How to Get Started in Telemental Health

Jay Ostrowski, MA, LPC-S, NCC, DCC, ACS, CTCP
CEO, Behavioral Health Innovation
Telemental Health Provider
Learning Objectives

1. Identify three best practices telemental health
2. Know the minimum requirements for starting a telemental health program
3. Learn the key identifiers of HIPAA-secure technology
4. Know common pitfalls of a new telemental health program
Disclosures & Disclaimers

• Affiliated with several organizations.
  • Behavioral Health Innovation
  • Adaptive Telehealth
  • Mid-Atlantic Telehealth Resource Center
  • telementalhealthcomparisons.com

• Not representing any organization.
• Not providing legal advice.
How to Get Started In Telemental Health

- Industry Overview
- Service Design & Creation
- Best Practices
- Choosing Technology
- Minimum Requirements to Start
- Common Pitfalls
Mental Health Service Shortages

Health Professional Shortage Areas (HPSA) - Mental Health
HPSA Clinician Priority Scores

HPSA Scores are developed for use by the National Health Service Corps in determining priorities for assignment of clinicians.

Scores range from 1 to 25.

Higher scores equal greater priority.

Source: Health Resources and Services Administration (HRSA), Bureau of Health Professions (BHPR); April 3, 2015.

Note: Alaska and Hawaii not shown to scale.

How to Get Started In Telemental Health © 2016 Behavioral Health Innovation, Jay Ostrowski
Limited Access to Care

We will not have enough Mental Health Providers for the foreseeable future.
Current Mental Health System

~ Is rather depressing

• Too costly
• Ineffective
• High relapse rates
• Difficult to access
• Not customer friendly
Effectiveness
Research on Telemental Health

Meta-analysis of 92 studies of online therapy
*Journal of Technology in Human Services, Vol. 26, No. 2*

Meta-analysis of 148 peer-reviewed studies on the use of video therapy online
*Clinical Psychology: Science and Practice, Vol. 16, No. 3*

Positive Outcomes
High Patient Satisfaction
Moderate to High Clinical Satisfaction
Telemhealth Research

What does the research say about telemental health?

- **Same Efficacy**: Literature supports efficacy of nearly all TMH/TBH services\(^1\)
- **Same Methods**: TMH uses same theoretical methods & techniques\(^2\)
- **Same Services**: All in-person mental health services can be delivered via video\(^3\)
- **Same Patients**: No Contra-indications
How to Get Started

- Service Design & Creation
- Best Practices
- Choosing Technology
- Minimum Requirements to Start
- Common Pitfalls
How to Start?

Success

what people think it looks like

what it really looks like

Success
“Everyone’s gotta plan ‘till they get punched in the face.”

~ Mike Tyson
Service Design & Creation

What services are missing?
What are the Market needs?
Incremental adoption?

Additional Considerations

Access to care, access to specialties
Increase efficiencies
Reduce costs
Provider retention
Expand market reach
Types of Engagements

1. Text and email
2. cCBT - Computerized Cognitive Behavioral Health Therapy
3. mHealth - Apps
4. Community forums - provider led, community led
5. Video - individual, group - provider led
6. Virtual Reality Exposure Therapy (VRET)

- Client led self-help
- Provider led
- Community led
- Provider prescribed
- Combinations
Offer A Spectrum of Solutions

Video

Text Based

cCBT

Design
Video Group Treatment & Aftercare

Drug and Alcohol Treatment
Relapse Prevention
Telemental Health Settings

- Client Home
- Clinic-to-Clinic
- Residential
- Schools
- Corporations
- Prisons
Professional Guidelines

AAMFT - American Association of Marriage and Family Therapists
  - Code of Ethics
ACA - American Counseling Association
  - Code of Ethics
AMA - American Medical Association
  - Resolution 317 in favor of quality telemedicine policies
APA - American Psychological Association
  - Guidelines for Ethical Practice of Telepsychology
ATA - American Telemedicine Association
  - Guidelines for Video Telemental Health
NASW - Standards for Technology and Social Work Practice
NBCC - National Board for Certified Counselors
  - Code of Ethics for Distance Services
## Best Practices in TMH

