


# Integrating Telehealth into Enterprise Digital Strategy:

## Scaling within an Academic Health System

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**HIMSS**

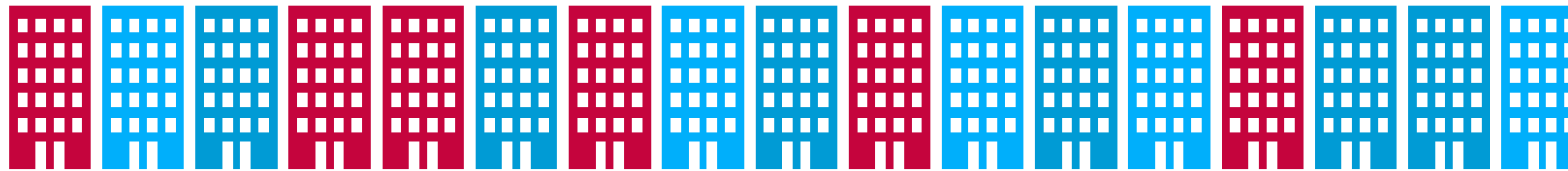
**NORTH CAROLINA** *Chapter*

- 
- Transitions of telehealth pilots to programs
  - Intersection of telehealth in enterprise digital strategy
  - Factors in scaling TH and digital programs
  - Current success metrics and areas for improvement

# Duke Health: an academic health system

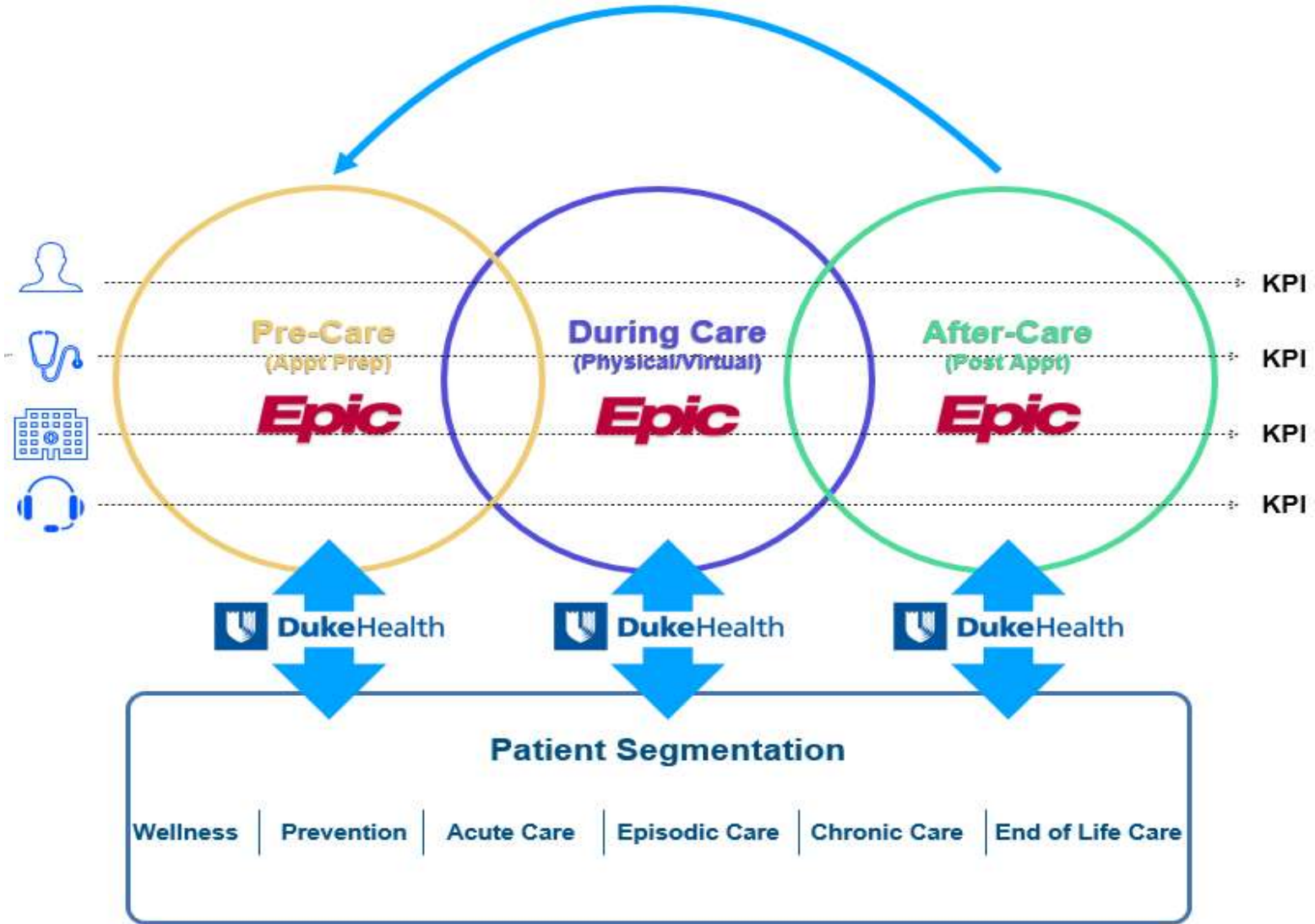
- Advantages and disadvantages
- Several independent pilots that have led to growth in innovation
- Challenge in agility and inventory
- Enterprise technology platforms

