



dr. on demand

Stanford Virtual Care Seminar

June 10, 2020

Doctor On Demand and Continuous Innovation



Phone Medicine Has a Time and Place

- Difference in differences (*Rand 2017*) analysis to determine “substitution” vs “new utilization”
- Phone-based visits between 2011-2013
- 12% of DTC telehealth visits replaced visits to other sites and 88% was new utilization
- Per episode cost savings from substitution were outweighed by the increase in spending from new utilization

COMMERCIAL INSURER INNOVATION

By J. Scott Ashwood, Ateev Mehrotra, David Cowling, and Lori Uscher-Pines

Direct-To-Consumer Telehealth May Increase Access To Care But Does Not Decrease Spending

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HEALTH AFFAIRS 36,
NO. 3 (2017): 485-491
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The People-to-People Health
Foundation, Inc.

ABSTRACT The use of direct-to-consumer telehealth, in which a patient has access to a physician via telephone or videoconferencing, is growing rapidly. A key attraction of this type of telehealth for health plans and employers is the potential savings involved in replacing physician office and emergency department visits with less expensive virtual visits. However, increased convenience may tap into unmet demand for health care, and new utilization may increase overall health care spending. We used commercial claims data on over 300,000 patients from three years (2011–13) to explore patterns of utilization and spending for acute respiratory illnesses. We estimated that 12 percent of direct-to-consumer telehealth visits replaced visits to other providers, and 88 percent represented new utilization. Net annual spending on acute respiratory illness increased \$45 per telehealth user. Direct-to-consumer telehealth may increase access by making care more convenient for certain patients, but it may also increase utilization and health care spending.

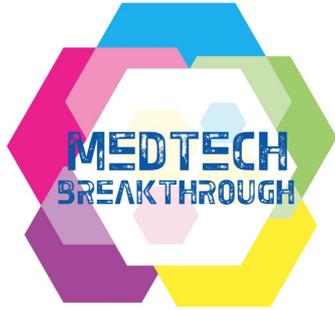
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Best Telehealth Platform



BIG Innovation



Best Telemedicine Company



Executive Member

**Patient-Centered
Primary Care**
COLLABORATIVE



Accreditations



Accepted by American Telemedicine Association



Doctor On Demand Physicians

- Translating bedside care to virtual care
- Physicians can practice relationship-centered care
- On-boarded over 300 clinicians within 30 days
- Spoke to physicians in over 20 specialities
- Average onboarding of 5 days
- Average 17 years board-certified/licensed clinical experience



Diversity in the Workforce

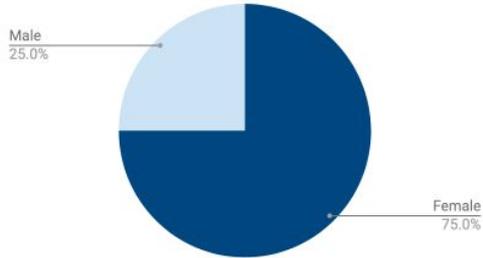


Nearly two thirds of our physicians are women, compared to 36 percent of women physicians in the US.⁴

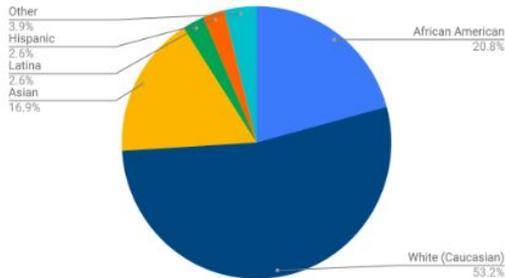


Doctor On Demand has quadruple the national amount⁵ of African American physicians.

What is your gender identity?



What is your ethnic identity?



³ [Health Professionals for Diversity Coalition, Health Affairs](#)

⁴ [Kaiser Family Foundation](#)