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Training in telemental health</td>
<td>9</td>
<td>Assess client suitability to venue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Abide by ethics</td>
<td>10</td>
<td>Verify psychological safety</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Data Security</td>
<td>11</td>
<td>Verify the clients location at time of services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Display provider credentials</td>
<td>12</td>
<td>Verify the client identity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>TMH-specific informed consent</td>
<td>13</td>
<td>Verify the client’s age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Privacy protection</td>
<td>14</td>
<td>Identify emergency services local to client</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Alternate communication</td>
<td>15</td>
<td>Emergency contact - person near client</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Abide by Jurisdiction laws</td>
<td>16</td>
<td>Provide viable referrals</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Best Practices in TMH

<table>
<thead>
<tr>
<th>Core Concept</th>
<th>Type of Activity</th>
<th>Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Training in telemental health</td>
<td></td>
<td>One time and annually updated CEs</td>
</tr>
<tr>
<td>2 Abide by association, credentialing body ethics</td>
<td></td>
<td>One time - set up protocol</td>
</tr>
<tr>
<td>3 Data Security - ensure data protected at login, in route and at rest</td>
<td></td>
<td>Each session</td>
</tr>
<tr>
<td>4 Display provider verifiable credentials</td>
<td></td>
<td>Info given</td>
</tr>
<tr>
<td>5 TMH-specific informed consent</td>
<td></td>
<td>At all times on promotional spaces</td>
</tr>
<tr>
<td>6 Privacy protection - informed consent</td>
<td></td>
<td>Info given</td>
</tr>
<tr>
<td>7 Provide alternate communication means and methods between sessions</td>
<td></td>
<td>Info given</td>
</tr>
<tr>
<td>8 Jurisdiction - verify location/jurisdiction of client and provider</td>
<td>Screening</td>
<td>Each session - Location</td>
</tr>
<tr>
<td>9 Assess client suitability to venue (- and ongoing consent)</td>
<td>Screening</td>
<td>1st session and throughout treatment</td>
</tr>
<tr>
<td>10 Verify psychological safety - no one else in client’s room &amp; private space</td>
<td>Screening</td>
<td>Each session</td>
</tr>
<tr>
<td>11 Verify the clients location at the time of services in order to establish jurisdiction and emergency services</td>
<td>Screening</td>
<td>Each session</td>
</tr>
<tr>
<td>12 Verify the client identity</td>
<td>Form</td>
<td>1st session</td>
</tr>
<tr>
<td>13 Verify the client’s age</td>
<td>Form</td>
<td>1st session</td>
</tr>
<tr>
<td>14 Identify access to emergency services local to that client</td>
<td>Form</td>
<td>1st session, each time different location</td>
</tr>
<tr>
<td>15 Emergency contact - person to contact near client in case of emergency</td>
<td>Form</td>
<td>1st session</td>
</tr>
<tr>
<td>16 Provide viable referrals</td>
<td></td>
<td>Last session</td>
</tr>
</tbody>
</table>
True of False?

No Technology is HIPAA Compliant.
HIPAA-Secure Technology

https://www.telementalhealthcomparisons.com

Examples of technology made for Telehealth

- adaptivetelehealth.com
- wecounsel.com
- securevideo.com
Choosing Technology (Part 1)

Technical Requirements

- HIPAA compliance or security
- Interoperable - EHRs & other TMH Apps
- Multi-modal - Video, text, cCBT
- Mobile enabled
- Internet bandwidth requirements
- Technical support needed
Best Practices: Technology

Consider

- Security
- Workflows
- Scheduling
- “Paperwork”
- Referrals
- Supervision
- Mobility
- Growth
Choosing Technology (Part 2)

Key Factors

• Setting where services take pace
• Interface with existing technology?
• Additional equipment required
• Workflows that enable services
• Budget
Workflows

- HIPAA Secure Communication
- Compliance workflows
- Referral Workflows
- On-boarding Clients
- Scheduling
- Clinical Documentation
- Billing
- Evaluation
- Supervision
HIPAA-Secure Technology

Vendors should be able to tell you:
• What ePHI is accessible to their staff
• How they protect ePHI
• Describe Administrative,
• technical and physical controls
Minimum Start-Up Requirements

- Identify limited scope
- Financial plan
- Policies and procedures
- Workflows
- Time budget
- Leadership & staff buy-in
- HIPPA-secure software
- Trained providers
- Outcome measurement

This is a generalization. Please ensure compliance with organizational, professional and state law, ethics and guidelines.
Common Pitfalls

- Analysis paralysis
- Poor/no systems
- Too frugal
- Too expensive
- Too much change at once
- Try to please everyone


