

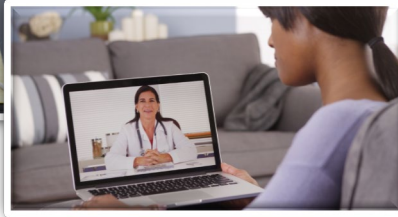
TheTeleDentists®

***Emergence of Teledentistry During COVID-19***

## TheTeleDentists®

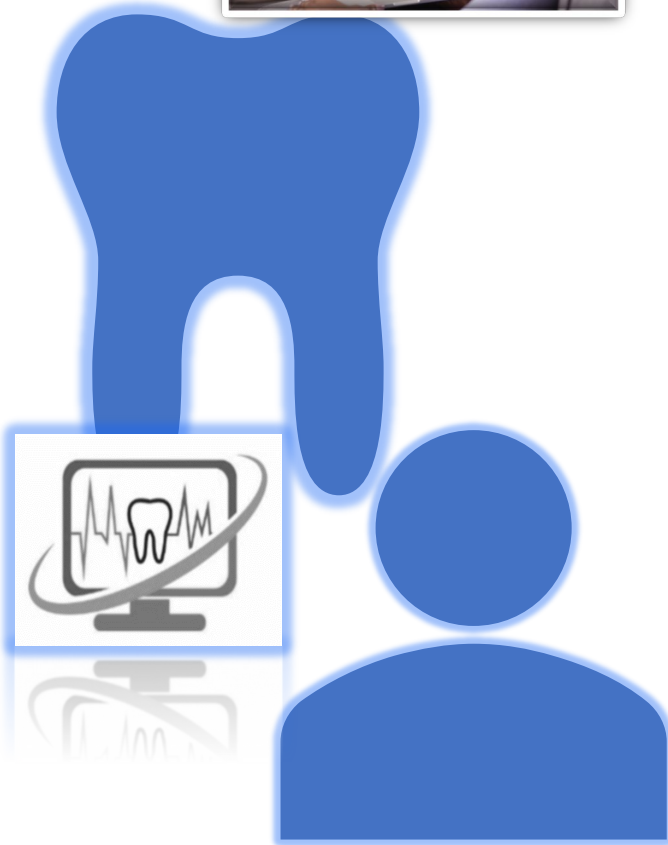
- Pioneering virtual dental solutions for urgent oral/dental problems
- National network of 300+ dentists available 24/7/365
- Uses HIPAA compliant telehealth platform
- Mission: To be **anywhere** a patient presents with a dental problem





## The Solution:

- Remediate
- E-Prescribe
- Schedule patient for on-site, next day visit with local dentist (if necessary)
- Also available:
  - White label solution for dentists
  - Dental Second Opinions
  - Education Services



# Where can we do TELEDENTISTRY?

Over 220  
Telemedicine  
Companies



Telehealth Cos. Benefit Aggregators



Employer Clinics



Hospital ERs



Mobile Health



Long Term Care



DSOs



Urgent Care



EHRs



Retail Pharmacy



Insurance



FQHC



Student Health

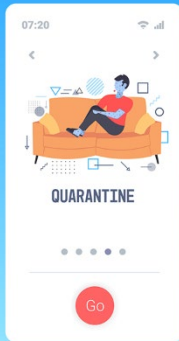


Travel Health



At Home

# Covid-19 Impact on Telehealth



Unprecedented increase in telehealth visits

General telemedicine visits to top 200 million this year

Cross state licensure

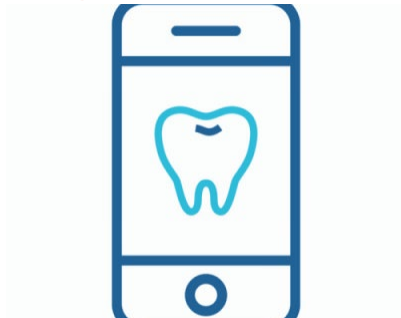
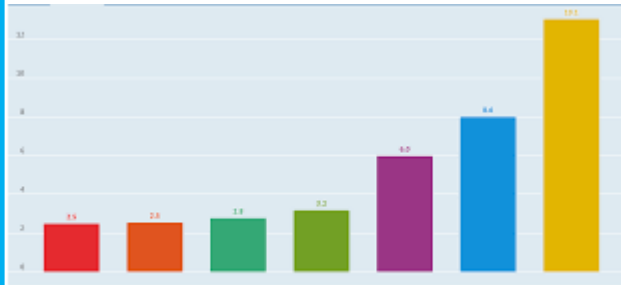
Prescribing controlled substances

