About CQC

California Quality Collaborative (CQC) is a healthcare improvement program dedicated to advancing the quality and efficiency of the health care delivery system in California.

- Generates scalable and measurable improvement in the care delivery system important to patients, purchasers, providers, and health plans.

- Governed by a multi-stakeholder committee and administered by the Purchaser Business Group on Health.

PB GH **Purchaser Business Group on Health**

- Visit CQC's site for additional information and resources **pbgh.org/program/california-quality-collaborative/**

- Visit PBGH's homepage for additional information and resources **pbgh.org**

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What information do you wish your organization was collecting regarding patient experience in virtual care?

Our Agenda

Today, we'll:

Analyze preliminary data and insights from statewide survey on telehealth experience for Medi-Cal patients

Hear challenges and early successful practices from provider groups working to improve telehealth

Prioritize what small/medium practices and IPAs can do today to improve virtual patient engagement

Review support and priorities from health plan partners

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Today's Speakers

Rachel Brodie
Senior Director, Measurement and Accountability, PBGH

Valerie Kong
Senior Manager, Transparency, PBGH

Danielle Oryn, DO
Chief Medical Officer / Chief Medical Informatics Officer
Redwood Community Health Coalition

Mark Schweyer, BSN
Director, Telehealth Services, California Health & Wellness/Health Net of California

PBGH Telehealth Patient Experience Survey

- PBGH currently conducting Telehealth survey as part of [Patient Assessment Program](#) (PAS)

- Aims for measuring telehealth experience:
  - Understand **impact of telehealth to improve** access, outcomes, patient experience
  - **Identify opportunities** for improving the quality of telehealth services
  - **Leverage patient voice** to exert influence to support/sustain telehealth through payment and policy

- Telehealth survey population = commercial & Medi-Cal
  - Telehealth could improve access for lower socio-economic patients impacted by social determinants of health (e.g., transportation or inability to take time off work during physician office hours)
  - However, lack of technology, internet access, and privacy may impact the experience and success of telehealth for these patients
  - What are success factors and challenges faced by Medi-Cal patients utilizing virtual care?

We Want to Know What's Working & What's Not

- Which types of visits, concerns or components of care delivery are most appropriate for virtual care?

- Key success factors and obstacles for patients?

- Differences in access and experience when stratify by potential disparities?

- How are patients experiencing the technology? What can we learn about differences between audiovisual versus telephonic only and how to optimize for these different modes?

- How do virtual visits affect the patient-provider relationship?

- Do patients want to continue using virtual care in the future, and for what circumstances?

PBGH Telehealth Patient Experience Survey

- Pilot survey: 22 Questions + 8 demographic items

- Survey measures **patient experience with virtual primary care**
  - Reason for visit
  - Ease of use of technology
  - Doctor communications
  - Care coordination and follow-up
  - Overall rating of care, if would recommend to family/friend, etc.

- Medi-Cal survey included **4 additional questions:**
  - How easy is it for you to access the internet for a healthcare visit?
  - In general, how comfortable are you using a smartphone, computer, tablet or other device to access the internet
  - Do you have a cell phone?
  - How often do you worry about having enough cell phone minutes or data?

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Survey Administration

Administration

- Mode: Email survey, in English and Spanish

Timeline

October 2020	February 2021	April 2021	August 2021	Sept 2021
• Survey Fielding with ~12,000 commercial and Medicare patients; data received from ~1,500 patients	• Summary of key findings from commercial survey fielding published [link]	• Survey Fielding with ~ 12,000 Medi-Cal patients in Northern CA; survey responses from ~1,130 patients	• Survey Fielding with ~9,600 Medi-Cal Patients from Central & Southern CA; survey responses from ~450 patients	• Comparative analyses of commercial and Medi-Cal results

Key Findings from Commercial Survey

- Equal satisfaction between virtual and in-person care

- Telehealth was popular:
  - **87%** of survey respondents recommend telehealth, and
  - **73%** want to continue using telehealth in the future

- Video visits were favored over audio-only.

- Provider communication was good:
  - Most patients said the provider with whom they met via telehealth methods explained information in a way that was easy to understand **(92%)**
  - Listened carefully **(92%)**
  - Spent enough time with them **(91%)**

- Most patients received medical tests:
  - Half of survey respondents had tests ordered by their provider.
  - Most followed up to have the tests conducted **(84%),** and most patients were able to access their test results **(88%)**
  - Patients who did not receive ordered tests **(16%)** scored their health care provider lower on communication scores.

Learnings & Implications

- **Continue to offer telehealth**

- Satisfaction with telephonic and video care was high, but **users of video visits were more likely to recommend telehealth** and want to continue using telehealth

- **Provide instructions for video visits**
  - Patient satisfaction is highest when clear instructions are provided to the patient in advance of a video visit.

- Offer **both virtual and in-person care options**
  - Patients indicated the need for in-person options to evaluate certain physical concerns, such as broken bones or rashes.
  - Patients feel they can determine if an in-person appointment versus virtual care is appropriate for their unique health issues.

