



MedStar Health

Baltimore, MD

## About MedStar Health

- Not-for-profit healthcare system
- Covering Baltimore, MD and Washington, DC
- Over 120 affiliated entities and 10 hospitals
- Revenue: \$5.3 Billion (2017)
- 6000 affiliated physicians
- 500,000+ patients annually

## About MedStar Health Orthopedics

- Nationally and globally recognized as leader in Orthopedics
- A major revenue driver for entire health system
- 58+ surgeons across 30+ locations

## Orthopedic Telemedicine Solution

*A comprehensive review of telemedicine use-cases within the practice and an actionable implementation plan*

## The Problem

MedStar is well-known for innovation in telemedicine. However, this has primarily occurred in Urgent Care and ER settings (e.g. Telestroke).

The MedStar team believes orthopedic telemedicine can:



Increase Referrals



Improve Patient Experience



Increase Efficiency



Grow Revenue

## Recommendations

Through extensive background research and stakeholder interviews (internal and external) our team has identified four innovative telemedicine programs to address pain-points for patients and providers and increase efficiency, referrals, and revenue in the process.

### 1 Ortho-On Demand

On-demand provider-to-provider access to orthopedic experts. Triageed through custom-trained physician assistants. **Increases internal referrals and reduces leakage.**

### 2 Call-My-PA

Real-time, unscheduled telemedicine consults by PAs for post-op patients with questions on wounds, pains, etc.

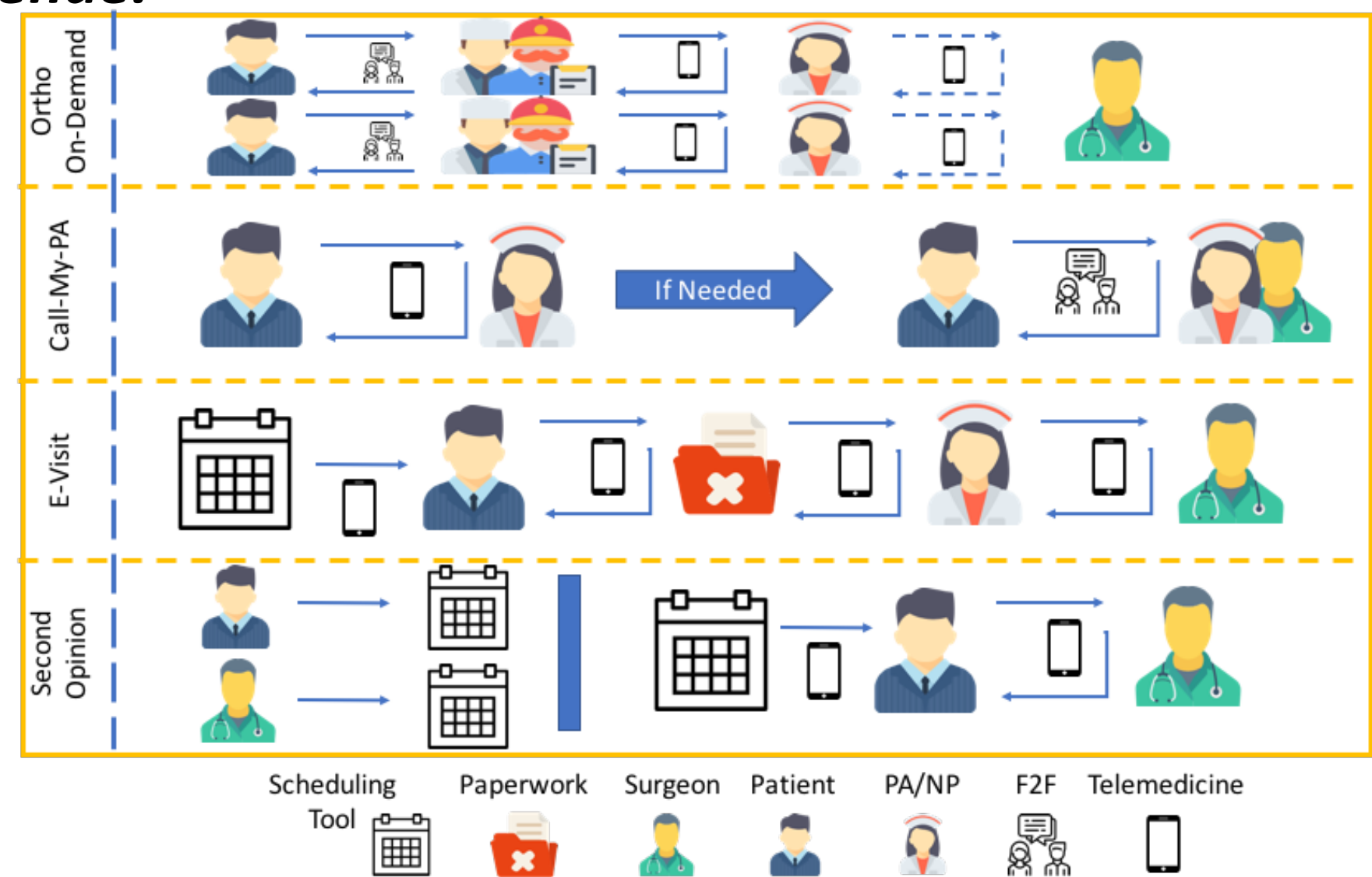
**Increases PA efficiency and customer satisfaction.**