Relaxed HIPAA requirements

Teledentistry reimbursement codes now available



## Covid-19 Impact on The TeleDentists



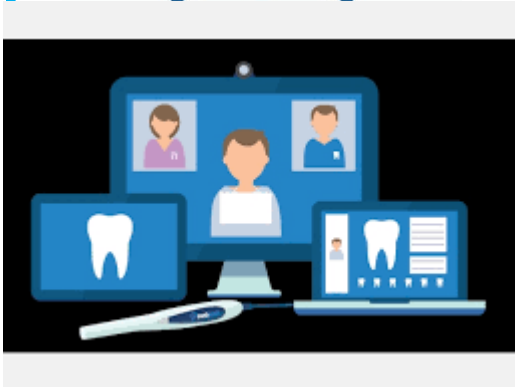
Patient volume up significantly

Dentists swarming our site

- Joining our team
- Offering teledentistry

Contracting with major insurers:

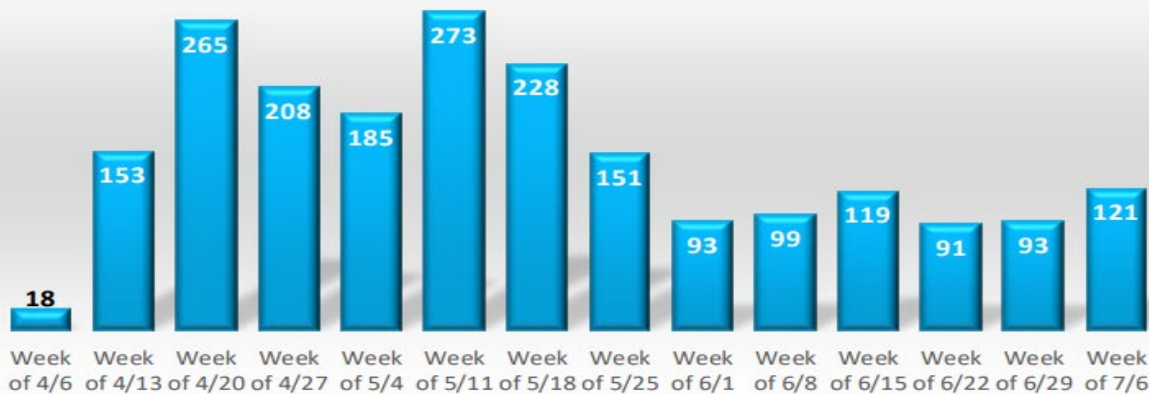
- Cigna
- Anthem
- Others !