# Duke Health Digital Patient Journey





# Patient's Digital Journey





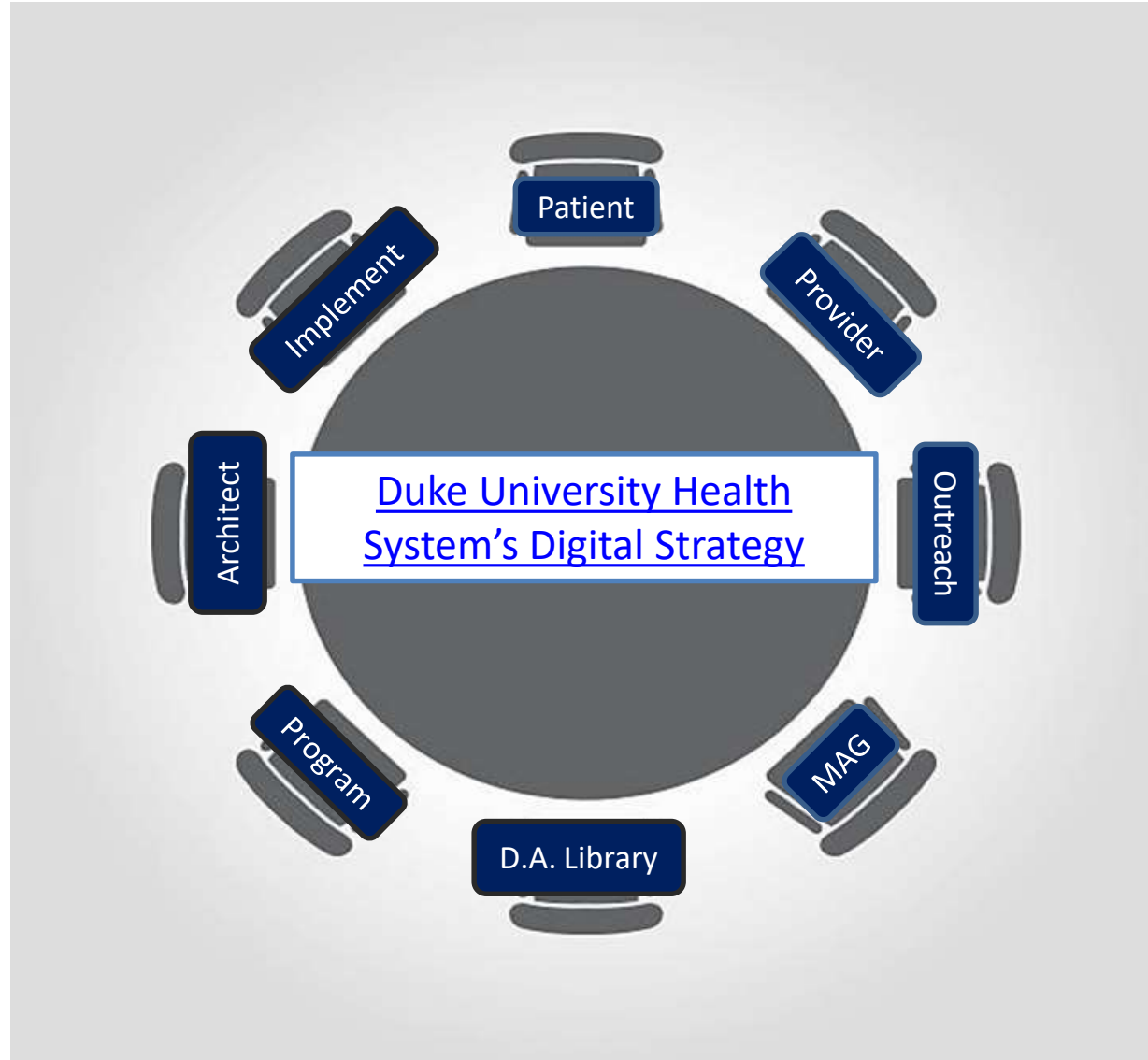




