Telehealth in Delaware

Speech Telepractice: Strategies for Success

Michael Towey, M.A.
National Center for Telepractice Training
Waldo County General Hospital
Belfast, ME 04915
speech@wcgh.org

National Center for Speech Telepractice Training

Waldo County General Hospital
MaineHealth

Belfast, ME
www.mainspeechtherapy.org
Our Approach for Success
29th state with telehealth “parity” law
July 7, 2015
Strategy for Success

Develop your value proposition

How telepractice:
• solves problems,
• improves outcomes, and
• the specific benefits provided to patients & customers
• why should patients & customers should do business with you.

Speech Therapy Telepractice

The opportunity to transform therapy using the power of an interactive, content rich and motivating Web environment that people are using everyday.

Madden 2010
Better Than
ASHA NOMS N+200

Outcomes exceeding national benchmarks…
….up to 50% less time in treatment

Fewer treatment sessions by WCGH telepractice
then in the WCGH table top.

Today's patients are no longer
same patients traditional therapy
was designed to treat.
The context for speech therapy has changed.

Speech Telepractice

Standard of Care
Speech Telepractice

Reach underserved clients/patients.
Reach unserved clients/patients.
Reduce costs.
Work in your pajamas.
Make money.

Group patients in different locations.
Right therapist. Right treatment. Right time.
Create authentic treatment materials.

Record & replicate therapy.
More effective, efficient therapy
Available on multiple devices.

Align with digital learning initiatives.
Digital natives: People live, work & learn.
Strategy for Success

See the vision
Sinkers
Swimmers
Surfers

Denham C. (2009) The no outcome – no income tsunami is here:
Are you a surfer, swimmer or sinker

Iterations
June, 1977
Bigger than you think.

Telemedicine
Telerehabilitation
Telepractice

Bigger than you think.

Annual US Growth 56%

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>245</td>
</tr>
<tr>
<td>2015</td>
<td>374</td>
</tr>
<tr>
<td>2016</td>
<td>480</td>
</tr>
<tr>
<td>2017</td>
<td>700</td>
</tr>
<tr>
<td>2018</td>
<td>1092</td>
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</table>
Drivers

- Customer convenience
- Choice & access to providers
- Lower costs
- Worldwide efforts; cost of healthcare.
- Changes in payment for services
- Better outcomes

Cell Phones United States

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Units</th>
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<tbody>
<tr>
<td>1985</td>
<td>0</td>
</tr>
<tr>
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<td>2003</td>
<td>0</td>
</tr>
<tr>
<td>2005</td>
<td>250,000,000</td>
</tr>
</tbody>
</table>
Self imposed limits.

“Yeah, but I have to touch the patient. ...telepractice won’t work for the therapy I do.”

Strategy for Success

Develop a growth mindset.

Strategy for Success

Competencies & Skills

Be a chef.

Know what the heck you are doing and get good at it

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SpeechTelepractice

Competencies

Technical
Procedural
Preparation
Therapeutic
Interpersonal
Regulatory

Commonalities
Delivery Systems/Platforms
Cisco/Web Ex (integrated)
Adobe Connect
Centrix Go-To Meeting
Zoom
ooVoo
Vidyo
Microsoft Lync/Skype Business
Blue Jeans
Web-Based Telepractice

- Low Cost
- Role based & admin feature control
- Authentic Materials
- e-Tools
- Connectivity + Web
- Security & Your IT
- $$$ Tech Support
Competencies

- Connecting & trouble shooting
- Screen management
- Preparation of materials
- Using web based program.
- Engagement
- Using e-Helpers
- Recording & feedback
Requirements at Receiving Site

- Computer
- High speed broadband
- Web Cam & Microphone
- e-Helper

Strategy for Success

Find the bright spots.

Pascale, Richard et al. (2010) The power of positive deviance: How unlikely innovators solve the world’s toughest problems
eTools with Serena

Note screen management skills
photo & video recording permission obtained

Jenn uses e-tools to circle
Contacted via internet
Had a medical review
Professional speaker
Reimbursement
Pay Pal

Video
Video

Strategy for Success

Security & Confidentiality

Being ethical & having respect for your clients, patients, yourself & the profession
Licensing
Policies
Rules & Regs
Reimbursement

State by State
(+ AK & HI)
Reimbursement

CPT Code + modifier + GT

Policies & Procedures

“security is a not a product - but a process,”
Confidentiality & Security

HIPAA

HITECH Act 2009

Informs Action

Confidentiality
Health Insurance Portability and Accountability

Security
Health Information Technology

Policies & Procedures

Improperly secured or stolen/lost devices

- Laptops,
- Tablets,
- Mobile Phones,
- USB Drives.
### Who cares?