## TeleDentists Activity Summary (activity through 7/14/2020 unless otherwise noted)

### Consultations by Week



Teledental  
Consults

**2033**

Average  
consults/day

**21**

Completed  
Surveys

**867**

% Surveys  
with 5-stars

**92%**

### Consultations by Day



Average hold  
time

**4:11**

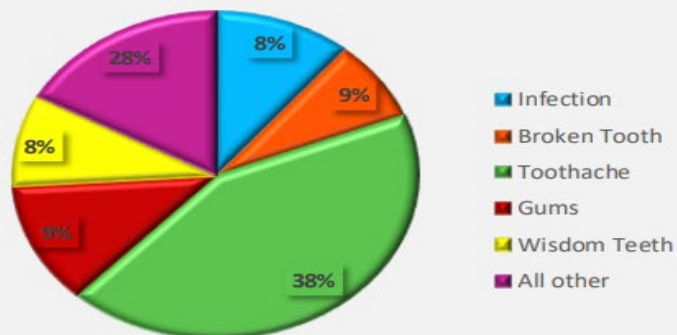
Avg length of  
consultation

**7:17**



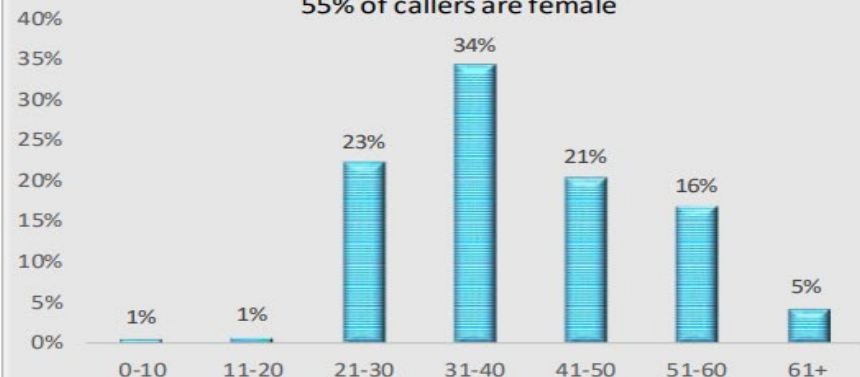
## TeleDentists Activity Summary (activity through 7/5/2020 unless otherwise noted)

### Reason for Calling

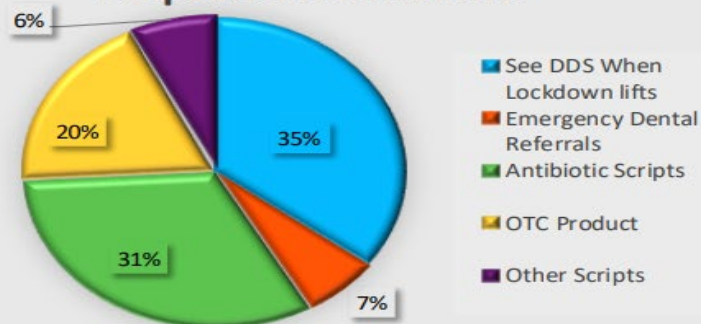


### AGE DISTRIBUTION

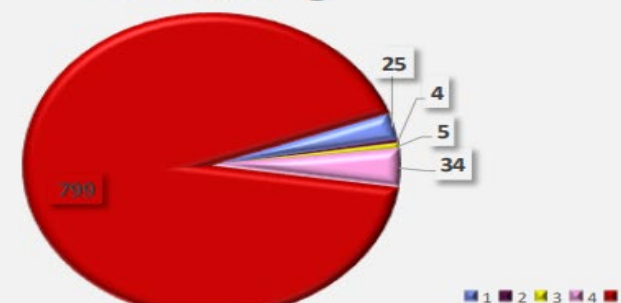
55% of callers are female



### Disposition Outcome

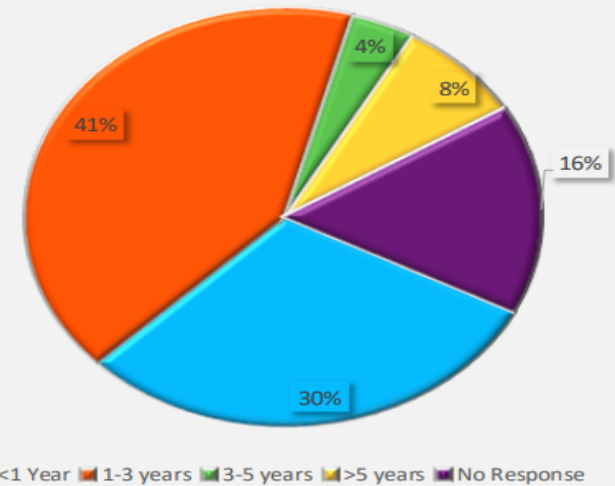


### Star Rating\*



\*As of 7/14

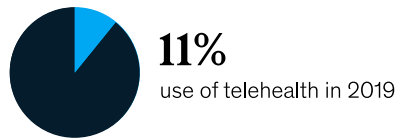




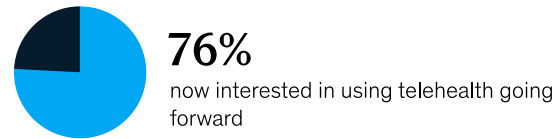
## How has COVID-19 changed the outlook for telehealth?

