

# THE TECHNOLOGY EVOLUTION

## ARE YOU EFFECTIVELY USING TELEHEALTH AND MAXIMIZING THE OPPORTUNITY?

- How should telemedicine service contracts be structured?
- What should be taken into account to ensure compliance?
- How do you determine fair market value for these services?

Pinnacle Healthcare Consulting (PHC) will guide you . . .



**Telemedicine Kiosk (2016)**

### PHC IS A NATIONALLY RECOGNIZED LEADER

in valuation services, physician compensation, revenue cycle and coding consulting, and hospital-physician alignment. Pinnacle supports a wide variety of clients including hospitals/health systems, ambulatory surgery centers, physician groups, dialysis providers, medical device manufacturers and more.

**Telephone Booth (1903)**



### PHC HAS EXTENSIVE TELEHEALTH EXPERIENCE

including fair market value analysis and compensation/pricing planning of various telehealth coverage arrangements. Pinnacle regularly assists clients in developing pricing strategies and methodologies for physician services (across multiple specialties) provided to health care organizations.

Pinnacle has expertise in billing/coding of telehealth services to optimize reimbursement and offers risk management advice and a wide variety of insurance products to help you manage your telehealth exposure. In addition, Pinnacle offers strategy and operations support to enhance telehealth integration.

## THE PHC DIFFERENCE

Our perspective is broad and we offer insights not typically available through other valuation consulting firms. Pinnacle's services are backed by a professional and responsive team, to help our clients devise solutions to their most complex and challenging issues. In addition, our depth of understanding and expertise spans nearly every healthcare specialty allowing us to develop effective/workable solutions in the real world of healthcare.

Whether you want to maximize your telehealth investment or need guidance on where to implement telemedicine technologies, Pinnacle can guide you . . . [AskPHC.com](http://AskPHC.com)

# TELEHEALTH EXPERTISE

*WHERE YOU NEED IT MOST...*

# 4 CRITICAL AREAS

## 1 FAIR MARKET VALUE (FMV)

### Why is this important?

Regulatory restrictions established by the Stark Law and Anti-Kickback Statute force organizations to evaluate the legal and commercial aspects of implementing/utilizing telemedicine services at their organization. One such requirement is to ensure FMV compliance.

### How Pinnacle can help?

- Evaluate FMV payments to independent/employed providers (compensation plan design elements)
- Evaluate FMV pricing charged to facilities at which telemedicine services are provided
- Evaluate FMV pricing for store and forward
- Evaluate pricing for direct to consumer service
- Evaluate FMV lease rates for telemedicine services (kiosks in commercial settings, hospital/clinic space)

## 2 BILLING/CODING REIMBURSEMENT

### Why is this important?

A key area that is still evolving and will ultimately impact telemedicine services is reimbursement from third party payors. Until insurance companies openly reimburse for these services, the true potential cost savings and overall utilization of telemedicine is unknown.

### How Pinnacle can help?

- Design, train and implement quality assurance processes that support coding and billing for telemedicine services by providers to ensure compliant and accurate practices
- Provide support that is specific to the individual payor contact environment of your organization
- Design specific guidelines and workflows for telemedicine coding and billing
- Review insurance (Medicaid Managed Care and others) contracts for assurance of compliant coding and billing practices related to telemedicine services
- Create and implement workflows for providers, coders and billers for telemedicine services

## 3 INSURANCE & RISK ADVISORS

### Why is this important?

Providers in the telehealth arena expose themselves to increased liability via privacy/security risks, HIPAA violations and multi-jurisdictional regulations. Because traditional commercial insurance doesn't provide adequate protection for this exposure, it's important to have a risk advisor who can tailor a telehealth risk management and insurance program for you.

### How Pinnacle can help?

- Assist with network security and privacy liability insurance aka Cyber insurance
- Provide executive/board liability protection (D&O)
- Provide medical professional liability products
- Provide technology errors/omissions liability support
- Digital asset protection
- Property, casualty and workers compensation

## 4 HEALTHCARE STRATEGY & OPERATIONS

### Why is this important?

Telemedicine is one of the fastest growing areas of medicine. Keeping up with advancements, regulations and reimbursement, while maximizing the true potential, is challenging. While the potential is endless, the learning curve, pitfalls and associated risks are substantial.

### How Pinnacle can help?

- Assess product and service modality alternatives
- Strategic deployment and site selections
- Population and market analysis to maximize resources and technology
- Service line coordination and deployment of telemedicine strategies