Preliminary Findings from Medi-Cal Cohort

- Patient experience rated lower overall compared to commercial cohort:
  - **69%** overall rating
  - **82%** would recommend
  - **70%** want to continue using telehealth in the future

- Video versus audio-only visits
  - Much higher proportion of patients with Medi-Cal coverage used the phone **(91%)** compared to commercial cohort **(22%)**

- Provider communication rated relatively high but lower than commercial: **~83-86%** (Medi-Cal) vs **91-92%** (commercial)

- For relatively low portion of patients that had video visits, **84%** reported that they received instructions about how to join the visit prior to the video visit, and only **56%** received instruction about what to do if there were technical issues

Preliminary Findings from Medi-Cal Cohort cont

- Additional Medi-Cal questions:
  - 62% said very easy to access the internet for a healthcare visit
  - 67% very comfortable using a smartphone, computer, tablet or other device to access the internet
  - 96% have a cell phone
  - 68% never worry about having enough cell phone minutes or data

Note that we do not have comparison information from the commercial cohort for these questions.

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Next Steps

- Conduct analyses on full Medi-Cal cohort

- Conduct comparative analyses with commercial and Medi-Cal cohorts

- Design and test feasibility for fielding a behavioral health telehealth experience survey

Poll: Virtual Care Patient Experience Data Collection

How is your organization currently measuring virtual care experience for patients? Select as many as applicable

- Email after visit

- Phone call or text after visit

- Letter after visit

- We aren't specifically measuring virtual care experience

- Other

- My organization doesn't provide patient care

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About Redwood Community Health Coalition (RCHC)

- 10 of 17 Health Member Centers in Marin, Napa, Sonoma and Yolo Counties & 1 Health Center in Mendocino County

- The health centers that participate serve approximately 200,000 patients

- Since March of 2020 these health centers have delivered >600,000 virtual visits to more than 130,000 of their patients

- Rates of telehealth visits have varied across health centers and over time during the pandemic

- Each health center has setup its own telehealth systems though the consortia/network hosts regular TA and peer sharing and learning events
  - Platforms include: eCW telehealth, Zoom, Webex, Doxy.me
  - EHRs include: eCW, NextGen, and Epic

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RCHC: Survey Data & Takeaways

- RCHC perspective on survey data
  - Participation from most health centers
  - Good response rate for an email survey
  - Health centers each received their own results
  - Network results were reported out to CMOs and CEOs

- Alignment with other data being tracked
  Survey data is complimentary to data being tracked
    - Rates of video and phone visits
    - Success and failure rates of video visits*
    - Patient feedback variable by health center

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Survey Challenges

- Specific challenges
  - Patients prefer text based communication to email
  - Point in time nature of the survey

- Representative sample
  - >50% of the patients served at the health centers identify as Hispanic AND >50% of recipients of virtual visits at these health centers identify as Hispanic
  - Results of the survey are from only 17.2% who identify as Hispanic

Improving Virtual Care: RCHC work underway

- Patient support for telehealth

- Technology support for health centers

- Standardized data/tracking

- QI projects
  - Remote patient monitoring
  - Telehealth guidelines

Closing Thoughts & Advice

Opportunities for providers to:

- Measure patient experience with virtual care

- Improve delivery of virtual care

- Address possible health disparities in uptake of virtual care

- Partner with health plans/other organizations

HealthNet: Virtual Care Approach

- The need for member and provider support during the continued transition to telehealth

- Our general perceptions that as we move further into the "digital age", our members will continue to expect virtual services.
  - We accomplish everything from banking to travel arrangements to entertainment, etc. through digital technologies and virtual health care is quickly becoming an expectation that we welcome and are supporting.

- We very much respect and believe in the need for inclusion of PCPs in virtual care delivery systems so services are coordinated and optimized.
  - We are designing our virtual programs around this belief.

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HealthNet Support

- We have supported our members and providers through an accelerated transition during the COVID crisis through
  - High quality, "agnostic" information regarding available video-conferencing platforms
  - Referrals to our partnerships with leading telehealth resource organizations
  - Billing and regulatory guidance related to the COVID PHE telehealth flexibilities
  - $13.4 million in provider organization grants to support the transition to telehealth during the COVID PHE
  - $50,000+ grants of cellphones and minutes to safety net clinics in our provider network

A "look to the future"

- We are engaging in robust research efforts (including the present survey effort) to better understand and plan for challenges and barriers our members are facing in terms of digital health literacy and equity in receiving virtual care.

- We are exploring and cultivating partnerships with industry leaders to support members and providers in overcoming inequities in virtual care models.
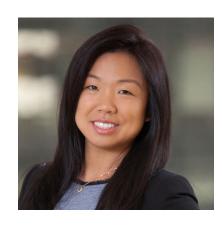
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Q&A and
Closing

Q&A

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Takeaways & closing thoughts

What's yours?

Add into chat....

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Thank you!
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Tune in for our next webinar on CQC's Adverse Childhood Experiences (ACEs) Toolkit (Thurs. 10/14, 12-1) [register here]

Sign up to receive webinar notices & CQC's bimonthly newsletter

pbgh.org/cqc-newsletter-sign-up-page

To learn more about PBGH Telehealth Survey, email PAS@pbgh.org

For questions or feedback, email us cqcinfo@pbgh.org