### 1 Consumer

Shift from:



To:



While the surge in telehealth has been driven by the immediate goal to avoid exposure to COVID-19, with more than 70 percent of in-person visits cancelled,<sup>1</sup> 76 percent of survey respondents indicated they were highly or moderately likely to use telehealth going forward,<sup>2</sup> and 74 percent of telehealth users reported high satisfaction.<sup>3</sup>

### 2 Provider

Health systems, independent practices, behavioral health providers, and others rapidly scaled telehealth offerings to fill the gap between need and cancelled in-person care, and are reporting

**50–175x**

the number of telehealth visits pre-COVID.<sup>4</sup>



In addition, **57%**

of providers view telehealth more favorably than they did before COVID-19 and

**64%**

are more comfortable using it.<sup>5</sup>

### 3 Regulatory

Types of services available for telehealth have greatly expanded, with the Centers for Medicare & Medicaid Services (CMS) temporarily approving more than

**80 new services**

and lifting restrictions on originating site, allowing Medicare Advantage plans to conduct risk assessments via telehealth, and adding other regulatory flexibilities to increase access to virtual care.<sup>6</sup>

<sup>1</sup> McKinsey COVID-19 Consumer Survey, April 27, 2020.

<sup>2</sup> McKinsey COVID-19 Consumer Survey, May 20, 2020.

<sup>3</sup> McKinsey COVID-19 Consumer Survey, April 13, 2020.

<sup>4</sup> Ibid

<sup>5</sup> McKinsey COVID-19 Physician Survey, May 2020.

<sup>6</sup> Medicare telemedicine health care provider fact sheet, March 17, 2020, cms.gov.

# Quotes from the Pandemic



- Today, we're also announcing a dramatic expansion of our Medicare telehealth services....We encourage everyone to maximize use of telehealth to limit exposure to the virus.

President Trump, March 17



- “At the President’s discretion (the Health and Human Services Department) is issuing a regulation today that will allow all doctors and medical professionals to practice across state lines to meet the needs of hospitals that may arise in adjoining areas\

Vice President Pence, March 19



- "I think the genie's out of the bottle on this one," .."I think it's fair to say that the advent of telehealth has been just completely accelerated, that it's taken this crisis to push us to a new frontier, but there's absolutely no going back."

Seema Verma, the CMS administrator March 28

- “We just got done in 6 days what usually takes us 6 months”

Cigna procurement officer, March 30



## Where Do We go From Here?



- **Back to the Office?**
- Convert Pilot Agreements to Long Term
- Add additional distribution channels
- Fund raising – For awareness campaign & staffing
- International?
- Major New Initiative.....



# The TeleDentists Partners with Proctor & Gamble for Smile Advisor

SmileAdvisor

HOME | HOW IT WORKS | CONTACT | LOGIN

HELP MY SMILE ▼

**Smile! You're about to meet your match.**

Looking for a new dentist but not sure where to start? We've got your smile covered. Get matched with a virtual dentist now.

START MY VISIT

in Made in InVision



# Thank you

Contact information:

Howard Reis

CEO

845-392-2915

Howardr@theteledentists.com







## **Now Babies Come With Instructions**

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Online Support & Advice from  
Live Providers for Expectant  
Mothers and Parents



## BabyLiveAdvice

### e - Mission

- To improve the outcome of every pregnancy
- To give every baby a healthy start in life
- To lower health care costs
- Improve women care access without increasing stress
- Decrease the incidence of low birth weight in infants
- Empower women to advocate for self and baby
- Provide every mom with individual support and education

# The Problem



## Pregnancy

American women are 3x more likely to die during pregnancy, delivery, or within one year of giving birth than women in any other industrial country



## Prematurity

500,000 babies admitted to the NICU in 2019;  
**1 out of 5 African American babies will not make it to their first birthday**



## Access to Care

More than 5 million women live in maternity care deserts (1,085 counties) with no hospitals offering obstetric care and no OB providers



## Depression

1 out of 7 women experience PPD, that is 900,000 women per year



## Education

85% of parents report feeling uninformed or underinformed about pregnancy/delivery and infant care.

