



Telemedicine and Long Term Care

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A Divided World

- For seniors, health care is delivered through the acute care system and long term care system.
- These are very different worlds:
 - Hospitals and doctors' offices
 - Nursing homes and home and community based (HCBS) services.



Long Term Care & Telemedicine

- At Dept. on Aging, we focus primarily on long term services and supports.
- Goals:
 - Support health
 - Support independence
 - Manage chronic diseases
 - Minimize risks
 - Access across care settings



Recent Trends

- An increasing number of providers are marketing telehealth and telemedicine products as way of maintaining independence.
- Products range from motion sensors to incontinence devices and medication dispensers.
- Nearly all levels of activity can be monitored.



Marketing Angle

- Concerned family member and seniors themselves are being presented with telehealth options as a way of staying at home longer.
- The marketing is successful because of a real desire to remain independent and prevent nursing home care.
- However, this is a market driven, not data driven approach.



Telemedicine LTC Payor Options

- Medicare
 - Hospitals, doctors, skilled rehab
- Medicaid
 - Remote monitoring
 - Chronic care management
 - Assistive technology
- Long Term Care insurance
 - HCBS Services definitions



Telemedicine Payers

- Private pay
 - Not a third party reimbursement issue
 - Direct product marketing to consumers
 - Promises of greater independence



The Missing Link: Data

- What devices help seniors remain at home?
- What devices help manage chronic disease?
- Which devices perform better than others?
- What level of staff are needed to support the technology?
- What money can be saved?
- Who are the most suitable product users?



Experiments and Outcomes

- From the private market experiments, we need data and outcomes.
- Public sector support may be an option but must be data driven.
- Medicaid is a possible funding source for telemedicine devices, but must be outcome-based.



Things to Consider

- Add long term care services to the conversation and your mental check list.
- Insurance companies are not the main payors in the world of long term care and telemedicine.
 - Medicare, a little
 - Medicaid, a lot
 - Private funds, a lot



Things to consider

- How to get this paid for.
 - Seniors are already buying, without support from data and outcomes
 - Medicaid is an option but is short on data.
 - Medicare interventions must include acute and long term care.
- Demonstration pilots are crucial.
 - Data from any source is helpful.



Location, Location

- The senior needing to see the doctor may be living in a long term care setting.
- Skilled rehab may be provided at the nursing home.
- Chronic care management is a huge unmet HCBS need.
- The most complete records about the “patient” may be at the nursing home.
- Electronic health records impact all provider types.