

Incorporation of Private Practice Specialists' Into The Telehealth

Ralph Pennino MD, FACS

Chief of Plastic Surgery
Associate Chief of Surgery
Rochester General Hospital

Cynthia Gordon, RN

Ralph Madeb, MD

Rochester General Hospital TeleHealth

Incorporation of Private Practice Specialists' Into The Telehealth

Plastic and Reconstructive Surgery

Diagnostic and Therapeutic Services offered:

- Wound problems
 - Chronic – diabetic, vascular, pressure sores
- Breast surgery
- Skin Tumors/Cancers
 - BCC, SCC, Melanoma
 - Benign Lesions

Incorporation of Private Practice Specialists' Into The Telehealth

Plastic and Reconstructive Surgery

Diagnostic and Therapeutic Services offered:

- Hand problems
 - Elective, surgical, nonsurgical
 - CTS, Ganlions, Trigger Digits, etc
 - ED consults and treatment

Incorporation of Private Practice Specialists' Into The Telehealth

Problems

- Administrative
- IT Support
- MD

Incorporation of Private Practice Specialists' Into The Telehealth

Problems

Administrative

- Cost
- Does it really work
- MD buy in and participation

Incorporation of Private Practice Specialists' Into The Telehealth

Problems

IT Support:

- Infrastructure – broadband highway
- Equipment – static vs dynamic
- Cost
- Support – setup, education (mds,nurses,staff), ongoing

Incorporation of Private Practice Specialists' Into The Telehealth

Problems

MDs

- Nay sayers
 - Impersonal
 - Need to touch the patient
- Reimbursement
- Education

Incorporation of Private Practice Specialists' Into The Telehealth

Problems

MDs

- Record keeping
 - Where, how, who owns the data
- Cost for equipment
- Patient Process – scheduling, nursing support at remote location, etc.

Incorporation of Private Practice Specialists' Into The Telehealth

Solution

- Beta site
- Develop both inpatient and out patient protocols
- Develop ED protocols

Incorporation of Private Practice Specialists' Into The Telehealth

- Requirements for MD
 - Interested mds who are tech savvy
 - Willing to help develop a process which could be duplicated for other specialities
 - Willing to be the leaders and teach other mds
 - Willing to put up with many inherent problems in new technology

Incorporation of Private Practice Specialists" Into The Telehealth

Potential long term benefits to the specialist group:

- Travel – presently sending a doc 1-2 times per week
- 45-55- minutes travel one way
- More productivity (more patients seen)
- Easier ED coverage

Incorporation of Private Practice Specialists' Into The Telehealth

Goal

Make seeing patients
as easy as going into another exam room
while having a regular office day.

Phase I

- March 2007
- PSGR dedicated 2 docs for telemed
- Start – block time in office set aside to see patients
- Patients –
 - Scheduled in NWH Telehealth clinic referred from primary care
 - Registered in telehealth clinic the day of consultation



Nurse Practitioner

working in NWH telehealth clinic:

- Makes call to consulting MD
- Static unit with general exam camera
- Does initial patient evaluation

Consulting MD:

- Connected via Static Unit
- Evaluates patient and Recommends treatment
- Surgery or follow up visit scheduled
- NP or MD dictates medical note into RGHS CCS (EMR) (web enabled)

NWH Telehealth Clinic



General Exam
Camera



MD Office



Incorporation of Private Practice Specialists' Into The Telehealth

- Phase I - successfully completely in 7 months
- Phase II
 - Nov 2007
 - Switch to regular office schedule

Incorporation of Private Practice Specialists' Into The Telehealth

Phase II

In Patient Consults/ED consults

- Patient already registered
- Consult via dynamic – InTouch Robot
- Robot – more versatility, mobility

