

Advancing Health Equity Through Telehealth Interventions During COVID-19 and Beyond

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Agenda

- **Welcome**
 - Amber Hewitt, Director of Health Equity, Families USA
- **What is Patient-Centered Outcomes Research?**
 - Lee Taylor-Penn, Senior Policy Analyst, Families USA
- **Policy Recommendations from the Telehealth Report**
 - Lee Taylor-Penn, Senior Policy Analyst, Families USA
- **Building Bridges to Assist Patients in Crossing the Digital Health Divide**
 - Dr. Kevin Fiscella, Professor, University of Rochester Medical Center
- **Health Care Just Performed a High-G Maneuver**
 - Dr. Steven Waldren, Vice President & Chief Medical Informatics Officer, American Academy of Family Physicians
- **Q & A**
 - facilitated by Amber Hewitt, Families USA
- **Closing**
 - Amber Hewitt, Families USA



CENTER ON

HEALTH EQUITY ACTION

FOR SYSTEM TRANSFORMATION

AT **FAMILIESUSA** 

The logo features a circular arrangement of dots in a halftone pattern, creating a ring effect. The dots are a darker shade of red than the background square.

Evidence for Equity Initiative

SPECIAL THANKS TO OUR FUNDER!



Patient-Centered Outcomes Research Institute

PCORI has funded **70 active or completed comparative clinical effectiveness research studies** that use community health workers in an intervention, an investment of **\$248 million**.

As of August 2019

Evidence for Equity Publications

Introductory Brief

- [The Role of Patient-Centered Outcomes Research In Improving Evidence and Advancing Health Equity](#)

Asthma

- [Advancing Health Equity Through Better Evidence For Asthma Care: Translating Patient-centered Outcomes Research Learnings Into Equity-focused Policy Recommendations](#)

Community Health Workers

- [Advancing Health Equity Through Community Health Workers and Peer Providers: Mounting Evidence and Policy Recommendations](#)
- [Making Community Health Workers Fundamental: New Research Strengthens The Case For State Policymakers to Include CHWs in Care Delivery Teams](#)
- [Spotlight On Success: New Mexico Community Health Representative Program Reduces Risk of Chronic Kidney Disease for Rural Zuni Indians](#)

Telehealth

- [Advancing Health Equity through Telehealth Interventions during COVID-19 and Beyond: Policy Recommendations and Promising State Models](#)

Advancing Health Equity through Telehealth Interventions during COVID-19 and Beyond: Policy Recommendations and Promising State Models



Advancing Health Equity through Telehealth Interventions during COVID-19 and Beyond: Policy Recommendations and Promising State Models

State Policy Recommendations

Priority Area 1: Improve Telehealth Financing and Implementation Models to Increase Reach

Priority Area 2: Remove Provider Barriers to Increase Access to Telehealth

Priority Area 3: Bridge the Digital Divide to Improve Patient Access to Telehealth Services

Urge your state policymakers to advance telehealth legislation that prioritizes health equity during COVID-19 and beyond.





Kevin Fiscella, MD, MPH

Professor

University of Rochester

Medical Center

Building Bridges to Assist Patients in Crossing the Digital Health Divide

Kevin Fiscella, MD, MPH

Supported by
PCORI

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The Digital Health Divide

- ✓ Health care delivery is rapidly adopting use of digital health technology to promote health
- ✓ Digital health involves a range of rapidly expanding technology, e.g. videoconferencing, messaging through EHR portals, automated texting, remote monitoring, online information, and growing array of health apps and wearables
- ✓ People who are older, have less education or less and who are from under-represented minority groups are less likely to have access and/or to use these technologies

The Digital Health Divide Undermines Health Equity

- ✓ The digital health divide further amplifies “the inverse care law” by providing health promoting technology to those with better health (and less need)
- ✓ Contributors to the digital health divide include knowledge, skills, confidence, attitudes and access to devices and broadband
- ✓ Without bridges to cross this divide, the impact on health equity could be substantial....

