

PINNACLE

Telemedicine is a booming industry. Globally, there are now 27 telehealth unicorns valued in aggregate at \$55 billion - several of which are clients of Pinnacle. The telehealth industry has advanced and grown significantly over the past 3-5 years and is not expected to slow down anytime soon. Telemedicine provides the healthcare industry with the opportunity to expand their services and the way they provide help to their patients. Due to the increased activity in the digital health industry, government agencies (e.g., CMS, OIG) are closely monitoring to ensure parties are not going astray from state and federal rules and regulations. Hospitals, health systems, and digital health organizations should be proactive in evaluating and documenting compliance around digital health initiatives.

Pinnacle's Digital Health Experts >>>

Pinnacle has a dedicated team to assist with telemedicine specific projects. Our experts are active members in the American Telemedicine Association and active in writing and speaking throughout the country on topics related to FMV and strategic pricing for telemedicine arrangements. Pinnacle has valued a wide array of telemedicine arrangements. Additionally, Pinnacle has worked with large integrated health systems, academic medical centers, physician groups, national telemedicine companies, start-up telemedicine companies, hospitals, community medical centers, and medical device companies.



Christopher Fete
JD, MHA
Partner



Kelly Conroy
Principal



Lori Carlin
CPC, COC, CPCO, CCS, CRC
Principal

Chris has more than ten years of healthcare experience concentrated primarily in the areas of provider transaction compliance and regulatory issues, provider alignment strategies, and healthcare market research. With a particular focus in digital health, he supports Pinnacle's consulting engagements including fair market value reviews of healthcare provider compensation arrangements and telemedicine financial arrangements for all types of providers including: national telemedicine companies, large integrated health systems, academic medical centers, and rural healthcare providers. In addition to providing fair market value analyses, Chris also supports his diverse clients, which include a broad spectrum of healthcare organizations, in strategic compensation/pricing and business plan development. In addition to supporting Pinnacle's Physician and Compensation Valuation service line, Chris is Vice President of TeleNeph, LLC, an affiliated nephrology-focused telemedicine company. He also actively writes and speaks throughout the country on physician compensation, transaction due diligence, and fair market value consideration related to telemedicine arrangements.

The Pinnacle 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. Our depth of understanding and expertise spans nearly every healthcare specialty, allowing us to develop effective and workable solutions in the real world of healthcare.

Experience with Similar Projects >>>

Pinnacle has significant experience in the telemedicine industry with regards to FMV, strategic planning, and operational consulting. Pinnacle has a team of dedicated experts specializing in valuing telemedicine arrangements as well as providing strategic consulting services. Additionally, Pinnacle has developed an affiliated telemedicine company, TeleNeph, that focuses on the delivery of nephrology care utilizing telemedicine technology.

- Telehealth strategies and compensation valuation
- Telehealth program development and implementation
- Financial analysis, forecasting, and modeling
- Operational and strategic analysis
- Commercial Reasonableness assessment

FAIR MARKET VALUE & STRATEGIC PRICING

- **FMV and Strategic Support** – Related to licensing fees and payments for access/participation to digital health ecosystem platforms. Digital health firms contract with ecosystem providers to participate in a digital health marketplace that serves as a one-stop-shop for virtual healthcare services.
- **Friendly P.C. Structure Support** – FMV and strategic support related to setting up and implementing management services agreements for “Friendly P.C.” operating structure (over 20+ engagements).
- **Compensation Model Development** – Strategic compensation/payment plan design for provider (MD and APC) payment rates for service delivery. National in scale across multiple specialties and service offerings. Models are strategic and dynamic and can adapt based on organization inputs.
- **FMV Payment Structures** – Valuation and pricing support for telemedicine company engagements with hospitals and health systems (both from the perspective of the telemedicine company and hospital/health system). Full spectrum of provider specialty care.
- **Quality of Earnings** – QoE report, buy-side financial due diligence for telemedicine service providers.
- Valuation and pricing support for remote patient monitoring (RPM) services.

OPERATIONAL & STRATEGIC SUPPORT

- Strategic support and positioning for organizations to align with and pitch value-based care entities (e.g., ACOs, CINs). Strategic consulting services to assist organizations with identifying, engaging, and developing a roadmap to support implementation of their services into a value-based care entity.
- Operational and telemedicine implementation support for physician practices and hospitals/health systems.
- Review and analyze current commercial contracts for telemedicine coverage and reimbursement language; make recommendations for language inclusions and clarification.

COMPLIANCE

- Professional and facility claim compliance review and follow up feedback and training.
- Investigative and statistical sampling and claim examination for accuracy to determine voluntary repayment or overpayments to be reported under the self-disclosure protocol.
- Assessment of third-party demand letters for repayment and consulting support for response.
- Risk assessment and work plan development.
- Compliance program consulting and interim compliance support.