**Duke Institute**  
for Health Innovation

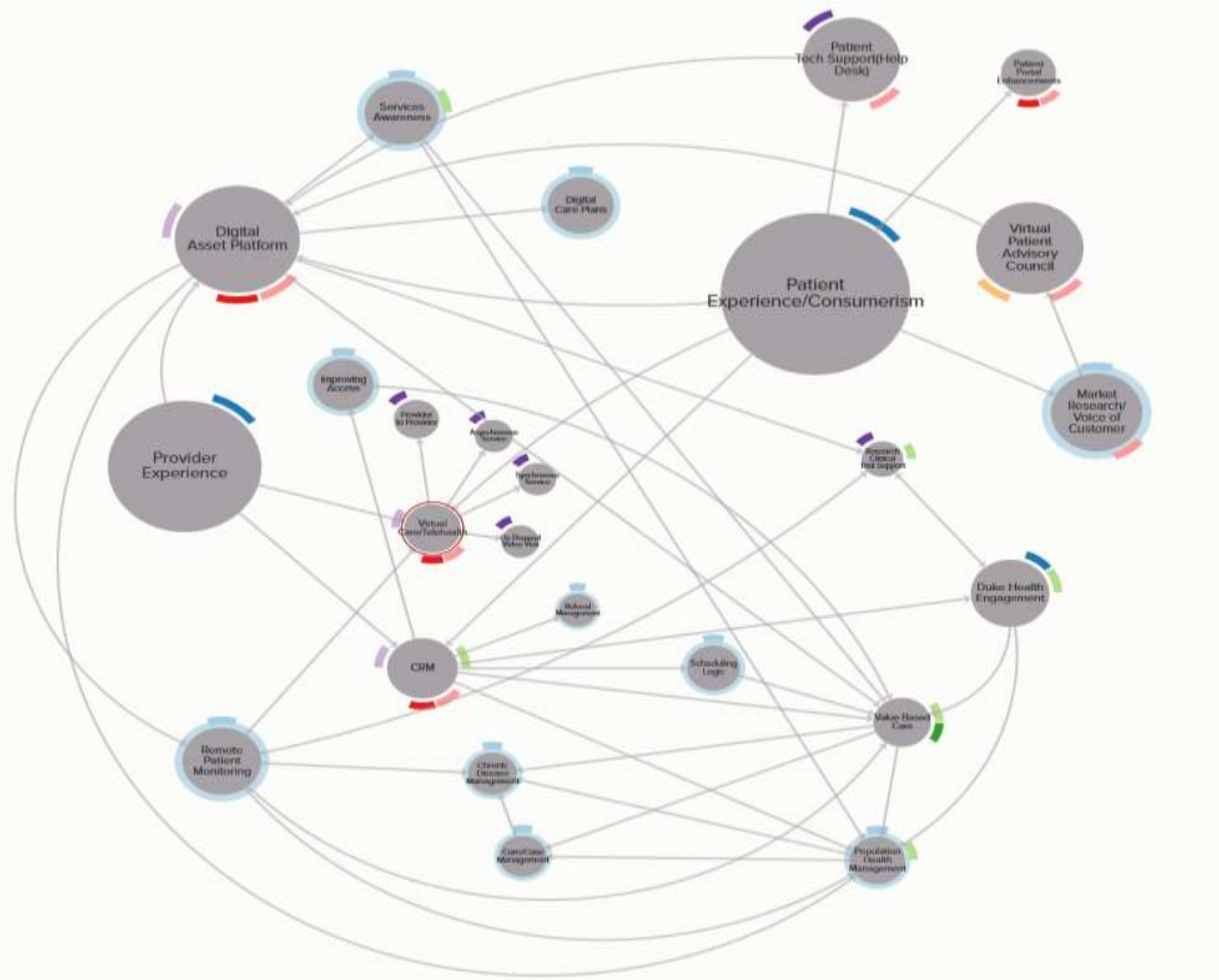


# Duke Digital Strategy Office