Principles for Crossing the Digital Health Divide

- ✓ The size of the digital divide differs widely between patients – from a crack in the sidewalk to a gaping chasm
- ✓ The corresponding support that patients need for successful crossing is based on the size of the divide
- ✓ Failing to align the supporting bridge to size of the divide means permanently stranding some patients on the wrong side

The GREAT Training Program

Get Ready and
Empowered
About Treatment
Study (GREAT)



Development of Training

- ✓ **Grounded in Community Engagement**
- ✓ **Program developed with patients**
- ✓ **Adopted user-centered design during pilot testing and refinement of training**

Patient Participants

Characteristic	Mean/%
Age	51 Years
Percent Male	59%
Black/Latinx	77%
Income	69% ≤\$1,000/month (91%≤ \$2,000/month)
Education	30% no HS/GED 30% GED/HS
<u>Never</u> used a computer/smart device	25%

Training Structure

- ✓ **Six weekly 90-minute group training sessions**
- ✓ **Co-facilitation by trained peers**
- ✓ **Hands on training with homework**

Training Content

- ✓ **Device basics (turning device on/off, password setting and recovery, navigating screens, importing contacts, freeing up storage etc)**
- ✓ **WiFi and how to minimize data usage**
- ✓ **Email and recovery of passwords**

Training Content

- ✓ How use the internet, high quality sites, bookmarking
- ✓ How to use the GREAT app, step by step
- ✓ How to download and use selected other apps, step by step

Training Processes

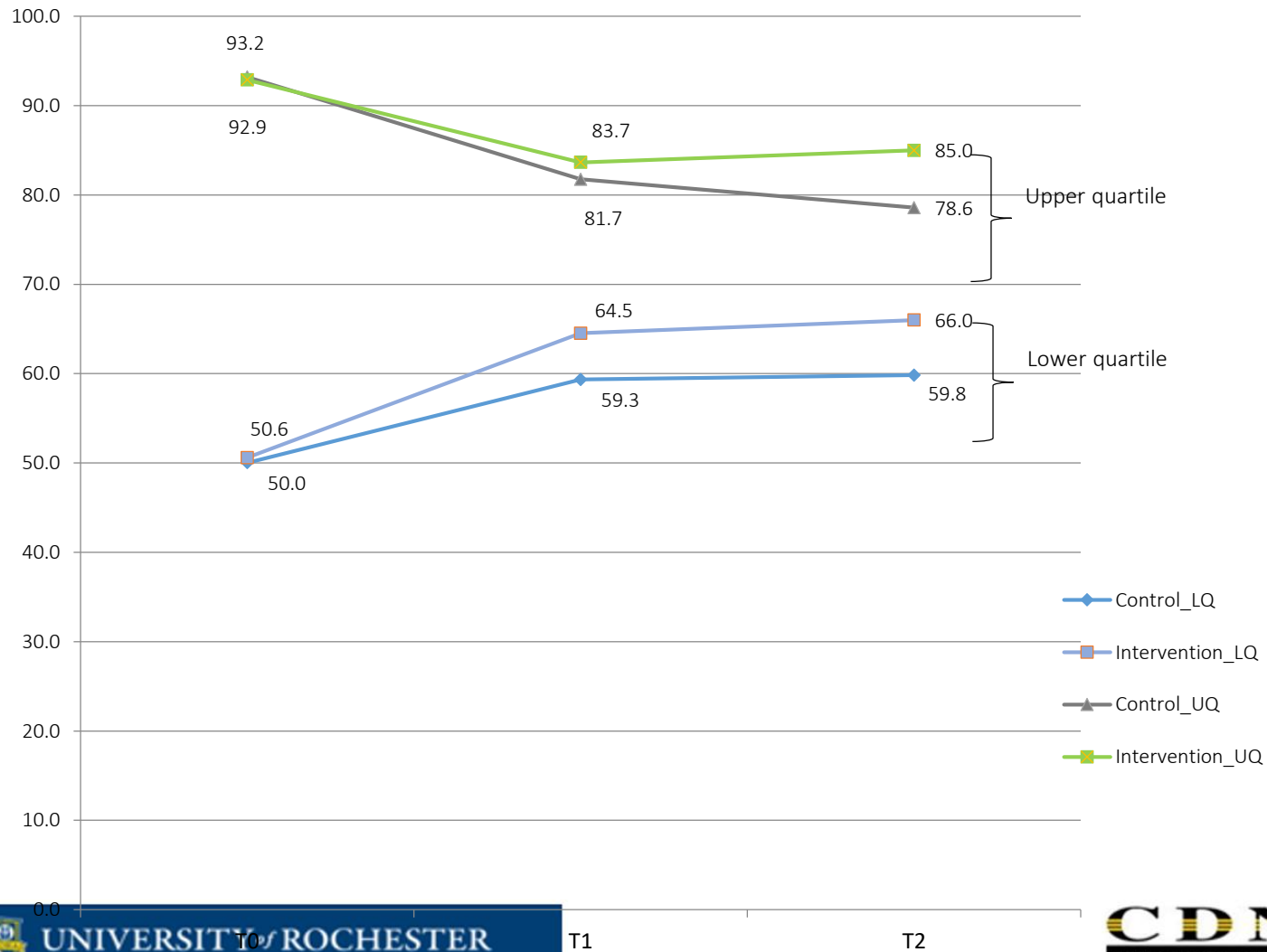
Focus	How did we do it?
Relevant Training	<ul style="list-style-type: none"> • Input into content • Choosing their own goals • Values Affirmation
Group Cohesion and Fun	<ul style="list-style-type: none"> • Psychologically safe group-environment • Stigma reduction, a shared lived experience • Shared-learning and helping each other
Basic Mastery	<ul style="list-style-type: none"> • Affirmation of strengths • Feedback on progress • 1:2 training ratio • Make-up training sessions • Role-play/practice, repetition • Train to master