### 3 E-Visit

Post-op follow visits conducted entirely through telemedicine, enabling mobility limited or remote patients an improved experience. **Improves customer experience and clinical-day efficiency**

### 4 Second Opinion

Second opinions and workers compensation consultations scheduled by patients on cash-basis based on surgeon interest and availability. **Improves surgeon satisfaction and revenue.**



## Implementation Plan

### Program Prioritization

Factor	Description	Ortho On-Demand	E-Visit
Ease of Implementation	Technical and procedural difficulty in bringing project to life	✓	✓
Surgical Staff Preference	Area of most interest to surgical practice	✓	✓
Administration Preference	Area of most interest to telemedicine team and Orthopedic administration	✓	✓
Foundational Capabilities	Degree to which program creates the foundation for remaining Orthopedic telemedicine programs	✓	✓
Revenue Generation Potential	Ability for program to generate increased revenue for MedStar	✓	✓
Pilot for Larger Network	Ability for program to expand to other areas of network and corresponding need	✓	✓
Patient Experience Risks	Relative riskiness of project in terms of patient experience degradation	✓	✓

### Ordering

- 1 Ortho On-Demand
- 2 E-Visit
- 3 Call-My-PA
- 4 Second Opinion

### Locations

Factor	Timonium	Perry Hill
Existing Technology	✓	✓
Staff Training	✓	✓
Cross-Access for Care Team	✓	✓

### Implementation Plan



### Projections

Month	Year	# of Patients	% of Patients	# of Patients	% of Patients	Total Patients
1	2018	250	25%	250	25%	500
2	2018	250	25%	250	25%	500
3	2018	250	25%	250	25%	500
4	2018	250	25%	250	25%	500
5	2018	250	25%	250	25%	500
6	2018	250	25%	250	25%	500
7	2018	250	25%	250	25%	500
8	2018	250	25%	250	25%	500
9	2018	250	25%	250	25%	500
10	2018	250	25%	250	25%	500
11	2018	250	25%	250	25%	500
12	2018	250	25%	250	25%	500

### Technical Requirements

Requirement	Ortho On-Demand	Call-My-PA	E-Visit	Second Opinion
Existing Technology	✓	✓	✓	✓
Staff Training	✓	✓	✓	✓
Cross-Access for Care Team	✓	✓	✓	✓
Revenue Generation Potential	✓	✓	✓	✓
Pilot for Larger Network	✓	✓	✓	✓
Patient Experience Risks	✓	✓	✓	✓

## The Team



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