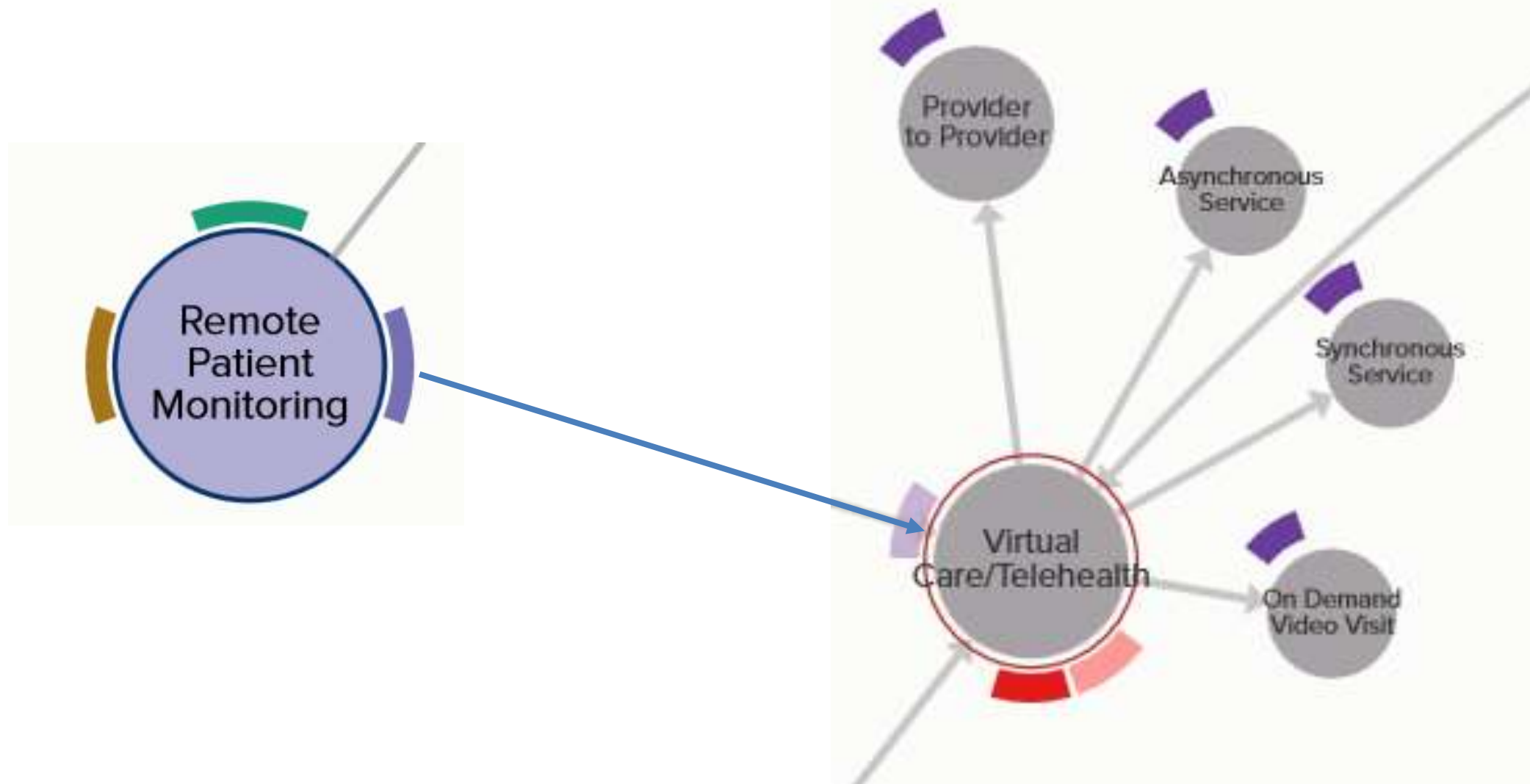




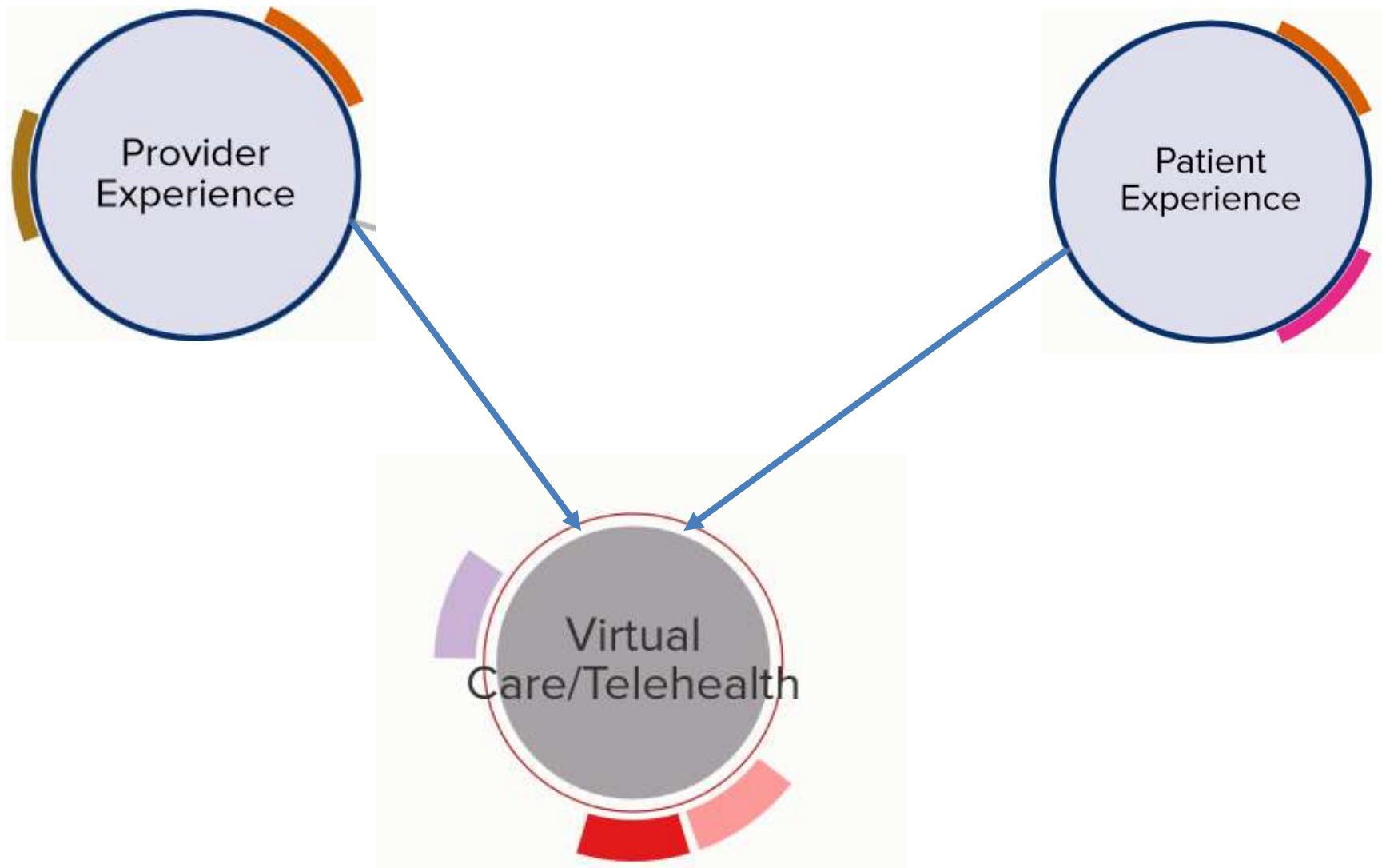
# Overall Digital Strategy



# Digital Strategy: Telehealth