# COVID19 Changing the Game

**Over the next three months, nearly a million women in the United States will give birth to nearly a million babies**

- ☐ Prenatal and postnatal appointment reduced or cancelled
- ☐ Basic prenatal check-ins to take place by phone or video
- ☐ All genetic consulting, fertility check-ins by virtual means
- ☐ Chronic disease management in pregnancy such as Hypertension, Diabetes and Obesity – virtual
- ☐ ER Access – not an option- must have virtual means to triage and escalate care
- ☐ Delivery – full PPE requirements, no partner in labor, room in vs room out for babies
- ☐ NICU Babies at high risk early discharge with no home health
- ☐ Going home with baby, post partum follow up, lactation, supportive care and mental health
- ☐ No group classes, prep class, support group

# Following Welcome Baby Approach –Virtually

We combine in person one-one one support with educational group classes and support groups to create a full individualized, live, supported experience per patient in their language

Following CPSP like protocols and assessment tools we provide:

- Nutritional consulting
- Health Education
- Psychosocial evaluation and support
- Lactation support and education
- Parenting education and support
- Safe sleep practices/home safety
- Oral care evaluation and support
- Telemonitoring
- Family Planning

## Welcome Baby Timeline of Program Visits

 **FIRST OR SECOND TRIMESTER  
OF PREGNANCY**  
Visit in the home

 **PHONE CALL CHECK-IN**

 **THIRD TRIMESTER OF PREGNANCY**  
Visit in the home

 **BABY IS BORN**  
Postpartum hospital visit

 **NURSE HOME VISIT WITHIN ONE WEEK  
OF MOM AND BABY COMING HOME**

 **BABY'S 2-4 WEEKS**  
Visit in the home

 **BABY'S 2 MONTHS**  
Visit in the home

 **BABY'S 3-4 MONTHS**  
Visit in the home

 **BABY'S 9 MONTHS**  
Final visit in the home

All appointments are held with a personal parent coach or nurse who offers women support and education every step of the way.

# Preconception To Early Childhood Care



## Preconception (pregnancy intention)

BabyLiveAdvice's staff initiates conversation about preparation for pregnancy. Physical, emotional, financial, nutritional, mental readiness evaluation. Care plan for further education made with patient according to identified needs and risk factors.



## Pregnancy

- **Loss or Termination** - Education around safe termination, option for termination and avoidance of unwanted pregnancies. Safe sex practices and birth control option education.
- **Maintain**- Mom is signed into BabyLiveAdvice maternal program



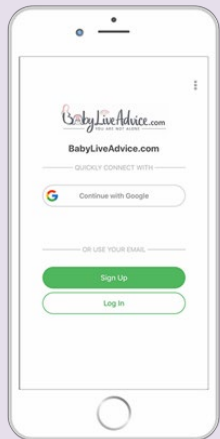
## Postpartum

- **Mom** – Postpartum follow up with nurses, lactation consultants, nutritionists and mental health services (if needed). Monitoring of emotional and physical status up to 90 days postpartum.
- **Baby** – Initiate breast feeding, nutritional consultation, preemie care, infant care, safe sleep.





## Maternity App



- Easy to follow tasks
- Self tracking (FHR, BP, WGHT)
- Validated content library(in development)
- HIPPA compliant video/audio and chat
- Complete medical records



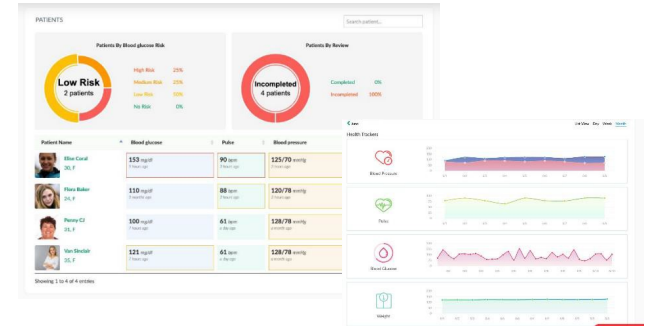
## Monitoring Dashboard



- Real time data
- Alerts and notifications
- Patient management
- Monitoring of remote measurements