Health Equity & Social Determinants of Health

- Remuneration
- Provision of an iPod
- Transportation
- App Store gift cards
- Train-the-trainer opportunities
- Free community resources (internet, smartphones, and technology training)
- Lunch or snacks provided

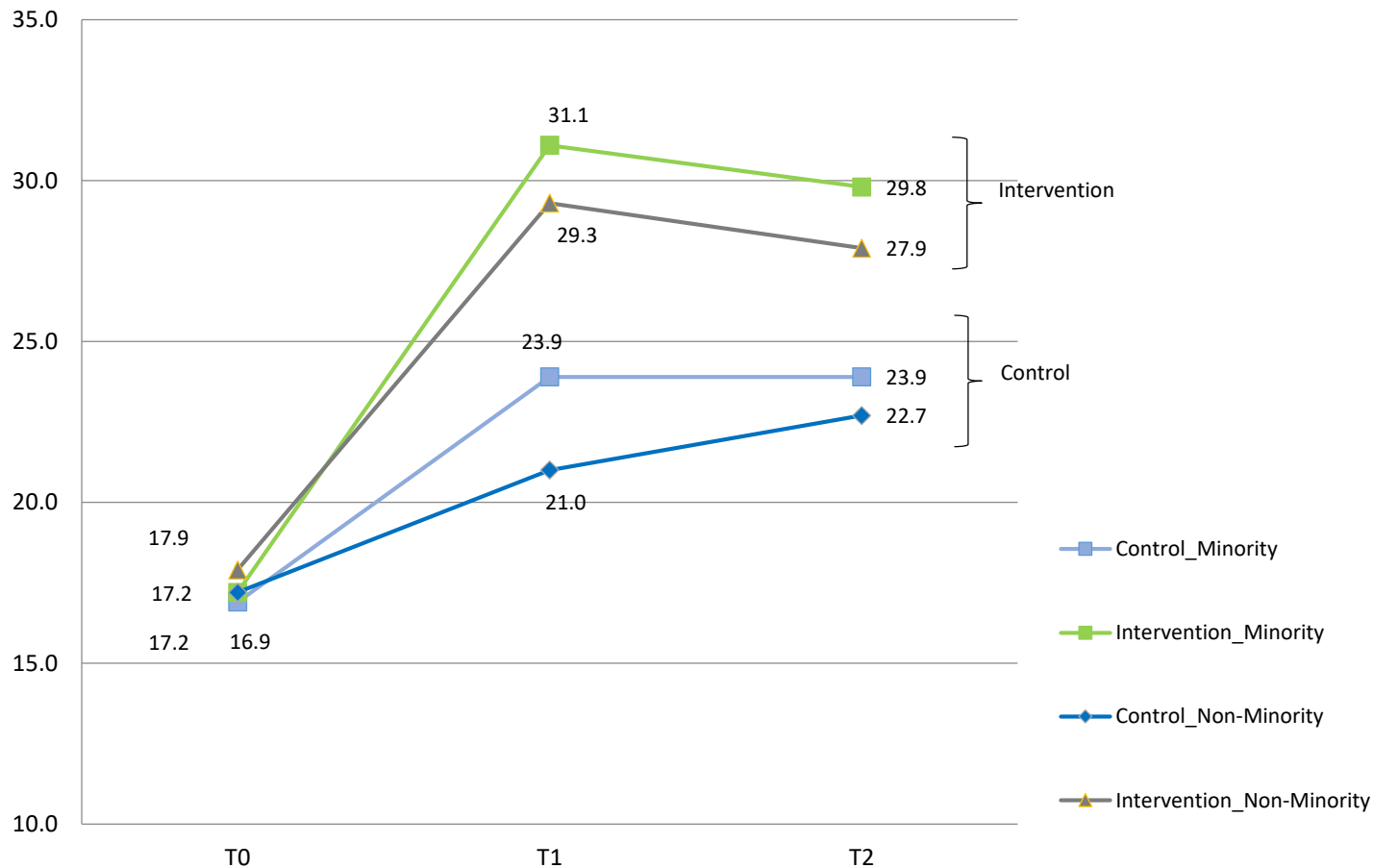
Training Improved Patient Activation

PAM by Quartile Groups



Training Improved eHealth Literacy

eHEALS for Minority and Non-Minority by Arms



Collaborators

PEOPLE

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Health/Unity Hospital, Rochester,
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NYU Langone, Brooklyn, NY;

Horizon Health Center (Alliance
Community

Healthcare), Jersey City, NJ;
Metropolitan Family Health



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THANK YOU





Steven Waldren, MD, MS

Vice President & Chief Medical
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Health Care Just Performed a High-G Maneuver

Transitioned from almost no
telehealth visits to almost all
telehealth visits in many
practices

Digital Divide vs. Health Gap

- Technology will continue to evolve and there is a natural diffusion of new technology