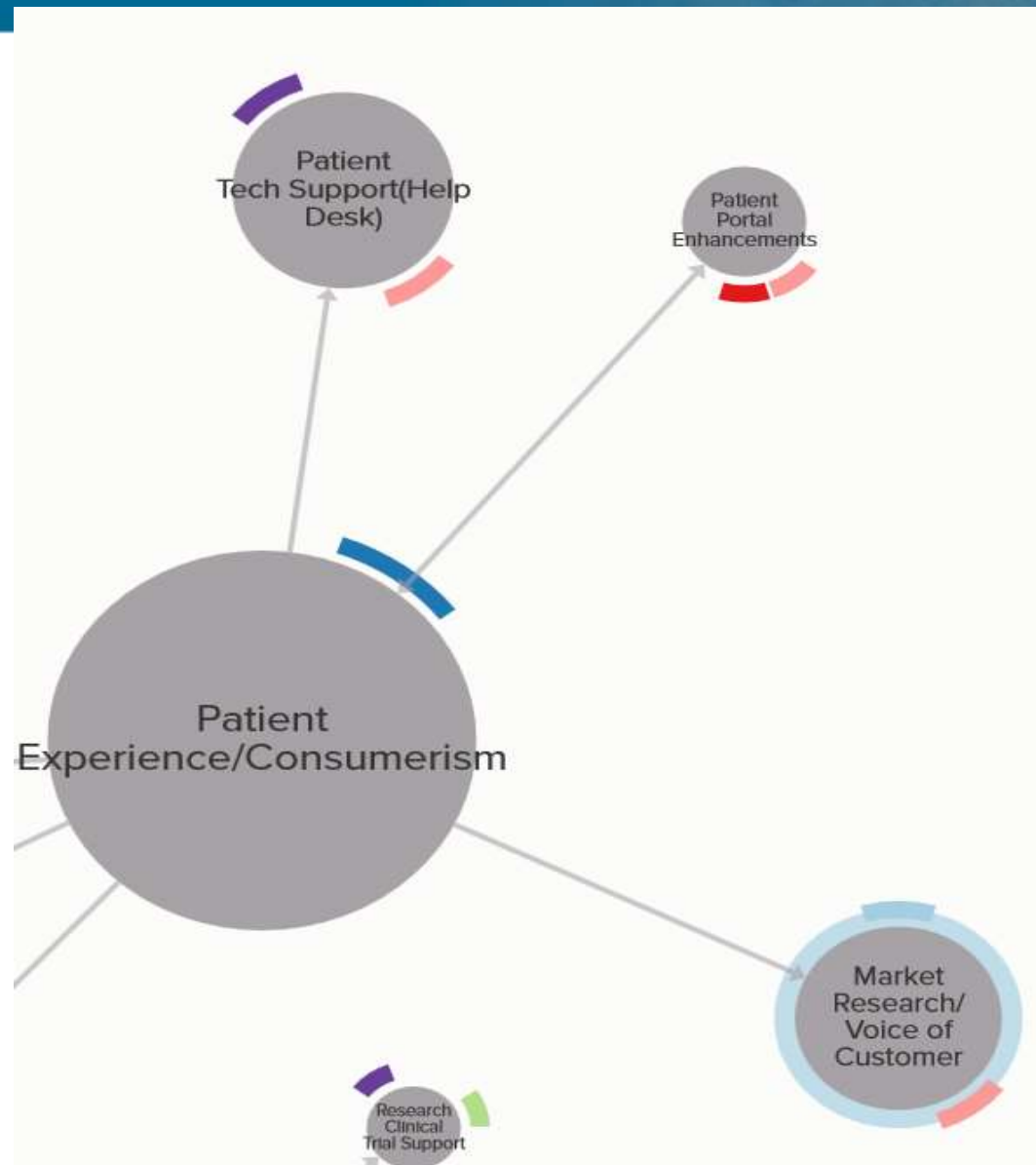


# Digital Strategy: Telehealth

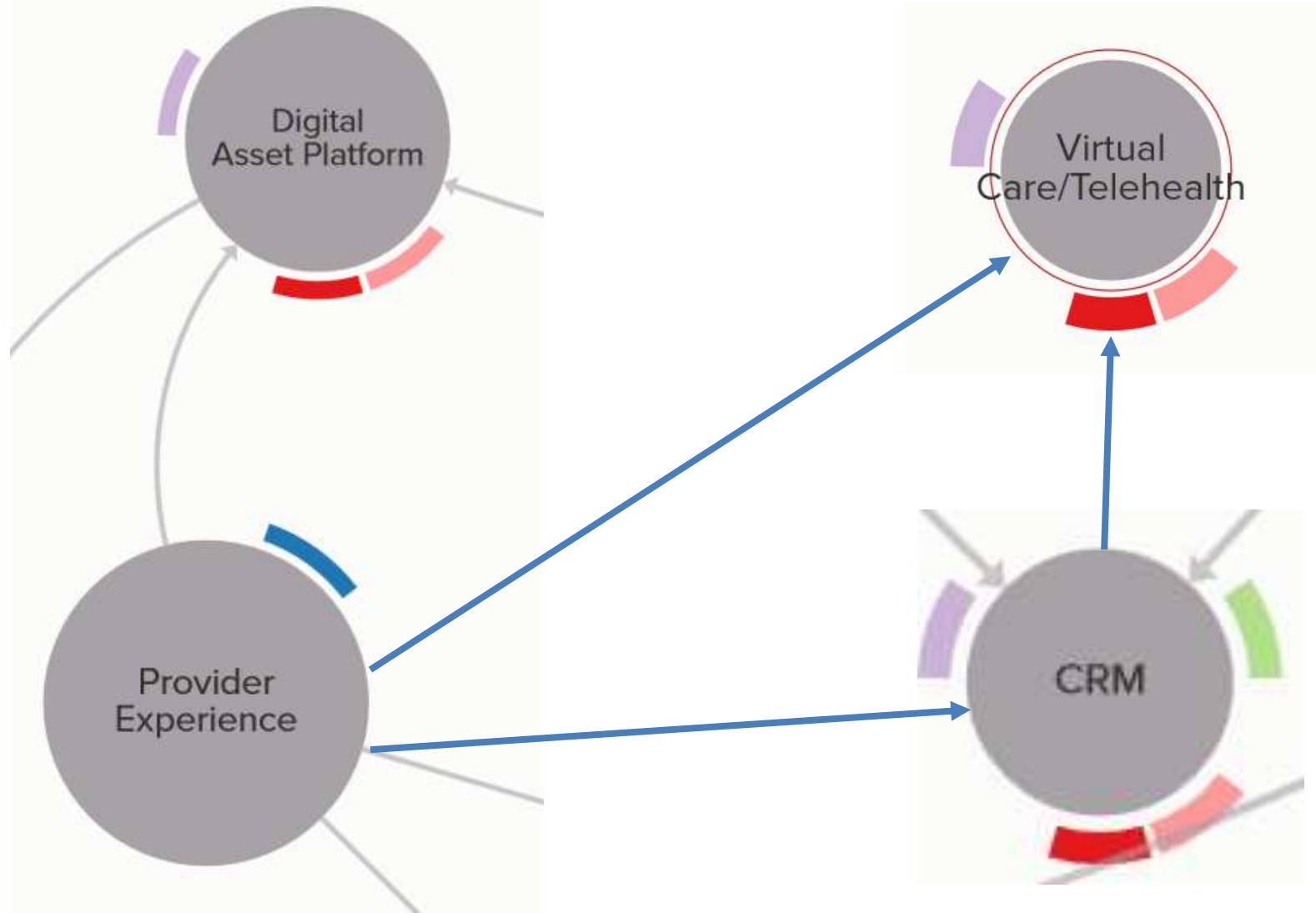




