



REMOTE CARE TODAY



# REMOTE CARE COACHING

BETWEEN OFFICE VISITS

## Physicians

- ✓ Improved Patient Care
- ✓ Reduced Hospitalizations
- ✓ Better Patient Quality of Life
- ✓ Reduced Staff Time
- ✓ Increased Profits

# Primary Care Practices are Losing an Average of \$200K\* Per Year



## Missed Opportunity?

You may be losing hundreds of thousands of dollars a year because of patient under enrollment in remote care services!

\*Gross Revenue

# Recoup Revenue with Our Private-Label Coaching Services



**60%** of Americans want health coaching but only **12%** of them have had it offered to them.

*marketresearch.com*

Health and wellness coaching helps your patients be **engaged** in making lifestyle changes that help them proactively manage their chronic conditions between visits, thus **improving** their health and wellbeing.



No Out of Pocket Expenses!

**Your patients need and want this but it is time and energy prohibitive for most offices!**

# Remote Care Improves Patient Outcomes



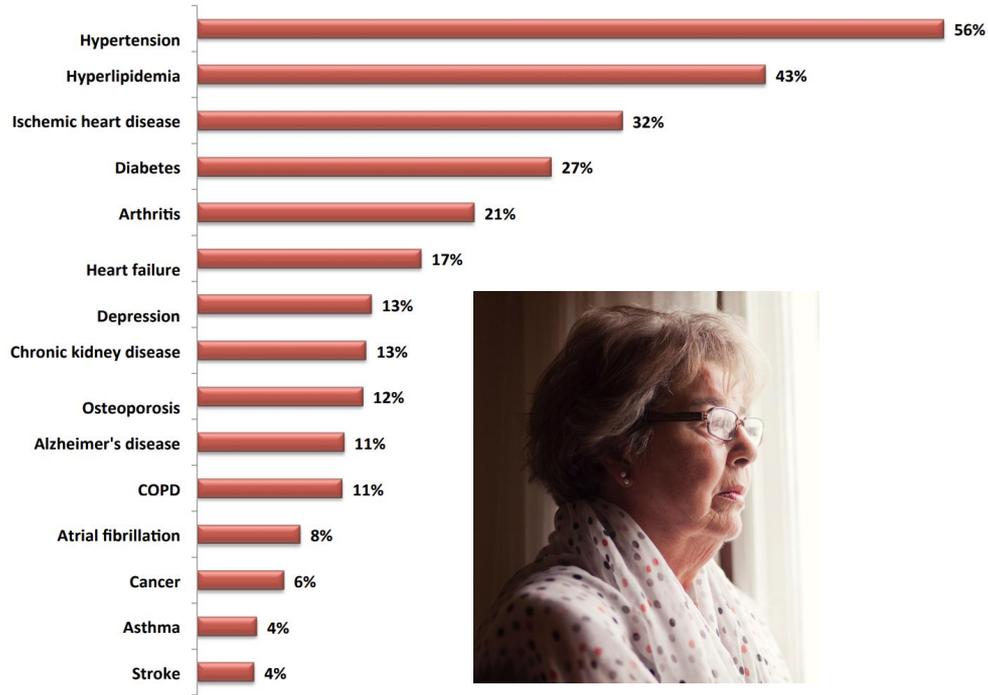
## Results from Remote Care:

- 65% Reduction in Hospitalizations
- 44% Reduction in ER Visits
- 62% Increase in Cognitive Functions
- 92% Improvement in Balance

## Patients were:

- ✓ Healthier
- ✓ Enjoying a better Quality of Life
- ✓ Remaining Longer in their Homes
- ✓ Remaining Longer as a Patient

