



**SURFING THE WAVES OF CHANGE
WITH STYLE:
3 STEPS TO GROWING YOUR VIRTUAL
OBESITY TREATMENT PROGRAM**

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OBJECTIVES

- DESCRIBE THE ADVANTAGES AND DISADVANTAGES OF VIDEO VISITS COMPARED WITH IN-PERSON VISITS
- OUTLINE AT LEAST 3 IMPORTANT CRITERIA WHEN SELECTING A VIDEO VISIT PLATFORM
- LIST 5 STRATEGIES FOR EFFECTIVELY ENGAGING PATIENTS DURING VIDEO VISITS

VIDEO VS IN-PERSON: PROS

- EASIER FOR PATIENTS
 - TRAVEL, TIME OFF WORK, CHILD CARE, COVID CONCERNS, ETC
- MORE DISCRETE
- YOU GET A GLIMPSE INTO SOMEONE'S HOME ENVIRONMENT
- RELAXED REIMBURSEMENT RULES
 - VIDEO VISITS
- IMPROVED REIMBUTSEMENT
 - REMOTE PATIENT MONITORING

VIDEO VS IN-PERSON: CONS

- TECHNOLOGY
- NOT AS PERSONAL
- GROUP MEETING FACILITATION IS AN ART (MORE TO COME)

WHICH ONE DO I PICK?

- EASE OF USE
 - CONNECTING AND INTERACTING W/ PATIENTS
 - 1 ON 1 – WHAT'S THE PROCESS?
 - GROUPS – Q&A, COMMENTS, ABILITY TO MUTE PARTICIPANTS
 - USER INTERFACE
 - INTUITIVE?
 - CUSTOMIZABLE?
 - EHR INTERFACE

WHICH ONE DO I PICK?

- AUTOMATION
 - REPORTING
 - COMPLIANCE: VIDEOS, FOOD/MOOD JOURNALS
 - BILLING DATA: TIME SPENT, DATA POINTS
 - NOTIFICATIONS
 - OUT OF RANGE DATA
 - CODING / BILLING THRESHOLDS

BILLING OPTIONS

- CASH
 - SET YOUR OWN PRICE
 - INDIVIDUAL SESSIONS
 - GROUP SESSIONS
- INSURANCE
 - REMOTE PATIENT MONITORING
 - TELEHEALTH (VIDEO) VISITS

RPM CPT CODES*

- 99453** INITIAL SET UP \$18 ONE TIME
- 99454 16 DATA POINTS IN 30 DAYS \$60 / 30 DAYS
- 99457 20 MIN TX/MGT / INTERACTION \$52 / MONTH
- 99458 20 ADDITIONAL MIN \$42 / MONTH

*PHYSICIAN, PA, NP, RD

**DONE BY YOU OR A 3RD PARTY; NOT PERFORMED ON SAME DAY AS AN E/M CODE VISIT

Qualifying Activity



At least 16 days of device supply

Performed by:
Physician, QHCP or clinical staff



At least 20 minutes of dedicated clinical time including interactive communication during the calendar month

Performed by:
Physician, QHCP or clinical staff



At least 30 minutes spent collecting and interpreting physiologic data over 30 days

Performed by:
Physician or QHCP

- or -

Billing Frequency

➔ **99453** and ➔ **99454**

One time per episode of care

Each 30 days

➔ **99457**

Each 30 days

➔ **99458**

Each 30 days

- or -

99091

Each 30 days

TELE-VISIT CHARGES

- PHYSICIAN / PA / NP
 - SAME CODES AS IN PERSON VISITS
- RD
 - SEE EATRIGHTPRO.ORG & CMS FOR MORE INFORMATION:
 - [HTTPS://WWW.EATRIGHTPRO.ORG/PRACTICE/PRACTICE-RESOURCES/TELEHEALTH/MEDICARE-TELEHEALTH-SERVICES-AND-REGISTERED-DIETITIANS](https://www.eatrightpro.org/practice/practice-resources/telehealth/medicare-telehealth-services-and-registered-dietitians)
 - [HTTPS://WWW.CMS.GOV/OUTREACH-AND-EDUCATION/MEDICARE-LEARNING-NETWORK-MLN/MLNPRODUCTS/DOWNLOADS/TELEHEALTHSRVCFSCTSHT.PDF](https://www.cms.gov/outreach-and-education/medicare-learning-network-mln/mlnproducts/downloads/telehealthsrvcfsctsh.pdf)

WHICH ONE DO I PICK?

- DEVICE MANAGEMENT
 - SCALES, ACTIVITY TRACKERS (OR ABILITY TO INTEGRATE), BP CUFF, GLUCOMETER
 - DO THEY SHIP DIRECTLY TO PATIENTS
 - DO THEY PROVIDE TECH SUPPORT
 - DO THEY COLLECT THE DEVICES AFTER A PATIENT IS NO LONGER ENROLLED

HOW'S YOUR "SCREEN-SIDE" MANNER?

- KNOW YOUR BACKGROUND
 - VISUALS, SOUNDS
- MIND YOUR LIGHTING
- POSITION YOUR CAMERA WELL
- TALK TO THE CAMERA
- COUNT TO 3 AFTER YOU ASK A QUESTION

HOW'S YOUR "SCREEN-SIDE MANNER?"

- GROUPS:
 - SET GROUND RULES AT THE BEGINNING
 - TACTFULLY REDIRECT SOMEONE TAKING OVER OTHER "MONO-GLOSSO-PLERIA"
 - ROUND ROBIN TO INCLUDE LESS TALKATIVE PARTICIPANTS
- THANK THEM FOR BEING WILLING TO TRY SOMETHING NEW
- ASK WHAT COULD MAKE THE EXPERIENCE BETTER
 - PLUS / DELTA AT THE END
 - SURVEYS

QUESTIONS?

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