# Technology Integration

BabyLiveAdvice can integrate with many emerging technologies to create data backed service



Contraception  
Education

Smoking Cessation

HTN and DM Education  
and Nutrition

Birth Options,  
Preparing for Birth  
Education

Opioid and Substance  
Abuse in Pregnancy  
Education and  
Treatment

C-section Avoidance  
Education

Lactation Support and  
Education

Premature Baby  
Care/Support

Child Rearing Questions  
such as: Sleep, Pacifier  
Training, Toilet Training,  
Behavioral Modification  
Program

Nutrition in Pregnancy,  
Child Nutrition and  
Feeding Problems

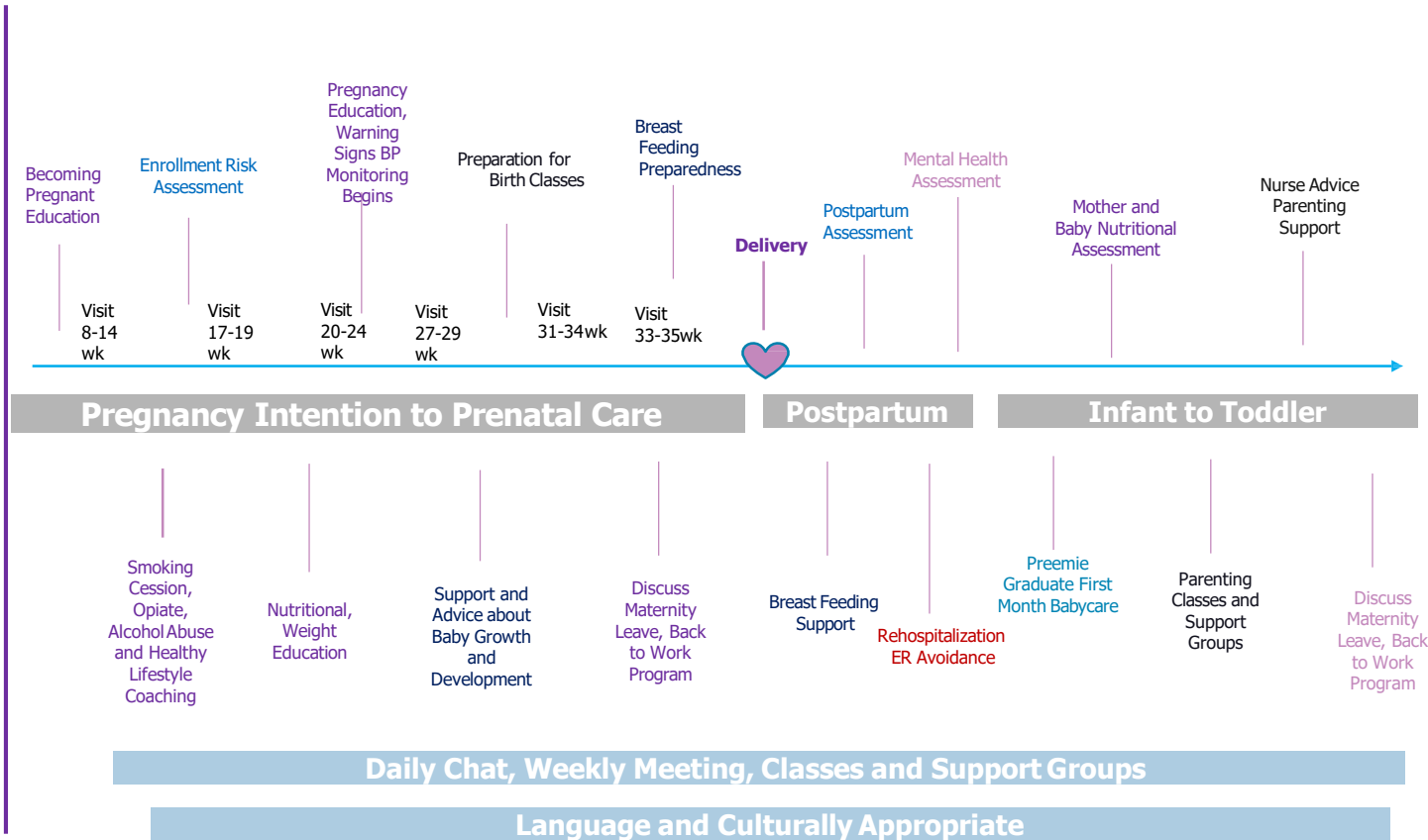
Screening and Treating  
Pre/Postpartum  
Depression

