



KEEPING VIRTUAL CARE LOCAL

## Telehealth App is a Win-Win for Women's Health Providers and Patients

Personalized care for women – by women. That's the guiding principle behind Associates in Women's Health (AWH), a four-physician obstetrics/gynecology group in practice for over 20 years. Seeking to further personalize the care experience, AWH introduced OTTO Telehealth services as a convenient way for patients to receive care. OTTO also created a way for providers to get reimbursed for additional services without extending their workday hours.

### Why Telehealth?

Associates in Women's Health initially sought to use OTTO as a way to expand on-call care delivered over the phone and convert these calls to reimbursable video visits. What they found was a service that is easy to incorporate into their daily workflow and is almost universally well received by their patients for its convenience; resulting in a win-win experience for both providers and patients.

### Telehealth in Practice

Each clinician at AWH decides how to best use OTTO in her practice, choosing the appropriate instances of when virtual care should be provided and takes into consideration patient demographics and preferences. The majority of Telehealth visits are scheduled for focused follow-up visits with gynecology patients to review lab results for blood work, biopsies, colonoscopies, and ultrasounds. Other uses include patients with suspected urinary tract infection, mastitis, or prescription refills, where a physical exam is not necessary. It was important for AWH that Telehealth visits be additive to their workflow and not replace existing office visits. Their solution is to double book a Telehealth visit with the first office visit of the afternoon. Clinicians can complete an OTTO visit while their in-office patient is being roomed and prepped by staff. Each clinician currently sees one Telehealth patient per day several times a week. AWH believes that one to two

Telehealth visits per day is realistic as more patients become familiar with using OTTO, which translates into \$100 to \$200 additional revenue per day.

## Training and Education

How much time does it take to learn to use the OTTO app? For clinicians, it's a "piece of cake", reports Heather Schoen, MD. "OTTO requires minimal training – a few minutes to learn the app. I log on, see my patient is logged on, click to visit, and log out when finished." A gooseneck phone holder lets clinicians chat by video while simultaneously documenting care in the EMR. Patient education is key to successful use of OTTO. AWH has found it helpful to have an established process for introducing patients to Telehealth. The process begins with the providers, who choose which patients are offered OTTO visits in lieu of an office follow up visit. And it's typically an easy ask, with upwards of 90% of patients saying yes when offered the Telehealth option. Patients who agree to the service receive additional training on how to download the free OTTO app, create an account, and log into the app ahead of the virtual appointment time. Patients are also instructed in how the Telehealth visit will be billed and paid for, including information on copays and deductibles.

## Associates in Women's Health's Lessons Learned

A big concern for practices embarking on Telehealth is how patients will respond to this new care modality. AWH shares the following lessons learned:

- Choose patients thoughtfully. Ideal candidates are those

who require a relatively quick follow up visit. They should be patients who are comfortable using smart phone apps.

- Have a staff member coordinate scheduling Telehealth visits and informing patients on the use of OTTO. It's important that patients are familiar with the concept of Telehealth before their appointment.
- Reservations around Telehealth usually come from patients who previously received lab results over the phone and may question why a Telehealth visit is needed. AWH lets patients know that OTTO is used in lieu of an office visit when further follow-up is required. Normal lab results can still be delivered by phone.

How does Dr. Schoen anticipate using OTTO in the future? She'd like to move forward with implementing Telehealth as an option for after-hours care provided by on call providers. This will require expanding use of OTTO to other providers in her practice and with another practice with whom AWH shares on call.

For Dr. Schoen, the compelling reason to use OTTO is that it benefits both physicians and patients and is the way medicine is trending. Patients appreciate the convenience, while she and her colleagues can generate revenue for the professional care they provide outside of office visits.

To learn more about Telehealth, and how it can benefit your practice, please visit us at <https://ottohealth.com>.

## GETTING STARTED

Telehealth can be a great tool for a number of different clinical applications. The key to success is taking a phased approach to implementation:



Define the ideal cohorts of patients for Telehealth, such as those with a chronic condition



Convert on-call clinical moments to reimbursable Telehealth encounters



Begin with existing patients who can be introduced to Telehealth while in-office.



Communication is key for engaging patients to connect via telehealth in an acute care situation

OTTO is an integrated communication tool designed by a provider, for providers. OTTO enables clinicians to treat their patients remotely using a secure video connection. The OTTO platform can be accessed from a smartphone, tablet or personal computer.

Learn more about OTTO's low-risk Telehealth solution. 720.510.2910 | [info@ottohealth.com](mailto:info@ottohealth.com)  
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