Leveraging Technology to Advance Care

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President & CEO
Who Are We?

“A patient-centered multidisciplinary network dedicated to ending needless death and suffering due to asthma, allergies and related conditions through outreach, education, advocacy and research.”
Learning Objectives

• Participants will learn the unmet need in asthma and how technology may be leveraged to close the gap.
• Participants will be introduced to mobile health applications for adults and children with asthma.
• Participants will be introduced to telemedicine platforms and gain a better understanding of telehealth policy in 2017.
Traditional System

- Fragmented Care
- Reactive vs Proactive
- Fee For Service---Volume Based
- Significant Disparities
- Substantial Social Determinants
Emerging System

- Convenient, Collaborative, Consistent Care
- Proactive vs Reactive
- Value Based Payment
- Coordination to link clinical, social, community orgs, public health & government programs
- Data Sharing---Communication among stakeholders
Gaps in Understanding Remain

• Chronic Conditions with Serious Risks
• We Know What Works
  ◦ Diagnosis w Spirometry
  ◦ Identification & Avoidance of Triggers
  ◦ Good Treatments
  ◦ Monitoring Tools
  ◦ Education & Comprehensive Care
• Live Symptom & Fear Free
During routine visits, fewer than half of moderate and severe patients say they always discuss symptoms; fewer than a third always discuss how asthma affects daily life and even fewer discuss an action plan.

**Patient Reported Topics Discussed During Routine Visit with Managing HCPs in Past 12 Months - Top Box: Always -**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Severe (n=483)</th>
<th>Moderate (n=702)</th>
<th>Mild (n=699)</th>
<th>Intermittent (n=726)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review your current medications</td>
<td>65%</td>
<td>61%</td>
<td>61%</td>
<td>64%</td>
</tr>
<tr>
<td>Symptoms</td>
<td>44%</td>
<td>37%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Talk about any recent asthma attacks</td>
<td>33%</td>
<td>31%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Steps to better control your symptoms</td>
<td>28%</td>
<td>24%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Limitations you’re experiencing in daily life (examples: going to work, exercising, household chores, etc.)</td>
<td>27%</td>
<td>19%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Triggers/how to avoid to maintain better control</td>
<td>21%</td>
<td>19%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Lung function testing</td>
<td>18%</td>
<td>13%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Your personal asthma action plan</td>
<td>17%</td>
<td>16%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Spirometry tests</td>
<td>17%</td>
<td>15%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Peak flow meter testing</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Fears or feelings you have associated with asthma</td>
<td>13%</td>
<td>10%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Severity classified according to NAEPP Severity Assessment, based on answers to screener questions*
When we look at this HCP data by specialty, we do see specialists discussing asthma’s effect on patients’ daily lives more frequently than PCPs…

**HCP Reported Topics Discussed During Routine Visit in Past 12 Months**

- Top Box: Always -

<table>
<thead>
<tr>
<th></th>
<th>Severe</th>
<th>Moderate</th>
<th>Mild</th>
<th>Intermittent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Specialists (n=353)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patient’s current medications</td>
<td>91%</td>
<td>90%</td>
<td>89%</td>
<td>86%</td>
</tr>
<tr>
<td>Symptoms</td>
<td>91%</td>
<td>85%</td>
<td>90%</td>
<td>82%</td>
</tr>
<tr>
<td>Recent asthma attacks</td>
<td>87%</td>
<td>84%</td>
<td>84%</td>
<td>77%</td>
</tr>
<tr>
<td>Steps to better control symptoms</td>
<td>80%</td>
<td>75%</td>
<td>73%</td>
<td>64%</td>
</tr>
<tr>
<td>Patient’s limitations (examples: going to work, exercising, household chores, etc.)</td>
<td>84%</td>
<td>70%</td>
<td>74%</td>
<td>57%</td>
</tr>
<tr>
<td>Asthma triggers</td>
<td>80%</td>
<td>74%</td>
<td>73%</td>
<td>64%</td>
</tr>
<tr>
<td>Patient’s personal asthma action plan</td>
<td>73%</td>
<td>72%</td>
<td>65%</td>
<td>61%</td>
</tr>
<tr>
<td>Spirometry tests</td>
<td>66%</td>
<td>39%</td>
<td>60%</td>
<td>26%</td>
</tr>
<tr>
<td>Patient’s fears or feelings associated with their asthma</td>
<td>56%</td>
<td>48%</td>
<td>43%</td>
<td>38%</td>
</tr>
<tr>
<td>Peak flow meter testing</td>
<td>43%</td>
<td>44%</td>
<td>40%</td>
<td>31%</td>
</tr>
<tr>
<td>Lung function testing</td>
<td>61%</td>
<td>36%</td>
<td>55%</td>
<td>24%</td>
</tr>
<tr>
<td>Fractional exhaled nitric oxide (FeNO) tests</td>
<td>24%</td>
<td>12%</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Select Topics Shown % Among Total HCPs
Top Box on a 3 Point Scale Where
1 = Never, 2 = Sometimes, But Not Every Visit, 3 = Always
Specialists = Allergists, Pulmonologists; PCPs = NPs, PAs, Pediatricians, PCPs
Shared Decision Making

A collaborative process that allows patients and their providers to make health care decisions together, taking into account the best scientific evidence available, as well as the patient’s values and preferences.
• **S**eek Patient Participation & Communicate Options
• **H**elp Patient Explore & Compare Options
• **A**ssess Patient Values & Preferences

*What Matters Most?*

• **R**each a Decision
• **E**valuate the Decision
Collaborative Care Teams

- Patients
- Caregivers
- Primary Care
- Subspecialty Care
- Allied Health---Asthma Educators
- Pharmacists
- Office Staff
- Payers
- Government/Policymakers
- Advocacy Organizations
  - TECHNOLOGY???
Technology---Start with End in Mind

What is purpose?
  EDUCATE?
  MONITOR?
  INCREASE ADHERENCE?