- While a digital gap will continue we must continue to work to narrow
- The real gap to focus on is the health gap and it cannot be tolerated
- We must leverage technology and non-technology solutions to eliminate health gaps

Key Strategies to Close Health Gap & Narrow Digital Divide

- Keep health equity at the forefront
- Support continuous, coordinated, comprehensive care, and access
- Leverage technology to expand resources and service for non-digital
- Invest in payment models that support patients and physicians in deploying and using digital health tools

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STRONG MEDICINE FOR AMERICA

Questions?



Center on Health Equity Action for System Transformation

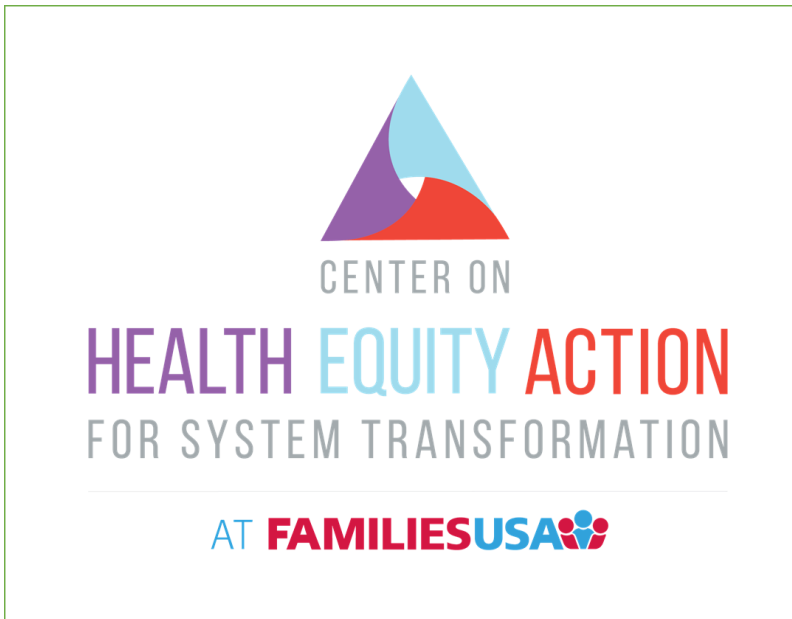
<https://familiesusa.org/initiatives/center-health-equity-action-system-transformation>

Report

<https://familiesusa.org/resources/advancing-health-equity-through-telehealth-interventions-during-covid-19-and-beyond-policy-recommendations-and-promising-state-models/>

Sign up for the Health Equity Action for Transformation (HEAT) Network

<https://goo.gl/forms/sx7mDPxY73LMMjGt2>



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