



Engagement of Students and Telehealth Billing & Regulatory Updates

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Topics Discussed Today



1. Advantages of Telehealth in School-Based Health Centers (SBHCs)
 2. Challenges of Engagement
 3. Approaches to Engagement
 4. Unique Engagement Strategies from a School-Based Health Center
 5. Telehealth Legislation Updates
 6. Q & A
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Advantages of Telehealth in SBHCs

- Supports greater access to a full continuum of care:
 - Whether school is open or closed.
 - When clinical staff, including specialists, are not on-site.
 - Enables greater efficiency & productivity
 - Reduces school absences, improves student performance.
 - Better accommodation to parents' work schedules
 - Reduces overall health care costs and delays in receiving care.
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Evidence-Based Best Practice:

“Hybrid” Model of Care: Combination of In-Person and Telehealth

- Helps build strong collaborative relationships with School-Based Professionals including Social Workers, Teachers, School Counselors and School Nurses.
 - Promotes both engagement and efficiency.
 - Physically being in the school building (on occasion) and experiencing the school expectations and culture helps providers move toward greater appreciation and understanding of the structures, policies, and opportunities and challenges for schools and school-based professionals.
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Challenges to Student & Family Adoption

Gaining Trust: Students and families need extra support to help them understand the value of the telehealth visit, to address privacy & security concerns, concerns regarding translation services, etc.

Managing Logistics: Do your students and their families understand how to join a call and what is expected of them during telehealth sessions, e.g., staying focused on the computer when needed, muting if there is excessive background noise, how to ask for help, etc.?



Challenges to Adoption, cont'd

Obtaining Consent: Often, paper forms are not returned in a timely manner (or at all). E-consent forms require digital device access, which not every student or family has.

EMR/Patient Portal: Scheduling telehealth visits often requires either calling a phone number or creating a patient portal account. Any extra steps in accessing telehealth can be a barrier to engagement.



Challenges to Adoption, cont'd

Technology: Do students and families have the devices/equipment/internet access needed for a successful call, including headsets/earbuds to support privacy? Are they lacking in confidence about their ability to use the technology?

Outreach & Marketing: Do you have the data and student lists you need? Do you have staff to conduct the outreach? Are they trained to promote the messaging you want to send?



Marketing: What Media Sources Will You Use?



Engagement during the Telehealth Visit

“Communication is the number one factor influencing the patient experience, and one interaction can change the course of someone’s life.”
– Anthony Dorsini, D.O.



Approaches to Student Engagement during the Telehealth Visit

Manage expectations.

Build rapport and be creative about it!

Give the student some control.

Involve the family/caregiver as much as possible.

Utilize your software platforms capabilities.



Approaches to Student Engagement during the Telehealth Visit, cont'd.

Try arts-based therapeutic methods.

Mirror the language patterns of the child.

Consider sharing handouts and working together.

Use exaggerated expressions and gestures.

Actively listen and reflect back.



Peer Experiences in Telehealth Engagement Strategies

BMS Family Health and Wellness Centers

Rosemary Polanco



Telehealth Legislation Update - NYS

New York Medicaid offers live video reimbursement and some reimbursement for store-and-forward and home health services. The NYS Department of Health released a Medicaid telehealth expansion in 2019 and the Office of Mental Health released Telemental health guidance in November 2019.

Additional guidance has been released since; however, they currently appear to just be tied to the COVID-19 emergency. New York Medicaid has indicated intention to make emergency Medicaid telehealth expansions, including audio-only coverage, permanent, but the emergency rule did expire on 8/25/22 with no update since. In addition, recently effective legislation requires telehealth reimbursement parity until April 1, 2024.



Telehealth Legislation Update - NYS

Providers who may deliver telemedicine services include:

- Licensed physician
- Licensed physician assistant
- Licensed dentist
- Licensed nurse practitioner
- Licensed registered professional nurse (only when such nurse is receiving patient- specific health information or medical data at a distant site by means of RPM)
- Licensed podiatrist
- Licensed optometrist
- Licensed psychologist
- Licensed social worker
- Licensed speech language pathologist or audiologist
- Licensed midwife
- Physical Therapists
- Occupational Therapists
- Certified diabetes educator
- Certified asthma educator
- Certified genetic counselor
- Hospice
- Credentialed alcoholism and substance abuse counselor
- Providers authorized to provide services and service coordination under the early intervention program
- Clinics licensed or certified under Article 16 of the MHL
- Certified and Non-certified day and residential programs funded or operated by the OPWDD
- Care manager employed by or under contract to a health home program, patient centered medical home, office for people with developmental disabilities Care Coordination Organization (CCO), hospice or a voluntary foster care agency certified by the office of children and family services



Telehealth Legislation Update - NYS

Pending Legislation:

- [A9467](#) (S6846): Modifies the definition of telehealth provider to include any health care provider who possesses the requisite license, certification, registration, authorization or credentialing to provide a health care service in New York state and determines that it is clinically appropriate to deliver such health care service via telehealth.
- [A9963](#): Relates to authorizing certain minors to consent to medical, dental, health, mental health or hospital services and adds telehealth to outpatient mental health services which may also be provided in the home or school and for mental health can include psychotherapy and/or med management



Key Takeaways & Next Steps

Ultimately, students and their families need to be heard and understood, whether in-person or via video. Technology doesn't need to undermine a provider's ability to engage on a personal level. Instead, it can be a tool to enhance your ability to connect with your patients.



Additional Resources

1. [Caring for New York's School Children: The Potential of Telehealth](#)
2. [School-Based Telehealth Implementation: Navigating Common Challenges to Increase Access to Care](#)
3. [Connecting Kids to Care: Developing a School-Based Telehealth Program](#)
4. [Connecting with Children and Adolescents via Telehealth During COVID-19](#)
5. [NYS DOH Special Medicaid Update – June 2021 - Telehealth](#)
6. [New York State Pending Telehealth Legislation](#)



Questions?



Thanks for listening!

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