Who is using?
  Provider?
  Patient?
  Caregiver?
Technology---working for you or against you???

- Dr Google or WebMD
- Wearables
- Integrated Devices
- Mobile Health Applications

83% of patients believe technology can help adherence to comprehensive asthma management
Dr Google or WebMD

- Patients are acting as Consumers
- Patients come to visits more informed than ever before
- Need to provide reliable sources of information
- Need to know what reviews exist about your practice & proactively address
Integrated Devices

- Spirometry
- FeNO
- Pulse Ox
- Others
Wearables

• Apple iHealth
• Others?
  ◦ Environment---Weather, Pollution, Etc.
  ◦ Heart Rate
  ◦ Respiratory Rate
  ◦ O2
  ◦ FeNO
Mobile Health Applications

- Assist Me With Inhalers
- Asthma Ally
- Asthma 360
- AsthmaCheck
- Asthma Glossary
- AsthmaMD
- Asthma Pal
- AsthmaSense
- Propeller Health
  - DRAW MD PULMONOLOGY-HCP
DRAW MD Pulmonology

Content Library

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Available Template Packs

- **Anesthesia and Critical Care**
  Anesthesia and Critical Care pack templates cover the basics of intubation and other common preoperative procedures.

- **Breast Health**
  The Breast Health templates deal with common benign breast conditions, biopsy techniques and treatment options.

- **Cardiology**
  The Cardiology templates facilitate discussions of common heart conditions.

- **ENT**
  Common anatomy and conditions templates an ENT clinician can use in daily treatment and diagnosis.

- **Family Practice**

SIGN OUT

Presentations
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Feedback
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Mobile Health Applications

- EPA’s AIRNOW
- KagenAir
- Pollen.com Allergy Alert
- State of the Air
- DailyBreath
- Asthma Storylines
Asthma Storylines
Mobile Health Applications---KIDS

- Asthma Explorers Club
- Catch Your Breath
- Huff & Puff SD Free
- iAsthma in Control
- Kids Beating Asthma
- Wellapets
Asthma Explorers Club is the place to go for kids who like to play, have fun, and learn more about their Asthma. We also have great information for parents too.

Holiday Allergy Triggers
Discover what type of asthma and allergy triggers to be on the lookout for during the holiday season.

SNOWMAN
Let’s figure out the Word Power words together before our friends get done making their snowman. Pick your skill level, then pick letters to fill in the blanks!

Ask A Doc?
My daughter has asthma and is also allergic to tree nuts. I have been told that because she has asthma we should be extra careful in preventing her from eating tree nuts. Of course we are always reading labels and protecting her from accidentally eating nuts but what does having asthma have to do with the
Telehealth Visit Platforms

- American Well
- Doctor on Demand
- Teladoc

“The remote delivery of health care services and clinical information using telecommunications technology. This includes a wide array of clinical services using internet, wireless, satellite and telephone media.”
Telehealth Benefits

- Creates value for payers, patients and providers
- Increased patient access
- Enhanced reach of healthcare services
- Reduced cost structure
- 24/7 coverage
- Higher customer satisfaction
- Reduced cost structure
Telehealth Policy

- Eliminate artificial government barriers to telehealth, such as geographic discrimination and restrictions on the use of telehealth in managed care;
- Prevent new barriers to telehealth, such as clinical practice rules that impose higher standards for telehealth-provided services than in-person care;
- Encourage use of telehealth to reduce health delivery problems, such as provider shortages;
- Promote payment and service delivery models to increase consumer and payer value using telemedicine and

Enhance patient choice, outcomes, convenience, and satisfaction.
Current Legislation

- S19 MOBILE NOW
- S108/HR184 Medical Device Repeal Excise Tax
- S356/HR 1027 Hallways to Health—SBHC
- S431/HR1148 FAST-Telestroke Access
- S787 CMS Telehealth Access
- S870 Chronic Care Act
- S925/H2123 VETS Act
- S1016 Telehealth Expansion
- HR184 Medical Device Repeal Excise Tax
- HR766 Medicare Telehealth Expansion
- HR 800 Rural Broadband Access
Current Legislation

• HR 1152  Care Veterans Deserve Act
• HR 1369  Indian Healthcare Improvement Act
• HR 2291  HEART---Telehealth for Medicare
• HR 2337  Medicaid Telehealth Expansion

Our simple ask….include asthma education & respiratory care services
States with Parity Laws for Private Insurance Coverage of Telemedicine (2017)


States with proposed/pending legislation: In 2017, Idaho, Iowa, Kansas, Massachusetts, New Jersey, North Carolina, Ohio, and West Virginia

*Coverage applies to certain health services.
Proposed State Legislation

Still Have Work To Do….

“To end the needless death and suffering due to asthma, allergies and related conditions through outreach, education, advocacy and research.”

12 Americans Die Daily (Asthma & LTFA)

ENGAGE***EDUCATE***EMPOWER
HOW? SHARE