



# **The Impact of Telehealth on Health Equity from the Perspective of Large Healthcare Systems during the COVID-19 Pandemic**

Clinician Outreach and Communication Activity (COCA) Webinar

Tuesday, December 8, 2020

# Continuing Education

All continuing education for COCA Calls is issued online through the CDC Training & Continuing Education Online system at <https://tceols.cdc.gov/>.

Those who participate in today's COCA Call and wish to receive continuing education please complete the online evaluation by **January 11, 2021**, with the course code **WC2922-120820**. The access code is **COCA120820**. Those who will participate in the on-demand activity and wish to receive continuing education should complete the online evaluation between **January 12, 2021**, and **January 12, 2023**, and use course code **WD2922-120820**. The access code is **COCA120820**.

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# Continuing Education Disclaimer

- In compliance with continuing education requirements, CDC, our planners, our presenters, and their spouses/partners wish to disclose they have no financial interests or other relationships with the manufacturers of commercial products, suppliers of commercial services, or commercial supporters.
- Planners have reviewed content to ensure there is no bias.
- The presentation will not include any discussion of the unlabeled use of a product or a product under investigational use.
- CDC did not accept commercial support for this continuing education activity.

# Objectives

At the conclusion of the session, the participant will be able to accomplish the following—

1. Describe the impact of telehealth on health equity from the perspective of large healthcare systems.
2. Describe lessons learned from healthcare systems' experiences in using telehealth to address health equity before and during the COVID-19 pandemic.
3. List strategies to address health equity in telehealth.
4. Discuss CDC's health equity and telehealth initiatives and recommendations.

# To Ask a Question

- All participants joining us today are in listen-only mode.
- Using the Webinar System
  - Click the “Q&A” button.
  - Type your question in the “Q&A” box.
  - Submit your question.
- The video recording of this COCA Call will be posted at [https://emergency.cdc.gov/coca/calls/2020/callinfo\\_120820.asp](https://emergency.cdc.gov/coca/calls/2020/callinfo_120820.asp) and available to view on-demand a few hours after the call ends.
- If you are a patient, please refer your questions to your healthcare provider.
- For media questions, please contact CDC Media Relations at 404-639-3286, or send an email to [media@cdc.gov](mailto:media@cdc.gov).



## Today's First Presenter



**Jeffrey Hall, PhD, MSPH, MA**  
Chief Health Equity Officer  
COVID-19 Response  
Centers for Disease Control and Prevention



## Today's Second Presenter



**Edward Lee, MD**

Executive Vice President, Information  
Technology, and Chief Information Officer  
The Permanente Federation  
Associate Executive Director  
The Permanente Medical Group



## Today's Third Presenter



**Matthew Rogers, PA**  
Clinical Operations Director  
Virtual Integrated Multisite Patient Aligned  
Care Team  
Veteran's Health Administration





