

Meeting Agenda | Health Care Policy Committee

Thursday, September 15, 2016 | 10:00 a.m.

200 Arbor Lake Dr., Columbia, SC 29223 | Second Floor Conference Room

- I. Call to Order
- II. Adoption of Proposed Agenda
- III. Approval of Meeting Minutes- August 18, 2016
- IV. Telehealth Introduction
- V. Old Business/Director's Report
- VI. Adjournment

Notice of Public Meeting

This notice is given to meet the requirements of the S.C. Freedom of Information Act and the Americans with Disabilities Act. Furthermore, this facility is accessible to individuals with disabilities, and special accommodations will be provided if requested in advance.

PUBLIC EMPLOYEE BENEFIT AUTHORITY AGENDA ITEM
Health Care Policy Committee

Meeting Date: September 15, 2016

1. Subject: Telehealth Introduction

2. Summary: Ms. Sarah Martin from BCBSSC will lead a discussion related to telehealth and Blue CareOnDemand.

3. What is Committee asked to do? Receive as information

4. Supporting Documents:

(a) Attached: Blue CareOnDemand



Serving those who serve South Carolina

Blue CareOnDemand

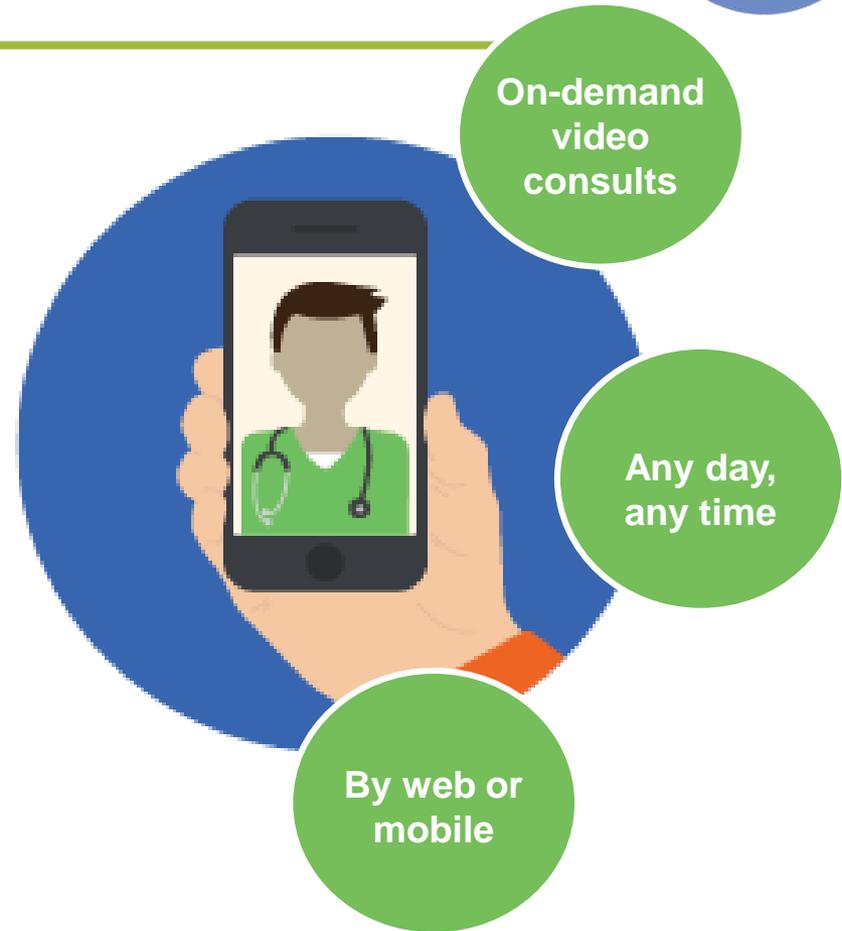
Virtual visits for State Health Plan members

September 15, 2016

What is Blue CareOnDemand?



- BlueCross BlueShield of South Carolina's telehealth offering
- Members connect with board-certified physicians and other licensed health care professionals 24/7/365 through video visits





What is telehealth?

- The delivery of health-related services and information via telecommunications and video technologies
- Not a replacement for a member's primary care physician
- Allows member to be seen for urgent care issues 24/7/365 when their primary care physician may not be available
- Provides an option to the emergency room for concerns after hours

BlueCross telehealth status



- BlueCross has offered telehealth to self-insured groups since 2014
- BlueCross launched virtual visit technology for fully-insured business on January 1, 2016
- Currently working with South Carolina provider network on expansion:
 - Follow-up care with current patients
 - Health coaching
 - Other specialties
- S.B. 1035 South Carolina Telemedicine Act signed into law June 3, 2016
 - to authorize the practice of telemedicine
 - to establish requirements related to the practice of telemedicine
 - to authorize the prescription of medication as part of the practice of telemedicine and to establish limitations

Blue CareOnDemand: 24/7/365 access



- Virtual visits within 2 minutes
- Urgent care diagnoses addressed:
 - Sinusitis
 - Respiratory infection
 - Bronchitis
 - Urinary tract infection
 - Pharyngitis
 - Pink eye
 - Cough
 - Flu
 - Allergies
 - Dysuria
- Includes needed prescriptions within certain parameters



Blue CareOnDemand: member experience



Member access via web or mobile

A faster, easier way to see a doctor

Blue CareOnDemand makes it easy to talk to a doctor. Simply select a physician and connect. Our providers are U.S. board-certified physicians and licensed health care professionals.