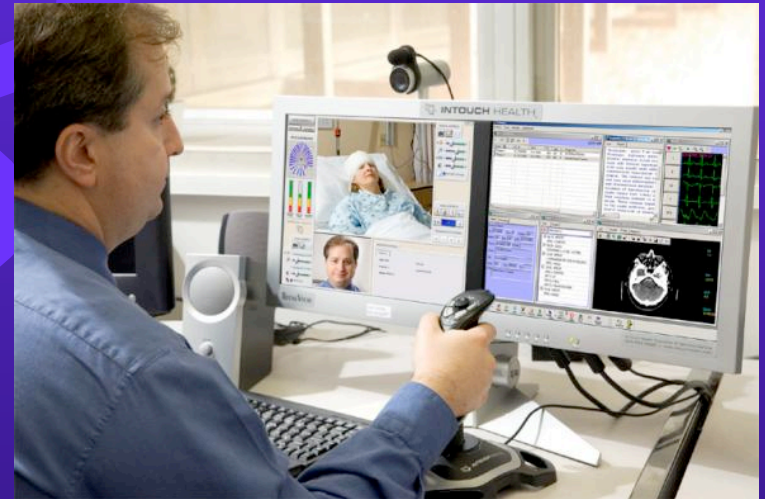


Research

The RP Robots



Control Station



Doctor-Robot-Patient Relationship

Incorporation of Private Practice Specialists' Into The Telehealth

Results

- Successfully integrated into a busy 5 person specialty practice
- work flow streamlined - patient flow, scheduling, diagnosis and treatment plans, EMR
- Easily fit into regular office schedule
- Increase the practice geographic area

Incorporation of Private Practice Specialists' Into The Telehealth

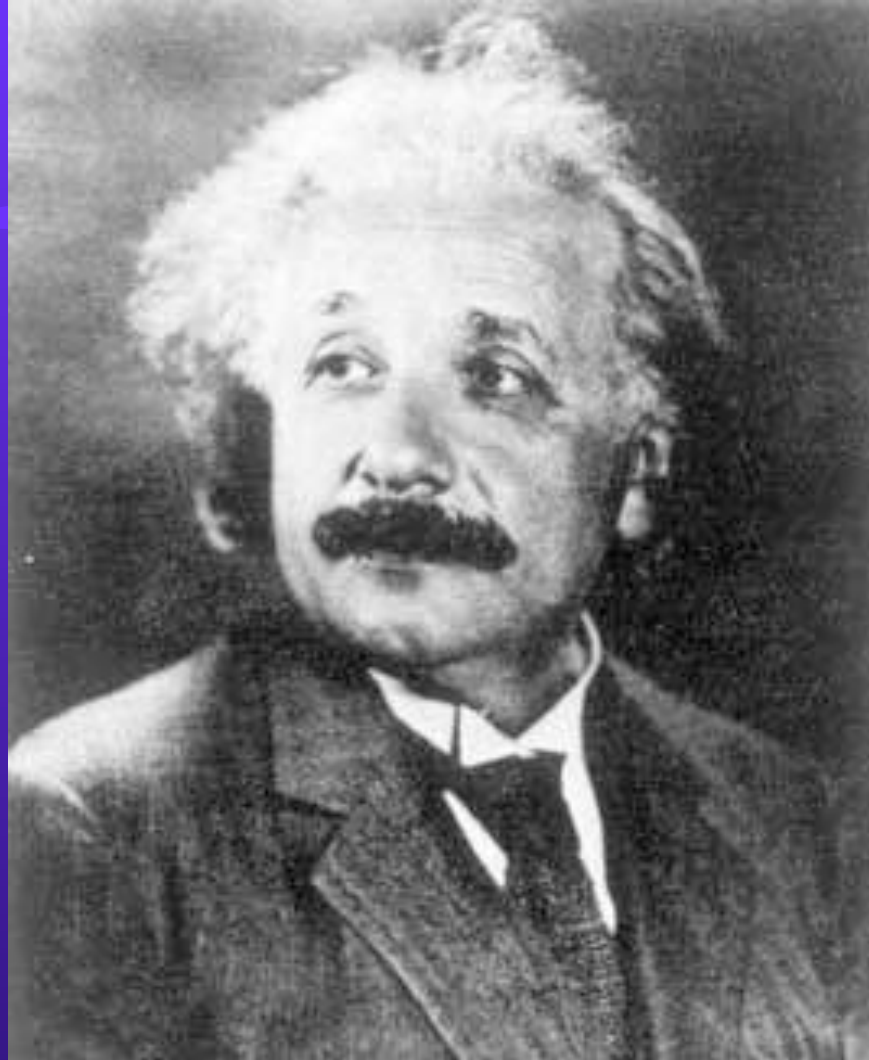
Results

- Provided needed specialty service for hospital and region
- Increases hospitals ability to keep patients in its system and therefore keep revenue
- Patients saved trip(s) into city – save travel cost and less time loss from work
- Accepted by patients
- Potential decrease overhead

Incorporation of Private Practice Specialists' Into The Telehealth

- Summary:

- The most interested MDs had the busiest practices
 - They understood the concept and value of telemed
- Surgical specialist more agreeable as a group
- Medical specialist more reluctant and wanted more data before even trying to evaluate patients



**“Imagination is more important than
knowledge”**