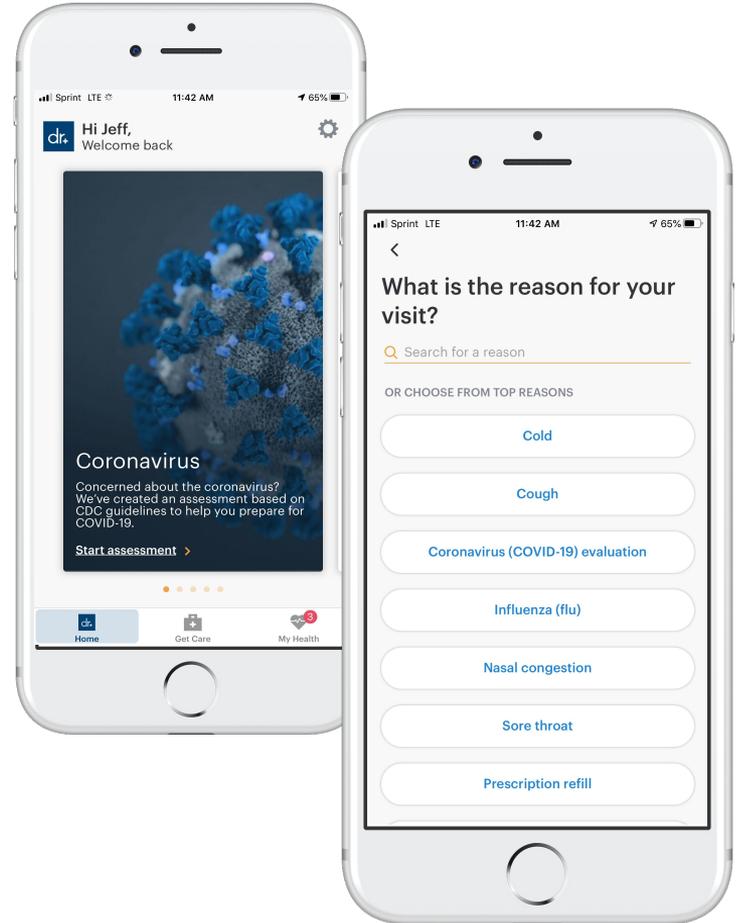
⁵ [Becker's Hospital Review, Data USA](#)

Synapse: Integrated Virtual Medical Home



Telemedicine COVID-19 Response

- Online COVID-19 assessment and triage
 - Home care guidance
 - COVID-19 Information Center
 - Appointments for **COVID screening** and **other healthcare needs**
- + Prevents the spread of infection
- + Reduces burden on healthcare system
- + Keeps doctors and patients safe



Improving Chronic Disease Outcomes

Diabetes

Patients were divided into two groups:

A1C \geq 7.0

19.3%

reduction in
A1C for \geq 7.0

33.3%

of diabetics \geq 7.0
achieved therapeutic
goal \leq 7.0

A1C \geq 9.0

Critically High

58.3%

of patients \geq 9.0
were reduced below
critical range

24.5%

reduction in
A1C for \geq 9.0

Hemoglobin A1C Test Results



Improving Chronic Disease Outcomes

High Cholesterol

Patients with LDL cholesterol ≥ 190 mg/dl are at highest risk of heart disease and stroke

Total Cholesterol:

18.3%

Reduction

LDL Cholesterol:

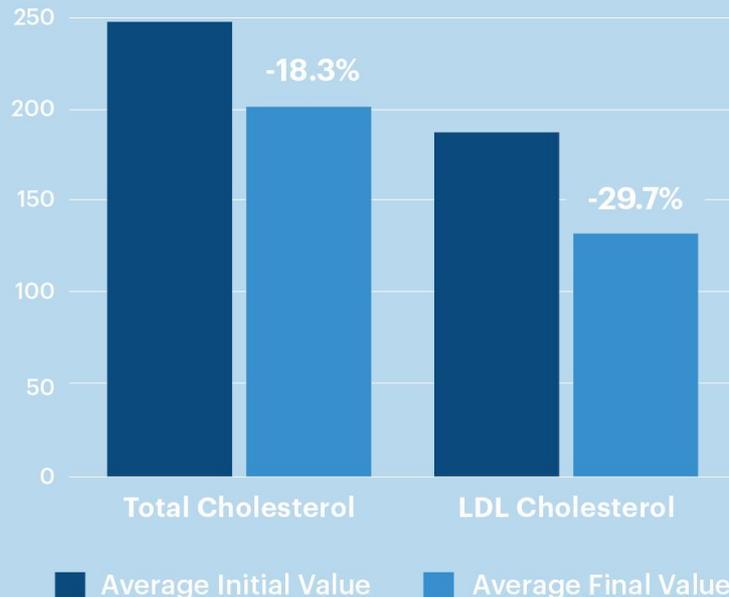
29.7%

Reduction

80%

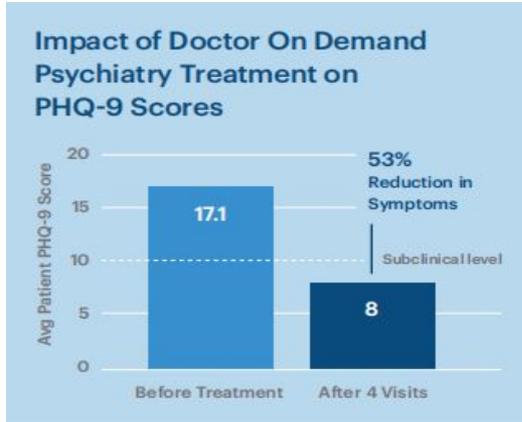
of patients with LDL > 190 mg/dl were treated to goal < 190 mg/dl

LDL & Total Cholesterol

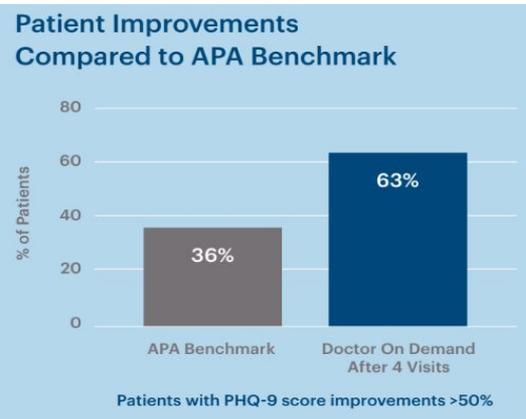
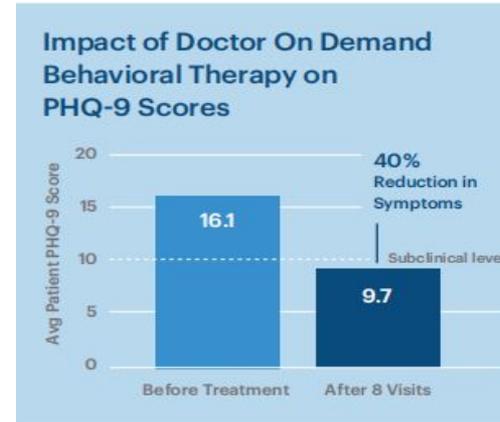


Depression Care Improvement

Psychiatry



Therapy



Reduction in Symptoms

42%

Patient remission rate

40%

Improvement in PHQ-9 over 8 visits

55%

of patients achieved subclinical symptom level, PHQ-9 <10

Compassionate Care Study

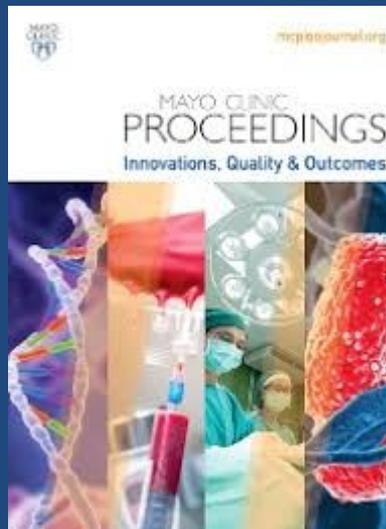
Title: *“Beyond Convenience: Patients’ Perceptions of Physician Interactional Skills and Compassion via Telemedicine”*