## Today's Fourth Presenter

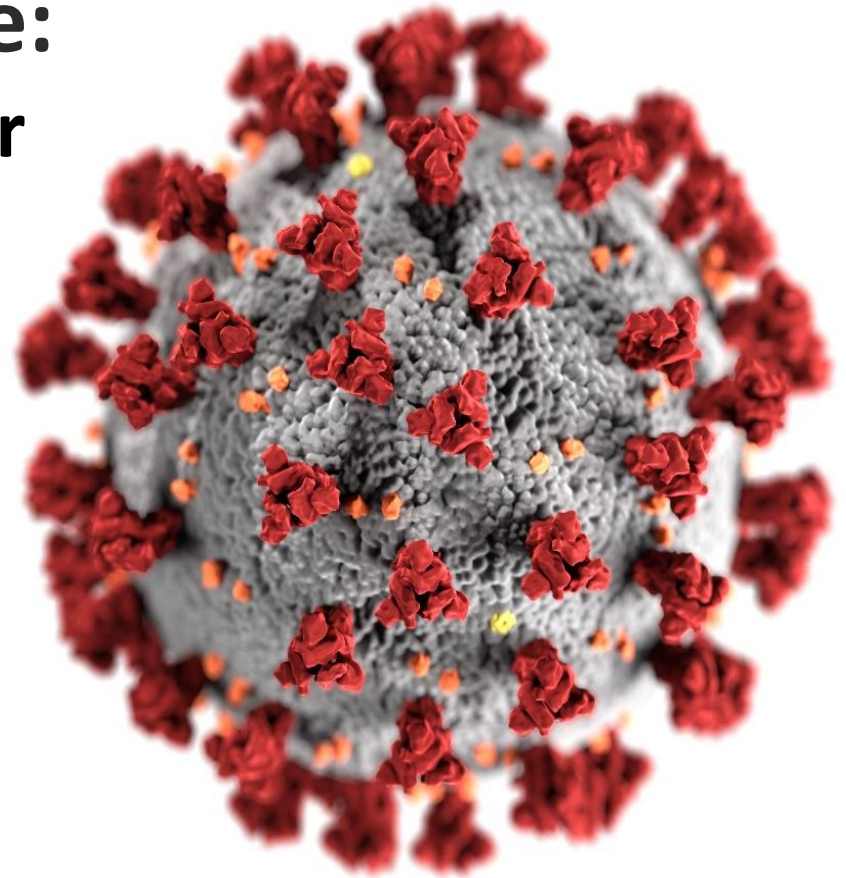


**Leonie Heyworth, MD, MPH**  
National Synchronous Telehealth Lead  
Office of Connected Care | Telehealth  
Veteran's Health Administration

# CDC COVID-19 Response: Chief Health Equity Officer (CHEO)

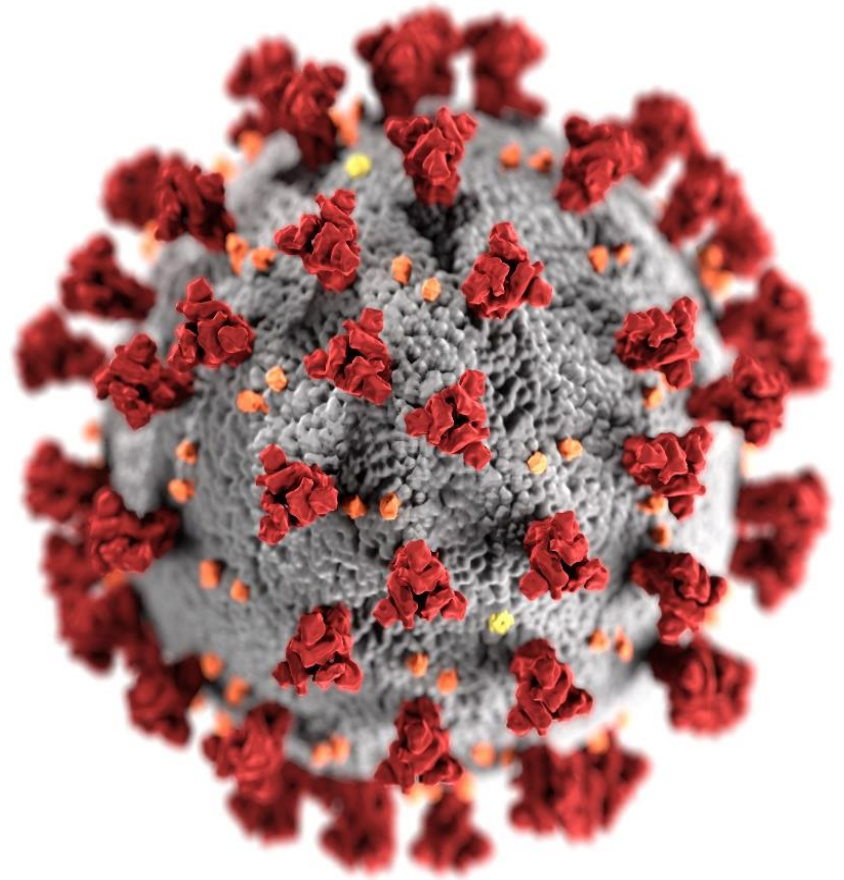
**Jeffrey E. Hall Ph.D., M.A., M.S.P.H., C.P.H.**

Deputy Director  
Office of Minority Health and Health Equity  
Chief, Minority Health and Health Equity  
Activity



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

The views expressed in this presentation are those of the author and do not necessarily represent the opinion of the Centers for Disease Control and Prevention



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)