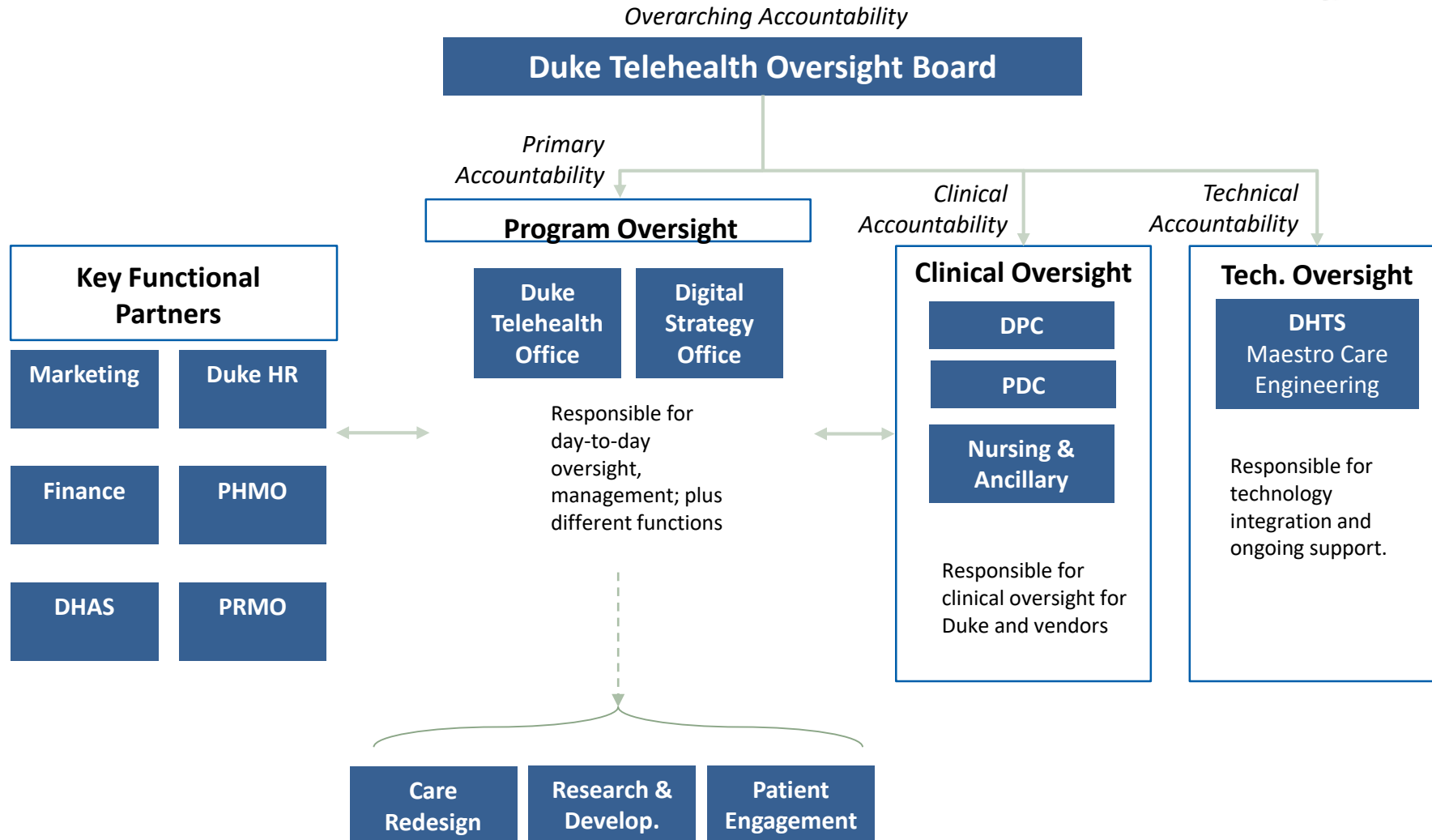
# Digital Strategy: Patient Experience



# Digital Strategy: Provider Experience