Authors: *Elliott T, Sheridan A, Lown B, Tong I*

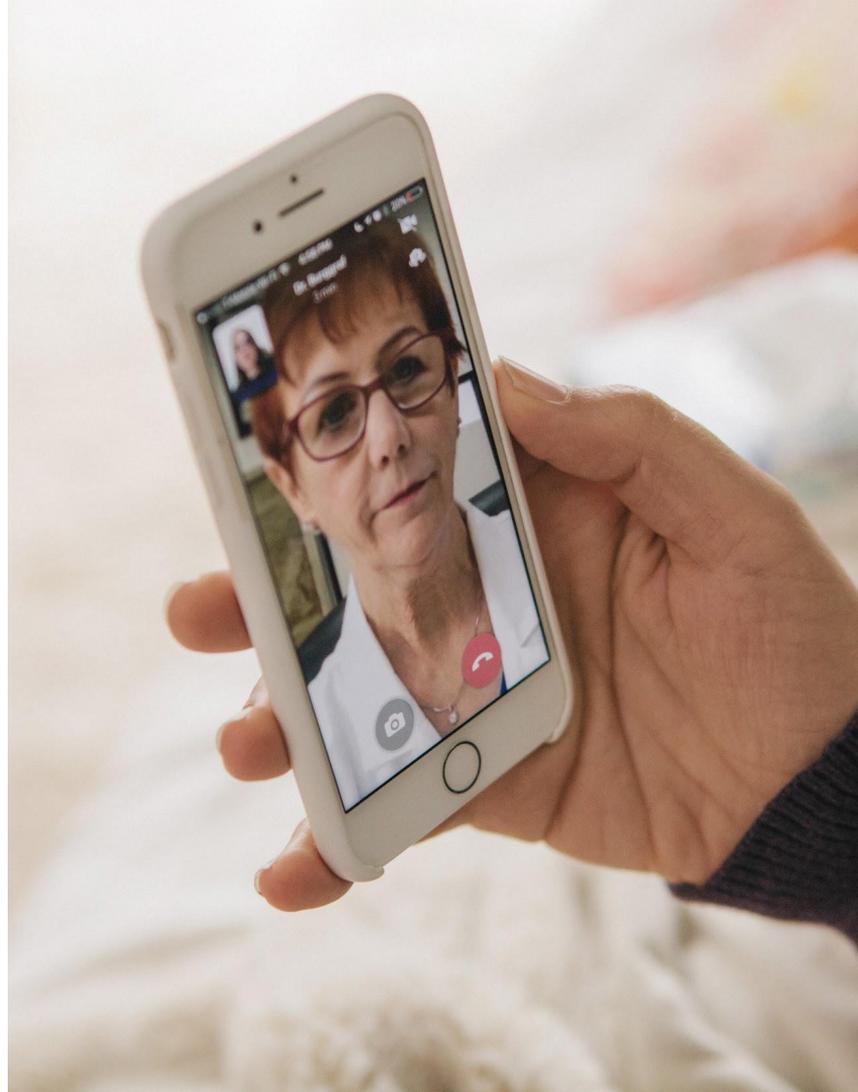
- Builds Rapport: 1,384
- Uncodable: 888
- Shares Information: 709
- Provided Treatment: 93
- Patient Perspective: 71
- Expectation & Agenda Setting: 25
- Elicits Information: 397
- Listens, is attentive: 201
- Shared Decision Making: 40
- Spent Right Amount of Time: 244
- User Experience: 520

Mayo Clinic Proceedings Innovations, Quality and Outcomes

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Product Demonstration



Primary Care and Kits

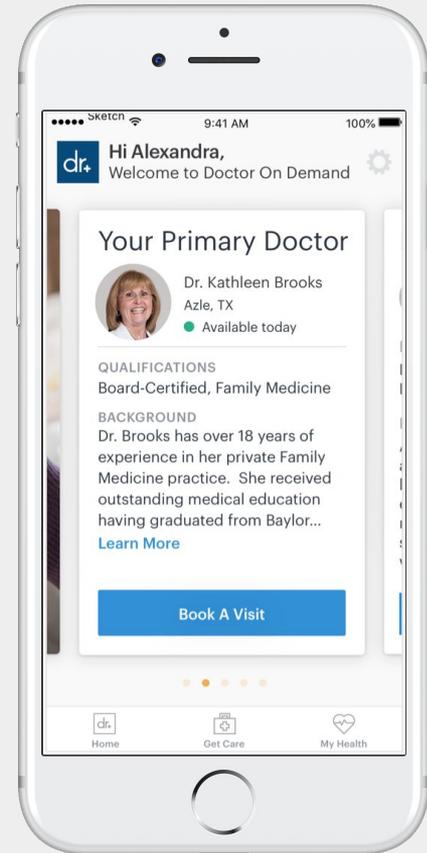
Once enrollment is confirmed, they're welcomed to Doctor On Demand and Primary Care