# Telehealth & Equity at Kaiser Permanente during COVID-19

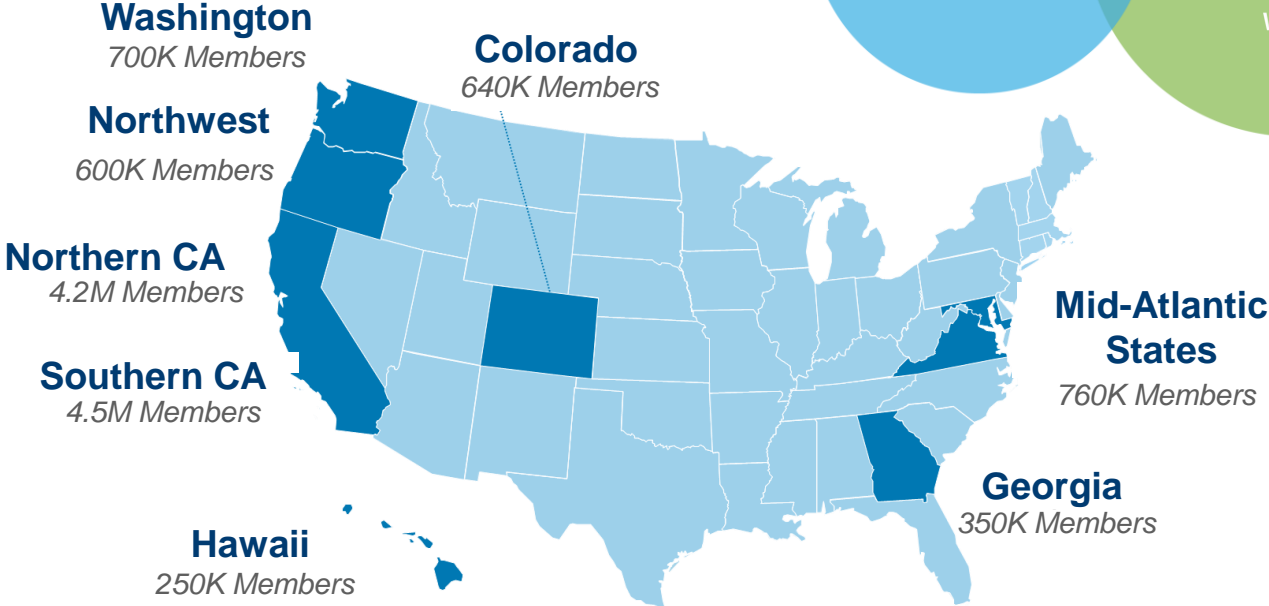
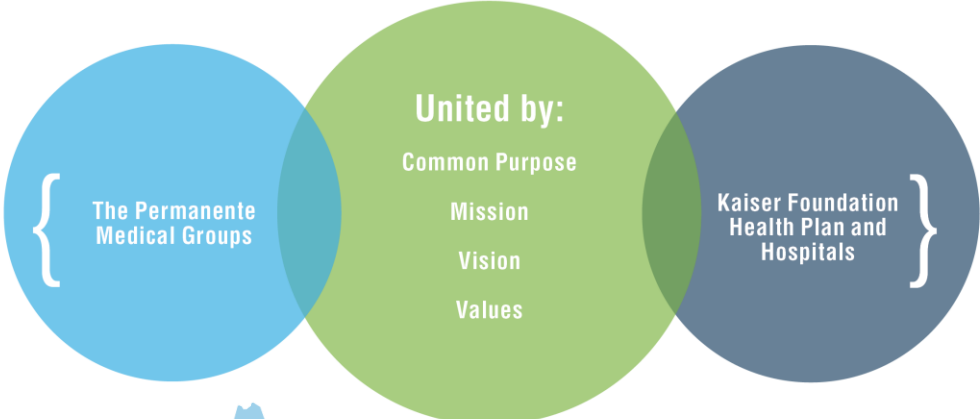
*CDC COCA/HAN Call 12.8.2020*