# Our Services are Paid by Medicare

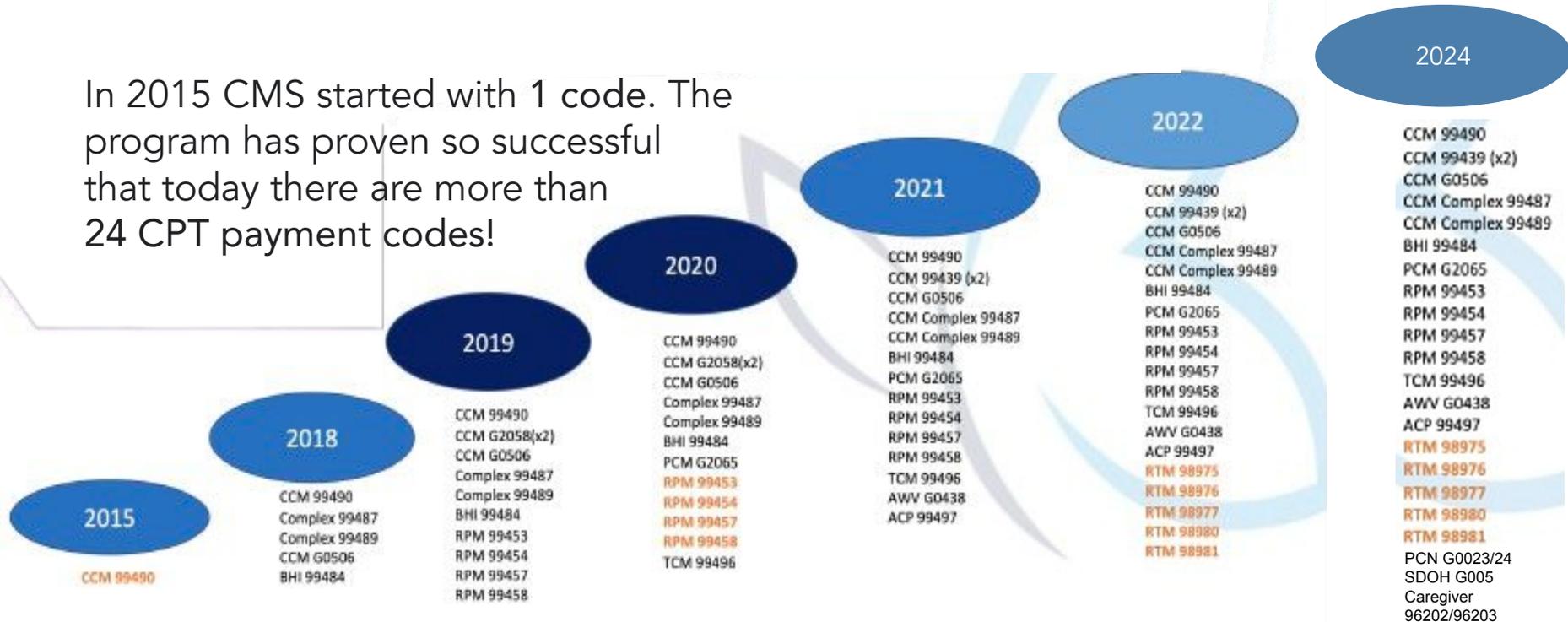


**More than two-thirds** of Medicare beneficiaries have two or more chronic conditions:

- Cancer
- Diabetes
- Heart Disease
- Kidney Disease
- Lung Disease
- Cognitive Decline
- Fall Risk

# CMS/Medicare Offers TeleHealth CPT codes!

In 2015 CMS started with 1 code. The program has proven so successful that today there are more than 24 CPT payment codes!



Coaching can be delivered remotely!

# There are 3 types of Remote Care Services!

## Services provided for Patients between Office Visits



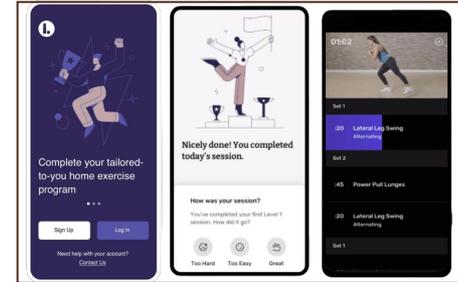
Chronic Care Management  
(CCM)

- Improve Chronic Conditions
- Socialization to reduce loneliness and dementia



Remote Physiologic Monitoring\*  
(RPM)

- Lifestyle changes improve Health
- Vitals Monitoring



Remote Therapeutic Monitoring  
(RTM)



- Improve Cognition and Memory
- Improve balance and motion
- Musculoskeletal improvement