# Telehealth Platforms – Organizational Matrix



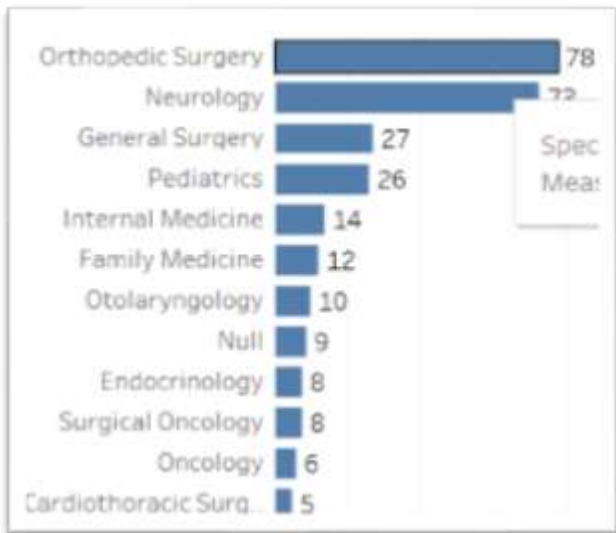
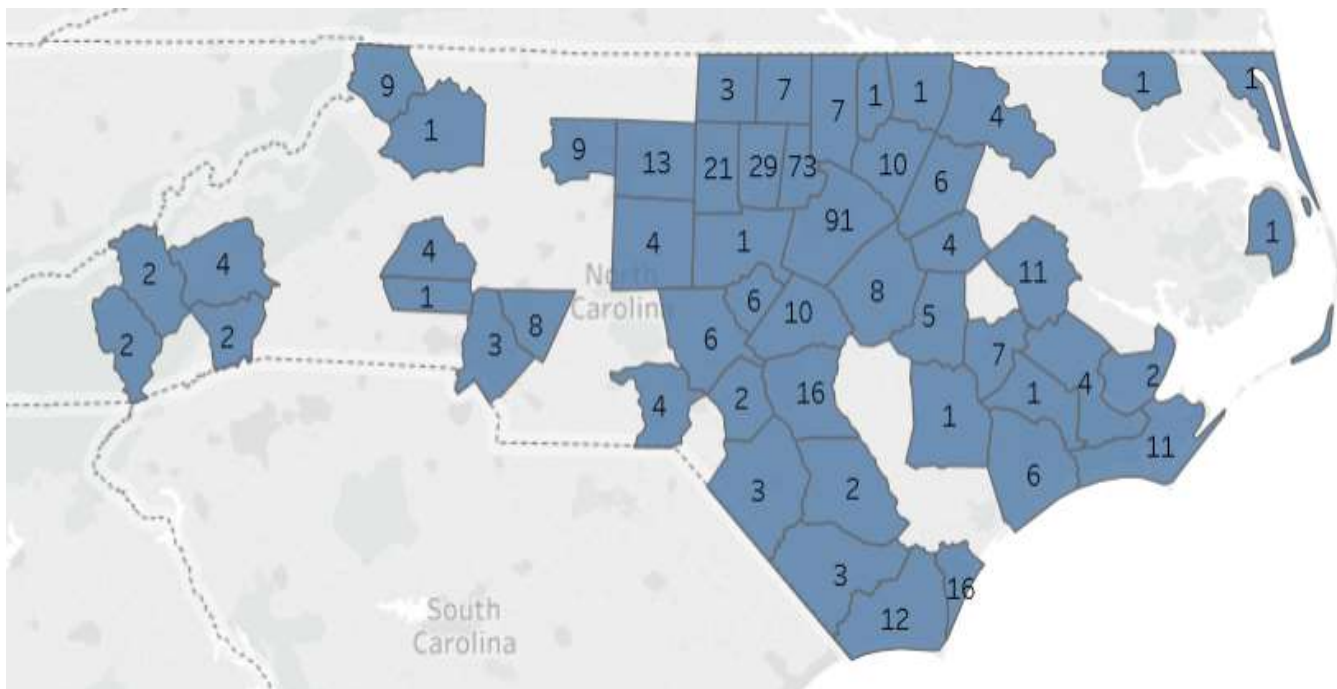