Edward Lee, MD

Irene Chen, MD

Stephen Parodi, MD

# Kaiser Permanente – Integrated Care



**\$72 B+**  
operating revenue

**12 M+**  
members

**200,000+**  
employees

**22,000+**  
physicians

**39**  
hospitals

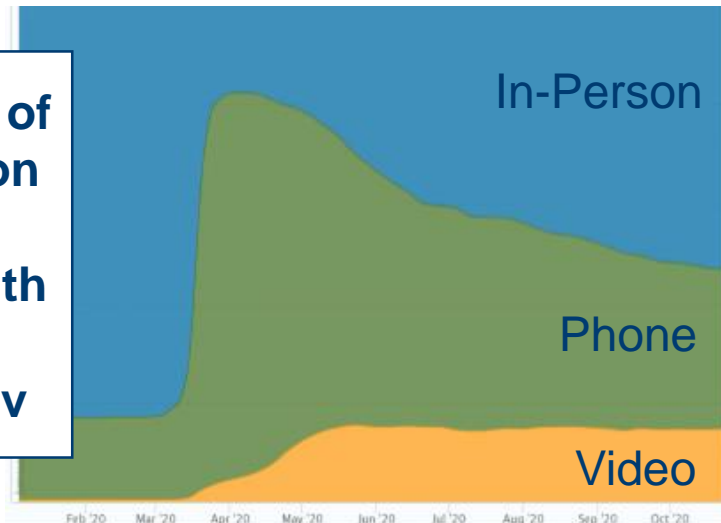
**690+**  
medical offices

# Telehealth at Kaiser Permanente-

Snapshot of last week in Oct 2020

Phone Visit	Video Visit	Call Center*	Secure Msg	eVisits <i>New!</i>	Health Bot <i>New!</i>
443,000+	200,000+	3,180,000+	885,000+	78,000+	7,500+
107% Increase from 2019	3816% Increase from 2019	10% Increase from 2019	38% Increase from 2019	New in 2020	New in 2020

**Balance of In-person to Telehealth Visits Feb-Nov**



\* Call center data includes advice & appointments, marketing, continuum of care, membership administration, member services, on-call, national HR Service center. Part of increase is in part due to two platforms coming online in the past year.



# Health Equity in Telehealth

## Telehealth provides access to reduce health disparities

- Essential workers are busy during the day
  - Convenient way to reaching their personal physician remotely
- Populations more at risk for adverse health outcomes may have transportation challenges
  - No travel necessary to use telehealth services
- Elderly patients may not be adept with technology
  - Initiatives to provide guided training before a telehealth visit
  - Delivering the technology to the patients



## Culturally responsive care for COVID-19 via telehealth

- Interpreters can be added to Video Visits
- Instructional video on caring for yourself with COVID-19 in Spanish
- Text campaign to promote COVID-19 prevention website
- Fotonovela to engage LatinX culture on COVID-19 prevention



**Fotonovela**  
Read about one family's struggle to do what's right in the time of COVID-19

**Text Messages**  
Text **COVID** or **FOTONOVELA** to **45356** to receive a one-time text message with helpful tips to keep you and your family safe



The U.S. Department of Veterans Affairs (VA)

# Use of Connected Care to Address Healthcare Access Disparities

Matthew Rogers, PA-C  
National Clinical Resource Hub Director  
[Matthew.rogers5@va.gov](mailto:Matthew.rogers5@va.gov)

Leonie Heyworth, M.D, M.P.H  
National Synchronous Telehealth Lead  
[Leonie.Heyworth@va.gov](mailto:Leonie.Heyworth@va.gov)

VA



U.S. Department of Veterans Affairs  
Veterans Health Administration  
Office of Connected Care