Behavioral and  
Developmental Issues in  
Infant and Children

Minor Medical  
Questions Response

We partner with care providers to extend virtual  
education/support on these topics

# BabyLiveAdvice Care Schedule



# The Solution We Provide

## Continuity

- We provide a full spectrum of services from pre-natal through early childhood

## Coordination

- We partner with health systems to help manage their panels of patients, as a “Panel Partner” supporting care

## Convenience

- We improve engagement in the care process by allowing convenient access and reduced travel time

## Cost Savings

- We lower costs for insurers, employers and providers by improving outcomes and reducing risks and complications

Use technology and non-medical providers in collaboration with health organizations, employers and insurers to educate, empower, monitor and support expecting mothers and new parents from preconception to early childhood.

# Benefit of using BabyLiveAdvice Program

## ECONOMIC

BLA can help reduce the overall incidence of ER and higher acuity services utilization by increasing access and actively monitoring and counseling patients. That will also **reduce patient risk for complications thus reduce overall cost.**



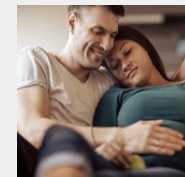
## OPERATIONAL

BLA dramatically reduces the in-person exam loads, daily message load and off hours call backs. By reducing the clinical personnel needed to meet these demand and thus reduce turn over and burn out. **BLA can reduce physician workload and burnout rates.**



## STRATEGIC

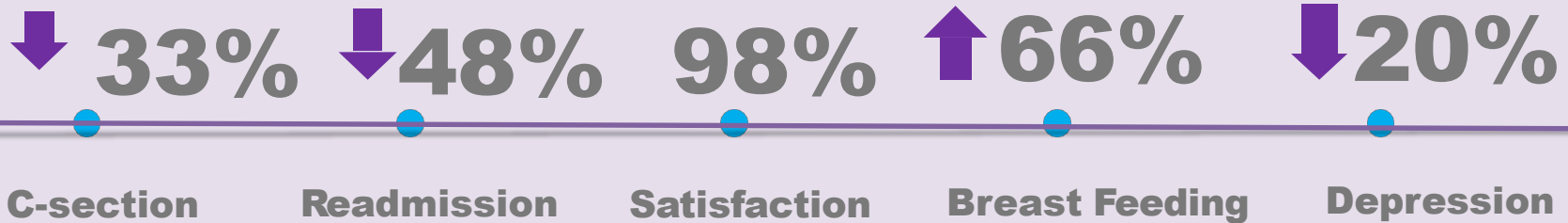
BLA will bring new technology that appeals to young moms/parents who will enjoy on demand access and home support. That enhances the relationship with the health system **creates market differentiation.**





## BabyLiveAdvice: Proven Results

15,000 Total Encounters



# Our Partners

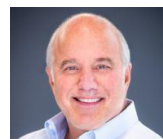


# BabyLiveAdvice Team: Experienced & Diverse

**Our Team Members have a track record of success in healthcare services and telemedicine, with more than 100 years of healthcare management and technology experience combined**



**Sigi Marmorstein RN, PHN,  
MSN, FNP-BC**  
Founder, CEO / Chairman



**Jim Finkelstein, MBA**  
Board Member,  
Business Development



**Milton Chen, PHD**  
Board Member  
Technology



**Eyal Zadik, MBA**  
Board Member  
Business Development



**David Martin, JD**  
Board Member  
Business/Legal Affairs



# Thank you!

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Phone:

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Website:

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# THE EXPANSION OF THE TELEHEALTH PT DURING THE TRANSITION TO “NEW NORMAL”

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Neha Golwala, DPT, CKTP, cert. MDT



## INTRODUCTION

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The scope of Physical Therapy in an inpatient and outpatient setting is clearly defined. The telehealth has been practiced in the field of Physical Therapy in last few years, but it was mostly cash based. COVID-19 created significant impact in mode of delivery of health care system including Physical Therapy. Virtual Physical Therapy created a huge difference in patients' with pain, injuries, and/or surgeries during the pandemic without endangering their lives. Since COVID-19 most/all insurance provider understood the scope of the virtual Physical Therapy and cover for the same.





## OBJECTIVES

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- 1) Understand the scope of practice of a licensed Physical Therapist in virtual world
- 2) Understand the opportunities to work in different states at the same time
- 3) Understand HIPPA laws and compliance
- 4) Understand the billing and coding for different insurance provider



## Understand the scope of practice of a licensed Physical Therapist in virtual world

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- State Guidelines  
Physical Therapist must adhere to any state laws for providing telehealth physical therapy treatments.
- During COVID-19, many states relaxed their guidelines for telehealth physical therapy and insurance started covering for telehealth because of following reasons:
  1. Temporary closure of outpatient physical therapy clinics during the pandemic.
  2. Patients requiring physical therapy for recent surgeries and/or injuries.
  3. Inability of patients to receive physical therapy in the clinics due to increased risk of infection.



## Understand the opportunities to work in different states at the same time

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- Availability of temporary license

During the pandemic, many states e.g. New Jersey, Maine, Vermont, New Hampshire etc., provided temporary physical therapy license with no cost. Hence, physical therapist is able to work in different states via telehealth at the same time.

- Flexibility

During the public health emergency, CMS and other insurance are allowing Physical Therapists in private practice to provide telehealth services from their homes without reporting their home address on their insurance enrollment while continuing to bill from their currently enrolled location.



## Understand the opportunities to work in different states at the same time

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- Insurance Coverage

Most insurance in different states are covering for physical therapy services since pandemic.

- Liability Insurance Coverage

HPSO is covering for telehealth physical therapy in multiple states with no additional cost since pandemic. Physical Therapists must need state license verification for liability insurance coverage.





## Understand HIPPA Laws and Compliance

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- HIPPA Laws “Patient Privacy Law”
  1. Patient must provide a written consent to receive treatment via telehealth, with right to refuse and be given an opportunity to be seen in office.
  2. Physical Therapist must perform treatment in the room/area where no family is nearby.
- Use of Telehealth platform
  1. Before pandemic, only secure platforms such as Zoom, doxy.me were allowed for telehealth Physical Therapy.
  2. During this health crisis, the HHS office for civil rights is relaxing the enforcement and waiving penalties for HIPPA violations against clinicians. Clinicians can use everyday applications that allow for video chats such as Apple Facetime and Skype.
  3. However, HHS, the Office of Inspector General and the Department of Justice will monitor for health care fraud and abuse, including potential Medicare coronavirus scams.



## Understand the billing and coding for different insurance provider

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- Since the pandemic, most insurance including Medicare is covering for the telehealth Physical Therapy and paid at the same rate as in-person therapy for new and existing patients.
- The eligible CPT codes for Medicare and most insurance in NY state are: 97161-97164, 97110, 97112, 97116, 97530, 97535, 97542, 97750, 97755, 97760, and 97761. The Fidelis care requires to bill 99441-99443 for insurance coverage. Physical Therapist must need to include modifier 95/GT and place of service 02 along with CPT codes for billing of telehealth services.
- Since the pandemic, some insurance such as United Healthcare waived co-pay for the in-person and telehealth Physical Therapy services.
- During the pandemic, Some insurance e.g. Fidelis care removed the authorization process and continue Physical Therapy based on medical necessity.



THANK YOU

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