# Duke Telehealth Platforms

Telehealth Model	Description	Timing of Interaction
<b>Provider-to-Provider Platforms</b>		
<b>E-Communication/ Case Review</b>	Templated “e-consults,” where a specialist reviews a case on behalf of another provider, to share information and advise patient care. Does not represent an actual transfer of care or full consult.	Asynchronous
<b>Urgent Case Review/Virtual Video Consult</b>	Distant specialist connects in real-time to a provider/clinical setting to deliver a clinical service directly supporting the care of a patient seen by provider/at that location.	Synchronous
<b>Secure Data Transfer/Remote Interpretation</b>	Also known as “store and forward.” Distant specialist electronically reviews imaging or other study (e.g., pathology) on behalf of another provider, to inform care of a specific patient.	Asynchronous
<b>eICU/TeleAcute</b>	Remote covering clinicians use multiple modalities (video, monitor data) to follow a defined set of seriously ill patients, and provide assistance in real-time to on-site care team.	Synchronous
<b>Direct-to-Patient Platforms</b>		
<b>Second Opinion</b>	Patient-initiated electronic request for provider to give an opinion remotely on a clinical case, in lieu of a full in-person consultation.	Asynchronous
<b>Remote Patient Monitoring</b>	Providers remotely monitor patients via connected/mHealth devices or patient-recorded outcomes, with timing of response depending on clinical situation.	Synchronous or Asynchronous
<b>Video Visit</b>	Provider connects directly with patient in real-time via secure video platform, e.g. with the patient at home, to conduct the equivalent of a face-to-face visit.	Synchronous
<b>E-Visit</b>	Epic term for a patient-initiated electronic secure messaging interaction directly with a provider (conducted via MyChart) about a clinical concern, in lieu of a face-to-face visit.	Asynchronous

\*Red boxes indicate prioritized platforms

# TH Metrics: Synchronous Video



Miles Saved	Median Miles Saved	Downstream In-Person
102,089	115	118



# TH metrics: E-Consults

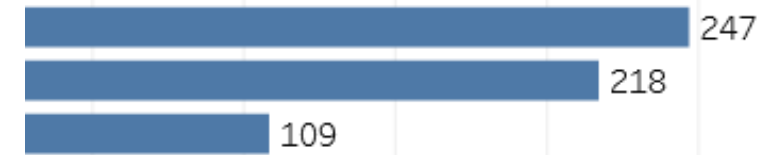
E-C

- ECommunication for Endocrin
- ECommunication for Rheuma
- ECommunication for Neph

Appt. Needed	Appt
769	



UP appointment



% Canceled Appt	% No Show Appt
28%	6%

Image c/o BuildMyBod



# TH initiatives and Digital Strategy

- Matrixed organization in TH and in Digital Strategy offers advantages of integrating initiatives across the enterprise.
- Leveraging Digital Asset platform and CRM tools in conjunction with TH services will enhance pt and provider experience.
- Layering digital services assists in buy-in internally and will facilitate growth in services.

Thank you!