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Powered by American Well

www.BlueCareOnDemandSC.com

Download on the App Store

ANDROID APP ON Google play

Registration: real-time communication with BlueCross system



Member registers and creates a profile, providing insurance information.

First Name Last Name

Email

Confirm Email

Password

I agree to these [Terms of Use](#).

Sign Up

Already have an account? [Log In](#)



Real-time benefit status

- Confirm eligibility
- Member cost share based on benefits plan and deductible status



Member emails used to promote engagement



Compliance with state telehealth regulations



- Members select **current location** prior to the consult to ensure compliance
- Telehealth is available in most states
- Some states do not allow telehealth for prescriptions



Paying for the virtual visit

- Cost is based on member real-time eligibility and benefits, including deductible status
- Payment is collected prior to visit
- All credit cards, including FSA and HSA cards, are accepted

The screenshot shows a mobile payment interface. At the top, a white box displays "Your cost: \$30" in blue and green text. Below this, the current cost is shown as "Your Cost: \$49". There is a "Coupon Code" input field and an "Apply" button. The "CARD ON FILE" section prompts the user to "Please verify security code for credit card ending in 4859." The security code "982" is entered in a field. A "Continue" button is highlighted with a dashed yellow border.



Provider selection

The screenshot displays the Blue CareOnDemand website. At the top, there is a navigation bar with links for Home, My Health, My Providers, and Test My Computer. Below the navigation bar is a large banner image of a man and a woman looking at a tablet. The banner includes the Blue CareOnDemand logo and a text box that reads: "Blue CareOnDemand makes it easy to Live Fearless because you can connect with a doctor regardless of where you are or when you need care. Simply select a physician and connect. Our physicians are U.S. educated, board". Below the banner is a "Choose a Provider" section with a search bar labeled "Search By Name". There are six provider cards displayed in a 2x3 grid. Each card shows a photo of the provider, their name, specialty, and availability status. The providers are: Jon Carter MD (Emergency Medicine, Offline), Frederick Warner MD (Emergency Medicine, Offline), J. Douglas Adams MD (Emergency Medicine, Offline), Charles Wallace MD (Family Physician), Ifeoma Nnaji MD (Family Physician), and Tara Wilson MD (Family Physician). To the right of the provider cards is a "My Services" section with the Blue CareOnDemand logo and a "+ Add a Service Key" button.

- Members choose from a selection of available providers licensed in their state
- Provider panel includes:
 - Online Care Group
 - online only provider group owned by American Well and Anthem BlueCross
 - National licensure coverage
 - Doctors Care
 - Future expansion to BlueCross SC provider network



Provider profile

BLUE
CareOnDemand™

Blue CareOnDemand makes it easy to Live Fearless because you can connect with a doctor regardless of where you are or when you need care. Simply select a physician and connect. Our physicians are U.S. educated, board

More ▾



J. Douglas Adams
MD
Emergency Medicine

[Send Message](#)

“ Hello, I am Dr. Adams. I am Board Certified Emergency Medicine Physician and Military Flight Surgeon . I have over 30 years of experience in Emergency Medicine, Urgent Care, and Military Service. I am looking forward to connecting with you and helping in any way I can. ”

Cost per Visit: \$59.00 (may be covered by insurance)

Languages English	Professional Education Other , 1985
Years of Experience 30 years	Residency St Vincent / Mercy, 1993
Internship St Vincent / Mercy, 1991	Location Salem, SC
Primary Care Provider No	

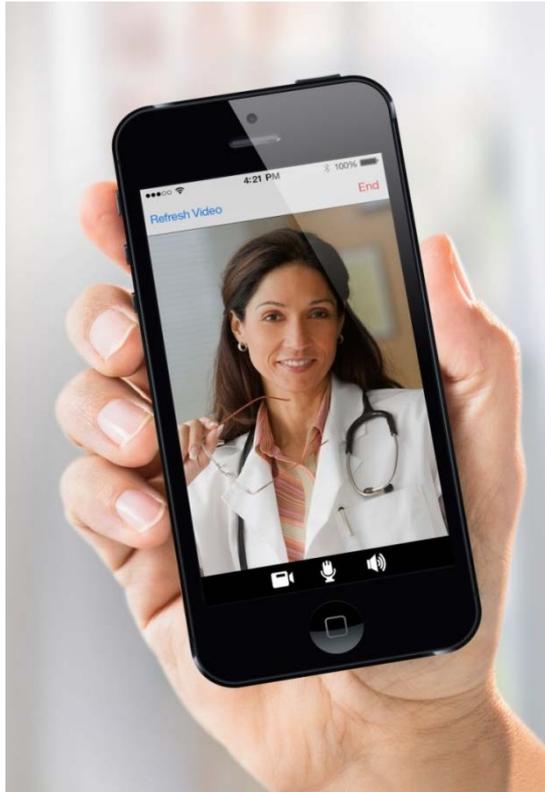
Members have access to a picture of the physician and key information to assist them in provider selection

Doctors access medical history prior to visit



- Biometrics and vitals:
 - Self reported in the platform
 - Downloaded from Apple Health app
- Prescription information via SureScripts
- Patient-supplied medical history
- Past telehealth visit records and provider notes
- Future: Gaps in care

About the visit



- Consults typically last about 10 minutes — longer if needed
- Doctors review medical history, ask pertinent questions and address member concerns
- Doctors provide treatment plan and prescribe medications as needed
- **85%** of visits resolve the member's issue completely

Live demonstration





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