At a VA Facility



At Home



On Any Device



Now: Right care, right time, right place

# VA Video Connect (VVC)



## Remote Exam

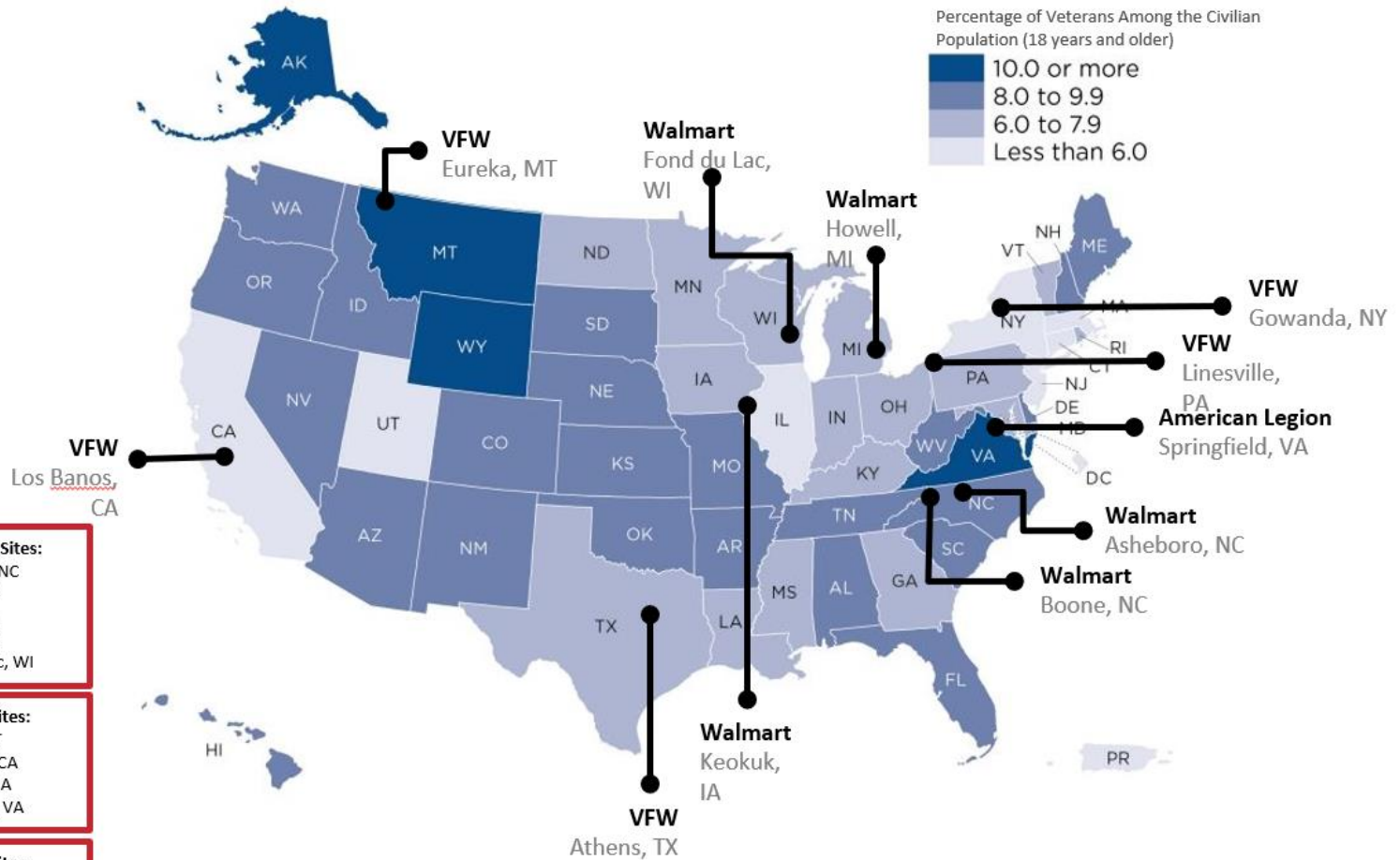
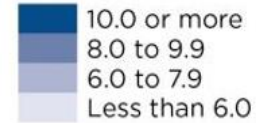
### Peripheral devices

- Personalized home kit for home-inclined Veterans
- Easily integrated with VVC, minimal patient assist



# Accessing Telehealth through Local Area Stations (ATLAS) Sites

Percentage of Veterans Among the Civilian Population (18 years and older)



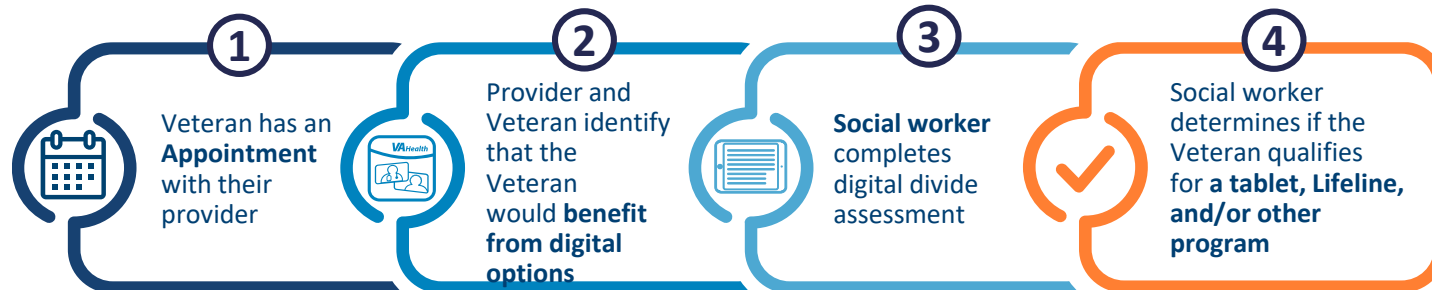
- Pilot Walmart Sites:**
- ✓ Asheboro, NC
  - ✓ Boone, NC
  - ✓ Howell, MI
  - ✓ Keokuk, IA
  - Fond du Lac, WI

- Phase 1 VSO Sites:**
- ✓ Eureka, MT
  - Los Banos, CA
  - Linesville, PA
  - Springfield, VA

