehealth activities

MA legislation signed Jan 2021

Insurers (including Mass Health) must cover telehealth

Some services covered at parity (behavioral health, primary care, chronic care management)
49 states have loosened licensure laws in some way


Recommendation to participate in a regional compact and encourage development
No Telehealth Malpractice Case Law

Research Letter
April 2, 2019

Reported Cases of Medical Malpractice in Direct-to-Consumer Telemedicine

Alexander L. Fogel, MD, MBA1, Joseph C. Iveden, MD2

Methods

We analyzed reported cases of medical malpractice in DTC telemedicine. A reported case is one in which a decision of the court is rendered that includes any judgment, ruling, opinion, dismissal, or other judicial action of the court. From October 1, 2018, to November 1, 2018, we queried the LexisNexis legal case database, which contains all reported cases from federal and state courts. We used 25 queries derived from the terms telemedicine, telemhealth, malpractice, and the name of a DTC telemedicine service or the names of 10 large DTC telemedicine services. Reported cases were included if the case was brought by or against a DTC telemedicine service or if the physician was sued for medical malpractice and were included if the health care professional or DTC telemedicine service was listed as a defendant. In conjunction with the use of DTC telemedicine, the authors were solely responsible for the database queries, and we only included cases in which a DTC telemedicine service or their health care professionals.
Artificial Intelligence
Bigger Than What Humans or Technology Can Achieve Alone

AI ALONE: 92%
HUMANS ALONE: 96%
AI + HUMANS: 99.5%
Dermatology: Deep neural network classifies skin conditions as well as a dermatologist
The Deep Learning System had high sensitivity and specificity for identifying diabetic retinopathy and related eye diseases using retinal images from multiethnic populations with diabetes.

First AI
Reimbursement code:

92229 Imaging of retina for detection or monitoring of disease; point-of-care automated analysis and report, unilateral or bilateral
Reimagining Healthcare – a fully integrated digital and in-person experience

Inevitably, this will mean we use our facilities and fixed assets in a very different way.
Author of 2 Books
- The Internet of Healthy Things
- The New Mobile Age
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