Overview of device kit

New options to see PCP and message care team

Each time app is opened, PCP is presented

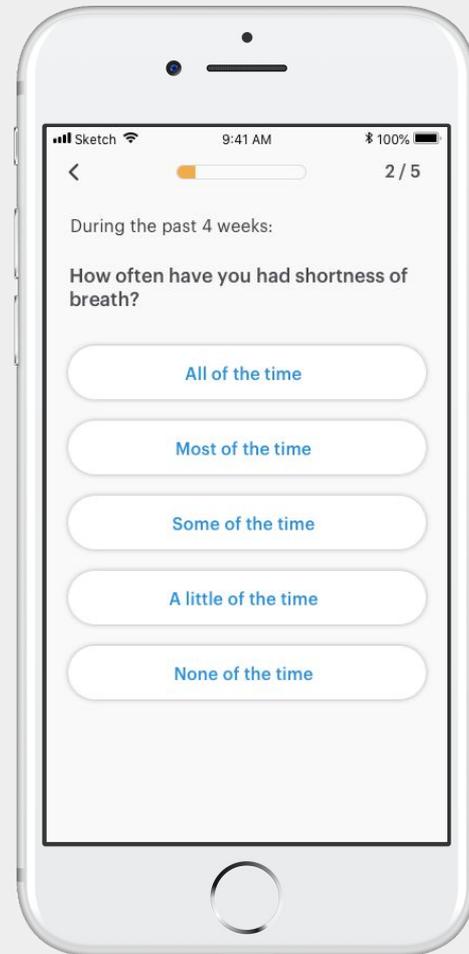
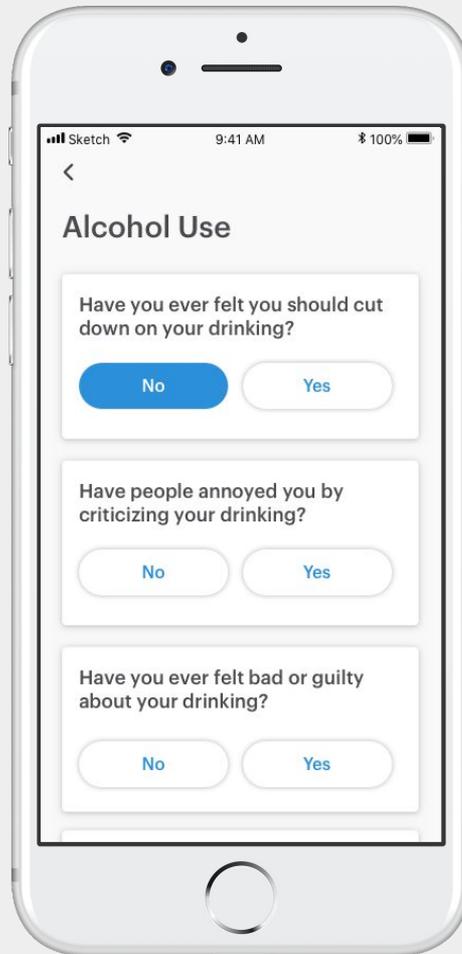
Flexibility to change your PCP at any time



Program Assessment

Primary care visits can lead to a suite of health screening questionnaires, such as:

- AUDIT-C (alcohol use)
- PC-PTSD (post traumatic stress disorder)
- PHQ-9 and GAD-7 (PCP assesses Depression and Anxiety)
- ACT (Asthma Control Test)
- ISI (Insomnia Severity Index)



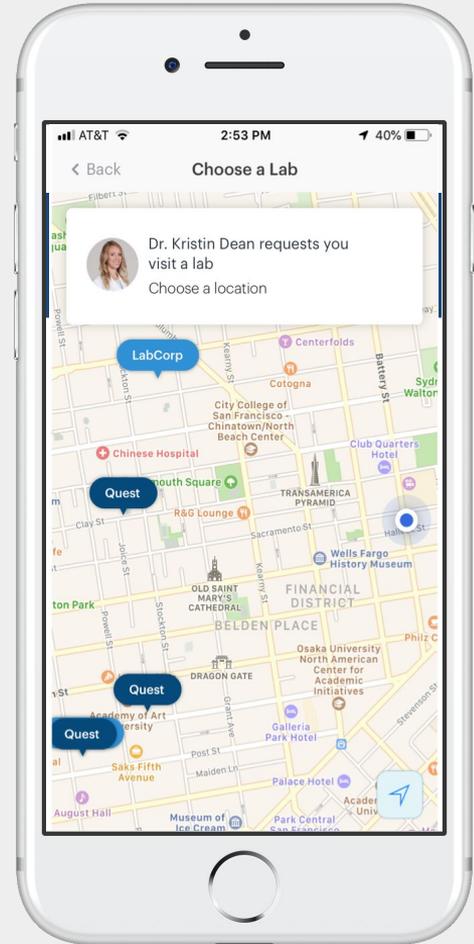
Labs

Patient can choose a convenient in-network lab location

Doctors will review the results and send patients a message

Patients always have access to the report results in their app

Follow-ups, prescriptions, referrals can be ordered after reviewing results



Q & A