Stanford Virtual Care Seminar
June 10, 2020
Doctor On Demand and Continuous Innovation

- 2014: DTC Urgent Care
- 2015: Enterprise Capabilities
- 2016-2017: Behavioral Health
- 2018-2019: Synapse - Virtual Primary Care
- 2020 and Beyond: Virtual Health Plan
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

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.
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

![FORTUNE BEST WORKPLACES IN HEALTH CARE AND BIOPHARMA 2020](image)
Diversity in the Workforce

Nearly two thirds of our physicians are women, compared to 36 percent of women physicians in the US.¹

What is your gender identity?
- Male: 25.0%
- Female: 75.0%

Doctor On Demand has quadruple the national amount² of African American physicians.

What is your ethnic identity?
- African American: 20.0%
- White (Caucasian): 53.2%
- Latina: 7.3%
- Asian: 10.3%
- Hispanic: 3.1%
- Other: 1.1%

¹ Health Professionals for Diversity Coalition, Health Affairs
² Kaiser Family Foundation
³ Becker's Hospital Review, Data USA
Synapse: Integrated Virtual Medical Home

Preventive

Urgent Care

Behavioral Health

Chronic

Unified Platform

Ecosystem Integrations

Care Coordination

Connected Devices
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:

<table>
<thead>
<tr>
<th>A1C ≥ 7.0</th>
<th>A1C ≥ 9.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.3%</td>
<td>58.3%</td>
</tr>
<tr>
<td>reduction in A1C for ≥ 7.0</td>
<td>of patients ≥ 9.0 were reduced below critical range</td>
</tr>
<tr>
<td>33.3%</td>
<td>24.5%</td>
</tr>
<tr>
<td>of diabetics ≥ 7.0 achieved therapeutic goal ≤ 7.0</td>
<td>reduction in A1C for ≥ 9.0</td>
</tr>
</tbody>
</table>

Hemoglobin A1C Test Results

Initial Value ≥ 7.0
- Initial Value: 7.0
- Average Initial Value: 7.0
- Average Final Value: 5.0
- Reduction: 19.3%

Initial Value ≥ 9.0
- Initial Value: 9.0
- Average Initial Value: 9.0
- Average Final Value: 5.0
- Reduction: 24.5%
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
Depression Care Improvement

**Psychiatry**

**Impact of Doctor On Demand Psychiatry Treatment on PHQ-9 Scores**

- Before Treatment: 17.1
- After 4 Visits: 8
- 53% Reduction in Symptoms

**Therapy**

**Impact of Doctor On Demand Behavioral Therapy on PHQ-9 Scores**

- Before Treatment: 16.1
- After 8 Visits: 9.7
- 40% Reduction in Symptoms

**Patient Improvements Compared to APA Benchmark**

- APA Benchmark: 36%
- Doctor On Demand After 4 Visits: 63%

**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
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
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