- Phase 2 VSO Sites:**
- Athens, TX
  - Gowanda, NY

- ✓ Live ATLAS Site
- ATLAS Site In Development

# Digital Divide Consultation



# Regionally Owned Clinical Resource Hubs (CRH)

- IN PERSON & VIRTUAL Care
- Prioritize highest needs across a region
- Support ATLAS (Accessing Telehealth through Local Area Stations) sites, Clinical Contact Centers, Continuity of Operations during disasters

## Team Based Primary Care



- Specialty Mental Health services
- CRH can cover multiple sites across a region
- Prioritize identified underserved facilities across the Veterans Integrated Service Networks (VISN)

## Mental Health



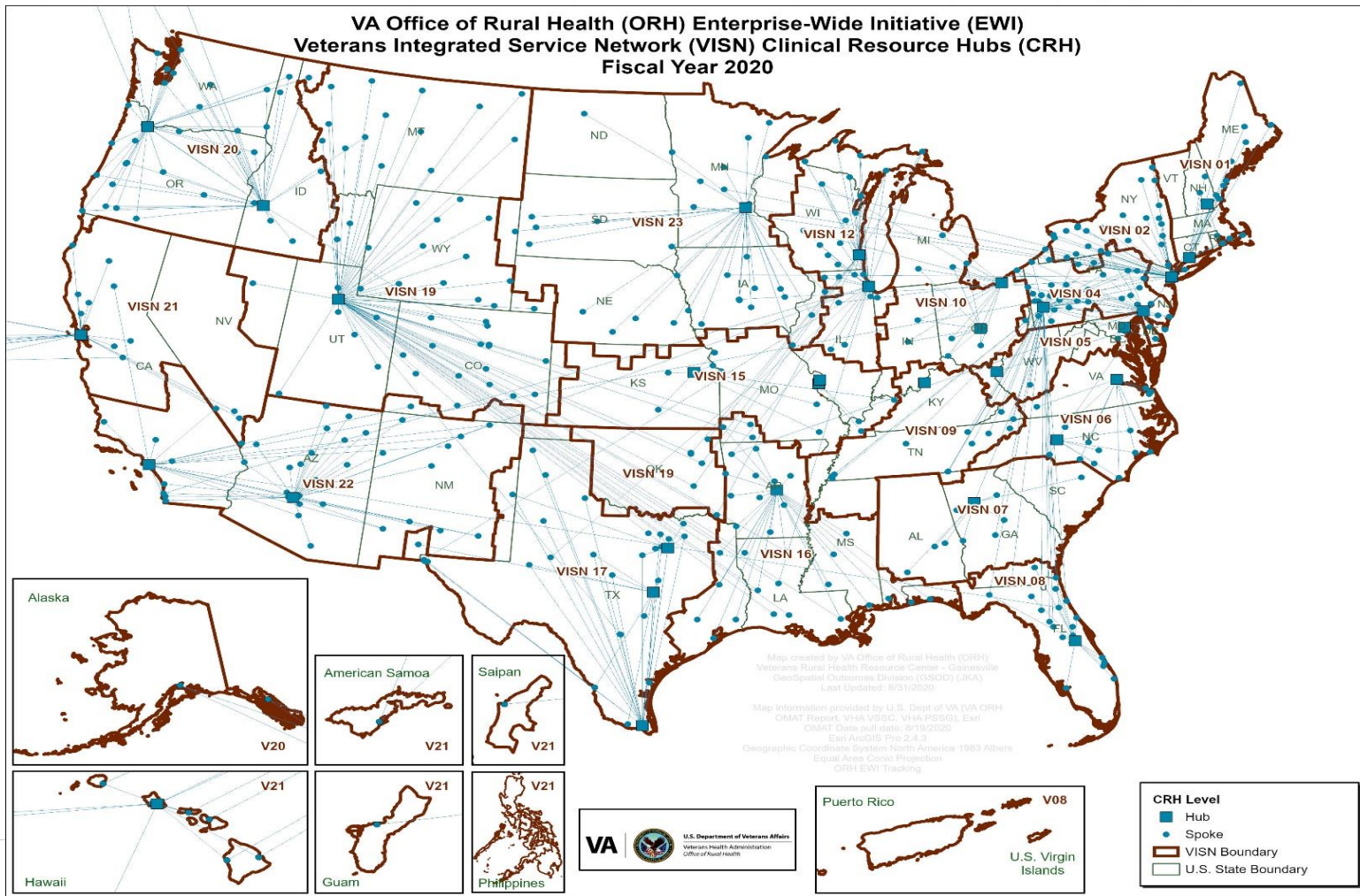
- Can cover even small Community Based Outpatient Clinics (CBOC) and rural clinics with specialty services
- Prioritize areas where these type of clinical services don't exist in the community or incur high community care costs

