

Crossroads: The Intersection of Technology and Behavioral Health

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OBJECTIVES

- Overview of telemental health services in the United States
- Identify regulatory limitations of teletherapy and telepsychiatry services
- Discuss implications of telemental health services for the public sector
- Brief overview of the current digital health landscape and how organizations might incorporate some of these tools

Quick Overview of Telemental Health Services

- Remote services delivered via a secure video/audio platform
- Services typically involve assessment, therapy and diagnosis
- May also be referred to as:
 - ✓ Telebehavioral Health
 - ✓ E-Counseling
 - ✓ Online Therapy
 - ✓ Cybercounseling
 - ✓ Telepsychiatry
 - ✓ Online Counseling



Recent News

- Medicaid reimbursement in 49 states for telemental health services and 30 states have private insurance coverage parity regulations (Epstein & Becker 2016)
- Challenges still exist around state licensing making scalability difficult
- Interstate Compact Licensure through the Federation of State Medical allows for psychiatrists to be licensed in multiple states (22 states are now active)
- Prescription for controlled substances can be delivered electronically, but require a face-to-face visit first (note that some states have added additional layers of limitations on top of the DEA regulation)

The Case for Telemental Health Services

1. Ease of Convenience
2. Increased Access
3. Fewer Missed Appointments
4. Ability to reach new clients
5. Customizing Care
6. Decreases stigma as patients can be seen from the comfort of their own home

Provider Access Issues

1

Mental health provider
exists for every

790

Individuals

4,000

Approximate amount of mental
health professional shortage areas
in U.S.

1: 30,000

Psychiatrist to Population Ratio

Congress found that

55%

Of the nation's

3100

Counties have no practicing
psychiatrists, psychologists or social
workers

Efficacy of Telehealth

- 2013 literature review conducted found that telemental health was effective for assessment and diagnosis across multiple populations (adult, geriatric, child/adolescent, and various ethnic groups)
- The same study also found care to be as effective if not more effective than in person treatment
- 2012 study with the Veteran's Administration (VA) found that mental health hospitalizations decreased by 25% for Veteran's being treated within the VA through telemental health
- Another study conducted in a pediatrics practice found that clinical outcomes were greater for children when a child psychiatrist was involved in the case

Core Technologies of Telemental Health

- Support for low bandwidth and slow internet connections
- Integrated Provider Scheduling
- Self Scheduling Video
- Multi-way video
- Full patient and provider support
- Custom Practice Building
- EHR Integration
- Reimbursement rules engine

Telehealth Software Solutions



Anywhere Care



Top Regulatory Issues in Telemental Health

1. Privacy and Security
2. Follow-Up Care
3. Emergency Care
4. Treatment of Minors and Reimbursement

Telemental Health and the Public Sector

- Several implications for telemental health and the Public Mental Health Systems that include:
 - ✓ Scalability for Psychiatry
 - ✓ Integrated Care Designs to better connect Psychiatry and Primary Care
 - ✓ Address provider shortage issues in Rural Service Areas
 - ✓ Recruit larger provider pool due to scalability
- Keys to success include knowledge of state regulations around telemental health, strategy to navigate stringent regulations, pathways to provider adoption
- Medicaid Managed Care Organizations buy-in to telemental health is crucial

Digital Health

- Digital mental health tools are on the rise
- Angel List noted that over 213 digital mental health startups were formed in the last two years
- Innovations in smart phone technology and cognitive learning may have new implications for behavioral health
- Some of the tools that exist today can scale quickly and reduce overall cost of care (ex. coaching for subpopulations vs. therapy)

Digital Health Landscape

Big Health

Gingerio

lantern

BetterUp

Quartet

iesoTM
digital health

myStrength
The health club for your mind™

talkspace
THERAPY
FOR HOW WE
LIVE TODAY

LYRA

AbilTo

mindoulo

Digital Health: Market Player Categories

1. Aggregators (Quartet, Lyra, Able To)
2. Digital Therapeutics (MyStrength, Ieso)
3. Scalars (American Well, Teladoc, 1 Doc Way)
4. Trackers (Ginger.io, Cog Cubed)

Top 5 Digital Health Trends in 2017

1. Digital Interventions
2. Provider Workflow Solutions
3. Data Integration and Analytics
4. Behavioral Health
5. New Model Insurance Companies (Oscar, Collective Health, Clover Health)

Digital Health Solution Targets for BH

1. Screening and Identification
2. Care Coordination and Disease Management
3. Efficacy of Interventions
4. Cost Effectiveness
5. Access and Convenience

Where To Start

1. Determine your organizational needs (identifying key problems)
2. Determine utilization (market penetration rates, internal survey)
3. Consider point solutions or full scale platforms depending on needs
4. Set up a product demo
5. Ask for efficacy studies or ROI information
6. Ask for information on other customers
7. Look for products that are agile, customizable (preferably development is done in-house)
8. Set measureable benchmarks for success (service level agreements)

Contact Information

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Resources

- <http://www.epsteinbeckergreen.net/Telemental/EPSTEIN-BECKER-GREEN-50-STATE-TELEMENTAL-HEALTH-SURVEY.pdf>
- <http://www.imlcc.org>
- <http://www.americantelemed.org/main/membership/ata-members/ata-sigs/telemental-health-sig>
- <http://www.mobihealthnews.com/content/overview-health-tech-startups-innovating-behavioral-health-space>

Q&A