\*Sometimes referred to as Remote Patient Monitoring

# Everyone Wins!



- ❑ Patient - Improve Outcomes
- ❑ Provider - More Productive Visits with historical knowledge of:
  - Vitals
  - Exercise Engagement
  - Cognitive Engagement
  - Mood/Mental Health
  - Medication Adherence
- ❑ Staff - Reduce Workload
- ❑ Practice - New Profits

# Additional Benefits



- ❑ No Upfront Costs
  - to Provider or to Patients
- ❑ We Enroll Patients
  - Email/Text/Phone
  - Engagement App
- ❑ We Service Patients
  - Reduce Calls to Staff
  - Exclusive RTM Platform
- ❑ Billing Options (Your NPI or Our NPI)

# Provider Revenue Calculator

## Provider Revenue

CPTCode	CMS Reimbursement for Locality	Shortfall	Revenue to Provider	Monthly Episodes	Participation: Percentage of Patients on Remote Care in This Service	Provider Net After Episodes & Participation
CCM 1st	99490	57.85				
CCM 2nd	99439	43.78	0.90	9.78	2.25	65%
RPM 1st	99457	45.30				
RPM 2nd	99458	36.74	0.90	7.77	2.25	85%

RTM	CereSkills		\$25.00	1.00	20%	5.00
						<u>\$34.16</u>

PPPM

Total Patients Per Provider	2,500
Percent CMS	30%
Patients CMS	750
Percentage to Enroll	60%
Patients to Enroll	450
Provider Revenue Per Patient Per Month	\$34.16
Total Provider Revenue Per Month CCM/RPM	\$15,372
Total Provider Revenue Per Year CCM/RPM	\$184,469

### CereSkills for Patients NOT in CCM RPM

Patients CereSkills Eligible	300
Percentage to Enroll	10.0%
Patients Enrolled	30
Revenue Per Patient Per Month	\$25
Total Provider Revenue Per Month CereSkills	\$750
Total Provider Revenue Per Year CereSkills	9,000
Total Provider Revenue Per Year	\$193,469
Providers in Practice	1
Total Practice Revenue	\$193,469

Earn \$25 Per Patient Per Mo

- 100 Patients is \$2,500
- 400 Patients is \$10,000



# We Make Patient Onboarding Easy



Based on results of our Patient Review, we onboard the patient with our turnkey process. We keep your staff in the loop, but with no additional work on their part.

# Onboarding Tools is Our Secret Sauce

## Patient Advertising



## Overview Videos



## Easy to Set up Smartphone Account



# Remote Care Offers Many Support Videos



# Next Steps Review

## You

- #1 – Sign Agreement
- #2 – Schedule Onboarding Call
  - Assign an Office Champion
  - Access to CVS File or EHR for Patient Data
- #3 – Start earning New Revenue

## Us

- #1 – Create your Landing Page & Biometric Facial App
- #2 – Educate and Enroll Patients
  - Approved text message and email (if available)
  - Friendly phone call
- #3 – Provide Health & Wellness Coaching

## Providers

- Improved Patient Care
- Additional Profits
  - \$25 PMPM
  - \$2,500 per Mo per 100
- Completely Turnkey
- No Capital Investment



# Upcoming Onboarding Meeting

The Office Champion will inform us how the practice wants us to implement the Escalation Pathway.

- How? (phone, text, email)
- When?
- Who? (MA, NP, etc.)

The type of staff assigned to the patient will be the medically appropriate level of staff that is the best fit for the patient's condition. (MA, NP, PT, MD, etc.)





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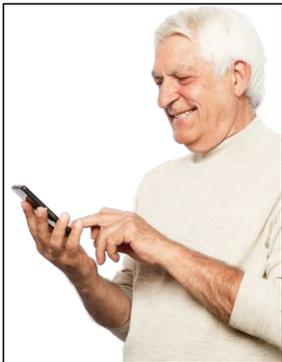
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# Chronic Care Management (CCM)



## Enhanced Remote Communication for:

- ❑ Care Transitions
- ❑ Chronic Conditions
- ❑ Referrals to other Providers
- ❑ Medication Management
- ❑ Diet, Exercise, Socialization, reduce Fall Risks
- ❑ Wellness, Mood, Engagement
- ❑ Alerts to the Physician per the Protocol

# 1. Chronic Care Management (CCM) - 2015



Live Assistance helps Patients manage Chronic Conditions:

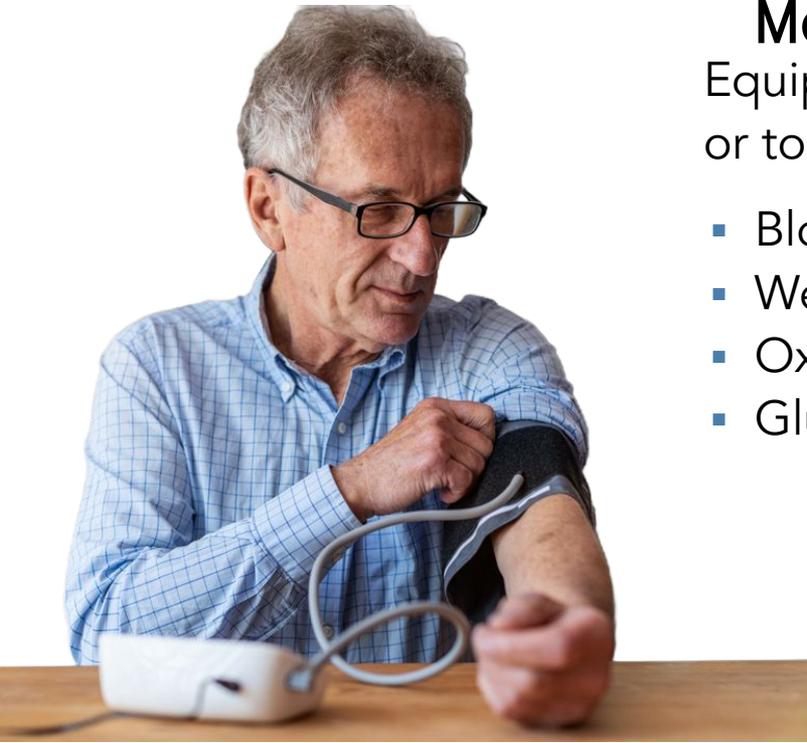
- ❑ Physician approved Protocol
- ❑ Evidence Based Assessments to identify Risks
- ❑ Regular Check-in and Communication
- ❑ 24/7 Patient Access to our Care Team

# 2. Remote Patient Monitoring (RPM) - 2019

## Vitals Monitoring

Equipment provided at **no cost** to the Patient  
or to the Practice:

- Blood Pressure
- Weight Management
- Oxygen Levels
- Glucose, etc.



# Remote Patient Monitoring (RPM)

Patients use our in-home devices to monitor vitals which are transmitted to physicians using Bluetooth technology



Review of data can be outsourced to experienced, licensed professionals who alert physician's staff when appropriate

# 3. Remote Therapeutic Monitoring (RTM) - 2022

## Medical Conditions Covered

- ❑ Musculoskeletal Disorders
  - Muscles
  - Bones/Joints
  - Tendons/Ligaments
  - Nerves
- ❑ Respiratory
- ❑ Medication Management

## Symptoms Covered

- ❑ Pain
- ❑ Stiffness
- ❑ Weakness
- ❑ Swelling
- ❑ Limited Range of Motion
- ❑ Numbness or Tingling
- ❑ Lack of Balance

## Improved Outcomes

- ❑ Improved Cognition
- ❑ Improved Mobility
- ❑ Improved Motion
- ❑ Improved Balance
- ❑ Reduced Falls
- ❑ Pain Relief

# Which Option is Best for your Practice?

**Standard Plan** : You bill under your NPI

- Practice reviews Patient Progress Reports (RTM)
- Practice bills & receives payments from Medicare (CCM/RPM)
- Practice pays invoice for services rendered, retains delta (CCM/RPM)

**Turnkey Plan** : We bill under our NPI

- Practice reviews Patient Progress Reports (RTM)
- Practice receives Administrative Service Fees (CCM/RPM)

# How are We Different?

Better Care for your Patients  
More Profitability for your Practice



- ❑ Unique RTM Platform
  - Many Programs & Games
- ❑ Biometric Facial Scan
  - Scan your Face...Track your Health!
  - Updates Health Status
- ❑ ~70% Enrollment (vs ~30%)
  - Due to our Engagement Tool

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