## Specialty, Rehabilitation, and Surgical Services





# Clinical Resource Hub Locations



# Resources

## Clinical Resource Hubs (CRH)

- [CRH Video](#)

## Accessing Telehealth through Local Area Stations (ATLAS)

- [ATLAS Webpage](#)
- [ATLAS Overview Video](#)
- [ATLAS Veteran Overview Flyer](#)
- [ATLAS FAQ Flyer](#)

## Telehealth Emergency Management (TEM)

- [TEM Overview One-Pager](#)
- [TEM Initiative Summary](#)
- [TEM Initiative Vantage Point Blog Posts](#)

## VA Video Connect (VVC)

- [VVC App Webpage](#)
- [VVC Overview One-Pager](#)
- [VVC Demo Video](#)





# VA Video Visits During COVID-19

## Video visits ↑:

- Low income
- Disability
- Homelessness
- Multiple chronic conditions
- Mental health conditions

## Video visits ↓:

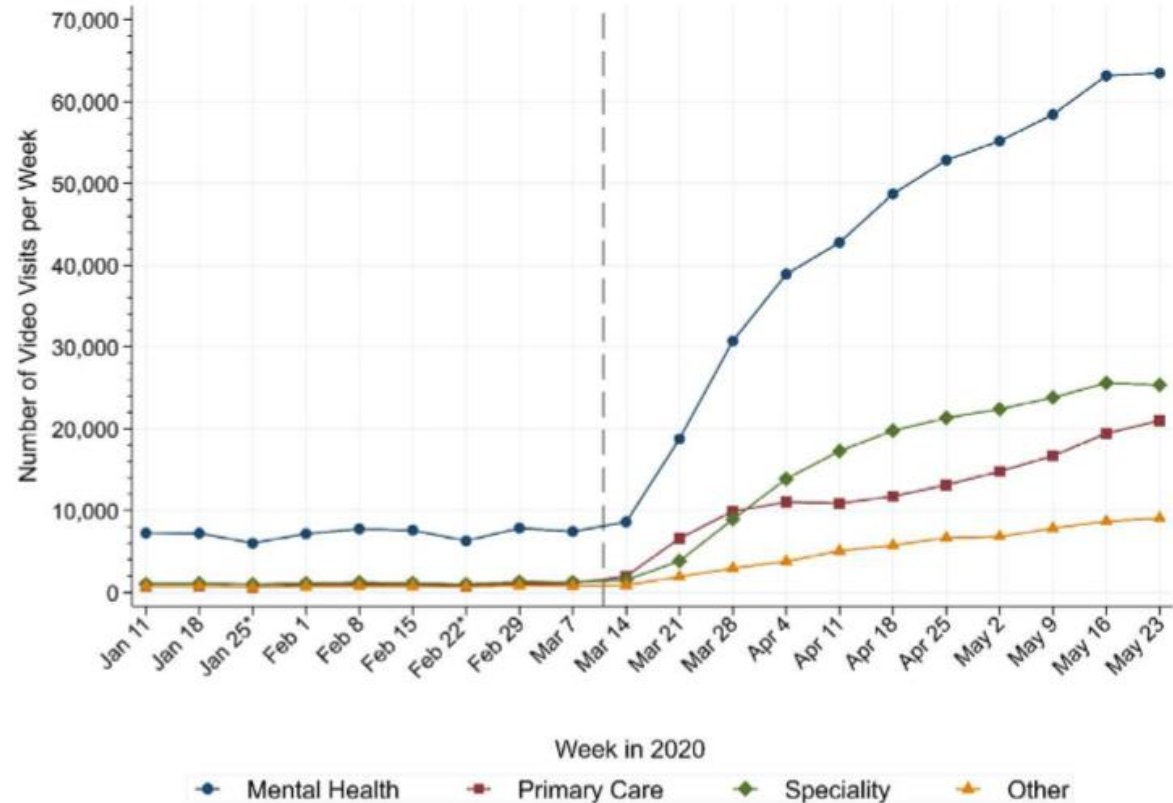
- Older adults
- Rural Veterans

## No Difference:

- Race/ethnicity

Ferguson JM, *et al.*,  
VA Palo Alto Virtual Access QUERI

March 11, 2020  
WHO declares  
global pandemic



Enhancing Access via Telehealth at US Department of Veteran Affairs; Heyworth L, Kirsh S, Zulman DM, Ferguson J, Kizer K. *NEJM Catalyst* 7/1/20

## Phillips Sponsored “Pods” and “Porches”



“Pod” at Eureka, MT VFW (VISN 19/20)



“Porch” at Springfield, VA American Legion (VISN 5)

# To Ask a Question

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- For media questions, please contact CDC Media Relations at 404-639-3286 or email [media@cdc.gov](mailto:media@cdc.gov).