<table>
<thead>
<tr>
<th>1. Organization/individual did not know, but should have known.</th>
<th>$100-$50,000 each violation, up to $1.5 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Violation has reasonable cause &amp; not due to willful neglect.</td>
<td>$1000-$50,000 each violation, up to $1.5 million</td>
</tr>
<tr>
<td>3. Violation due to willful neglect, but corrected within required time frame.</td>
<td>$10,000-$50,000 each violation, up to $1.5 million</td>
</tr>
<tr>
<td>4. Violation due to willful neglect &amp; not corrected</td>
<td>$50,000 or more each violation, up to $1.5 million</td>
</tr>
</tbody>
</table>

**Corrective action/monitoring for up to 3 years**

**Jail**  From one to ten years

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### Top 10 HIPAA Mistakes

**14,300 Resolutions in 2013 up from 9408 in 2012**

- **Being unprotected from hacking.**
  - Encryption, firewalls, password-restricted access, other security measures

- **Inadequate training**
  - Adequate *ongoing* training.
  - Implement a HIPAA training program,
  - Included make written policies and procedures.
ASHA Telepractice Portal

Key Issues

A vendor cannot guarantee that a product is HIPAA-compliant,

because the policies of the provider and how a program is implemented are variables…

…that help determine the effectiveness of the program's privacy and security measures.

Security & Confidentiality

Key Features

- Who gets access & how roles assigned.
- Security of scheduling & securing sessions.
- Administrative control of platform.
- Informed consent
- What is provided for trainings.
- What is the review process/risk analysis
- Emergency procedures.
- Sanctions are identified in P&P manual.
Security & Confidentiality

Key Features

- Policies and procedures are in place.
- There is active review of the policies.
- There is training.
- Key features are addressed.

What’s the hype about FREE video conferencing?
HIPAA has 6 Ed programs
http://www.hhs.gov/ocr/privacy/hipaa/understanding/training

Strategies for Success
Overcoming barriers & driving change

“With teletherapy, we have been able to offer services while their child is in school. Very helpful for teachers to carry over strategies in the classroom.”
e-Helpers

Provide assistance to facilitate participation.

Spouse, parent, caregiver, teacher.

Training embedded.
They understand their role through coaching

E-Helper used with adults or children

Strategy for Success

Logic will get you from A to B.

Imagination will take you everywhere.
Preparing for therapy

- Virtual materials
- Online materials (pay a FEE)
- Re-purposing on line materials
- Authentic materials

Criteria for Selecting “Out of Box” Apps?

Fairly Priced  Interactive  Visual  Educationally Relevant  “Speechie”

http://www.speechtechie.com/
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www.mainespeechtherapy.org
Web Sites
pbskids.org

Martha Speaks
Games Repurposed

Dogs on Ice: Prepositions
Martha’s Scrapbook: Tier 2 vocabulary
Town Crier: Print tasks
Word Play: Vocabulary
Rhyme Time: Rhyming play poems
Video

Strategy for Success

Treatment that is salient, meaningful, engaging
Authentic Materials

real
stimulating
motivating
practice targets over & over
no cost

They are reading a funny story.
Nathan noticed frosting on Moira’s nose.  
(Moira is unaware).
fun with ANIMATION

Animation:
Add movement and/or effects in PowerPoint

Tiny jumped in the box.

©2015 Shaw, M. & Curtis, N.
Tiny jumped in the box.

Video
Make it real.

Simon wants to play hide-and-go seek!

Close your eyes.

DO NOT PEEK!
The girl is happy. She is wearing her favorite outfit to school.

The girl is happy because she is wearing her favorite outfit to school.
First  
Next  
Then  
Last  

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The Glasses Game!

©2014 Reid, A. & Curtis, N.
Glasses!

The Glasses Game!