RECOMMENDATIONS DURING COVID-19

DHCS — California Department of Health Care Services

TELEHEALTH: Engaging Members on Preventive Care

https://pexels.com

Telehealth interventions that focus on lifestyle change and leverage the power of social networks, such as virtual group visits, will allow for effective chronic disease management in the COVID-19 era.

American Journal of Managed Care (2020)

STEPS TO IMPROVE MEMBER ENGAGEMENT ON PREVENTIVE CARE

Design High Quality Virtual Care **1**	▸ Work with clinicians to clearly define what conditions can be safely managed virtually. Use a checklist and integrate clinical workflows into the virtual platform.
	▸ Consider the following when choosing a telehealth platform:
	  ○ Applications for video visits that allow for patient-driven online appointment requests.
	  ○ Functionality and design to work well under less than optimal network conditions.
	  ○ Consistency of identity branding for both provider and telehealth vendor to minimize member confusion.
	  ○ Ability to schedule appointments that can be shared across member information systems such as electronic medical record and member portals.

Engage Members to Attend Appointments **2**	▸ Encourage members to invite a trusted friend or family member to join virtual visits to help take notes or remember what was discussed. ▸ Provide members with a checklist to prepare for the virtual visit. ▸ Before the virtual visit, review recommended tips on how to improve the telehealth experience for both members and health care providers (e.g., use of a second monitor, avoid wearing clothing with patterns to minimize interference with bandwidth, other health team members join the call).
Engage Members during Virtual Visits **3**	▸ Review and apply helpful communication styles during the virtual visit (e.g., use of "googly eyes" or a sticky note near the camera to remind members where to look). ▸ Watch this video demonstrating how to have effective virtual visits. ▸ Ensure the interaction comes to a strong conclusion through a planned follow-up and a patient satisfaction survey post virtual visit. ▸ Learn helpful tips when conducting telehealth with older adults (i.e., use of Age-Friendly Health Systems 4Ms Framework What Matters, Medication, Mentation, Mobility to structure calls). ▸ Watch this video series on tips for conducting physical exams (see *Provider Resources*) via telehealth.

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TIPS TO IMPROVE MEMBER PARTICIPATION IN PREVENTIVE CARE

Tips to Motivate Members

- ▸ Recognize the quality of member motivation and individuals' readiness to change behavior that can be adopted during telehealth encounters (i.e., use of peer examples and experiences to increase member confidence, provide choices, text-message based coaching, etc.)
- ▸ Use of Bluetooth-enabled blood pressure cuffs synchronized to an electronic health record with a feedback mechanism loop to members.
- ▸ Use of virtual group visit platform that also facilitates connections with local organizations and commercial platforms offering resources on self-care.

PATIENT ENGAGEMENT STRATEGY:

Use of Health Information Technology (starts with a call)

At the end of a call with a patient, the receptionist could ask the patient to hold and listen to an important pre-recorded message about the improvement of their health care services. Following this process, the receptionist could send a follow-up e-mail thanking the patient for the call and sending the patient a link to the patient portal with step-by-step instructions on how to register and access their medical record, and preventive and health education services.

MCP Practices

- ▸ Use of QR codes and bitly links to view digital educational materials prior to a scheduled face to face or virtual visit.
- ▸ Use of digital BP cuffs and glucometer monitoring tests for members to record results in an app that can be tracked remotely.
- ▸ Use of community health workers for member outreach.
- ▸ Drive through immunization and pop-up parking lot clinics.
- ▸ Members and peer virtual health education classes.