## Joining the Q&A session



**Stephen M. Parodi, MD**  
Executive Vice President  
External Affairs, Communications, and Brand  
The Permanente Federation  
Associate Executive Director  
The Permanente Medical Group



**Yi-Fen Irene Chen, MD, FACP, CPPS**  
Associate Executive Director  
The Permanente Medical Group

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# Today's COCA Call Will Be Available On-Demand

- **When:** A few hours after the live call
- **What:** Video recording
- **Where:** On the COCA Call webpage at [https://emergency.cdc.gov/coca/calls/2020/callinfo\\_120820.asp](https://emergency.cdc.gov/coca/calls/2020/callinfo_120820.asp)

# Upcoming COCA Calls

- **Topic:** Practical Decision Making for Crisis Standards of Care at the Bedside
- **Date:** Thursday, December 17, 2020
- **Time:** 2:00-3:00 P.M. ET
  
- Visit our COCA Call page at [emergency.cdc.gov/coca](https://emergency.cdc.gov/coca).
- Subscribe at <https://emergency.cdc.gov/coca/subscribe.asp>.
- Share call announcements with colleagues.



# COCA Products & Services

		<b>COCA Call</b>
		CDC Clinician Outreach and Communication Activity

COCA Call Announcements contain all information subscribers need to participate in COCA Calls. COCA Calls are held as needed.

		<b>COCA Learn</b>
		CDC Clinician Outreach and Communication Activity

Monthly newsletter that provides information on CDC training opportunities, conference and training resources, the COCA Partner Spotlight, and the Clinician Corner.

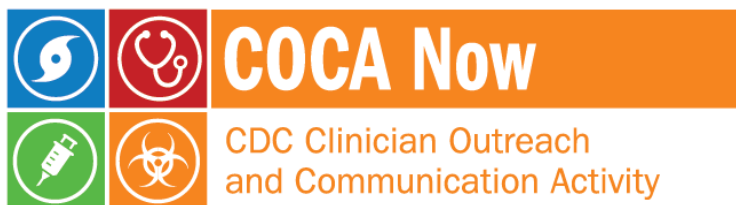
		<b>Clinical Action</b>
		CDC Clinician Outreach and Communication Activity

As-needed messages that provide specific, immediate action clinicians should take. Contains comprehensive CDC guidance so clinicians can easily follow recommended actions.

# COCA Products & Services



Monthly newsletter providing updates on emergency preparedness and response topics, emerging public health threat literature, resources for health professionals, and additional information important during public health emergencies and disasters.



Informs clinicians of new CDC resources and guidance related to emergency preparedness and response. This email is sent as soon as possible after CDC publishes new content.



CDC's primary method of sharing information about urgent public health incidents with public information officers; federal, state, territorial, and local public health practitioners; clinicians; and public health laboratories.

# Join COCA's Mailing List

- **Receive information about:**
  - Upcoming COCA Calls
  - Health Alert Network (HAN) messages
  - CDC emergency response activations
  - Emerging public health threats
  - Emergency preparedness and response conferences
  - Training opportunities



[emergency.cdc.gov/coca/subscribe.asp](https://emergency.cdc.gov/coca/subscribe.asp)

# Join Us On Facebook!



The screenshot shows the Facebook profile for COCA (CDC Clinician Outreach and Communication Activity). The profile picture features a group of six diverse healthcare professionals. The cover photo shows a group of five healthcare professionals. The page name is "CDC Clinician Outreach and Communication Activity - COCA" with the handle "@CDCClinicianOutreachAndCommunicationActivity". The page is categorized as a "Government Organization in Atlanta, Georgia". It has 21,420 likes and 21,217 followers. A recent post from October 31, 2017, at 1:18pm, announces a free CE event on November 7, 2017, at 2:00PM. The page also includes navigation links for Home, About, Posts, Photos, Events, and Community, along with a "Create a Page" button. A map in the bottom right corner shows the location in Atlanta, Georgia, near Clifton Rd. NE and Houston St.

**Thank you for joining us today!**



[emergency.cdc.gov/coca](https://emergency.cdc.gov/coca)