

## NEWS & NOTES FROM NPO



April 15, 2016

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### **DR. SNEED'S BLOG**

#### **Telemedicine in the rapidly changing healthcare landscape.**

As we have talked before, the Triple Aim of Improved Outcomes, Improved Patient Experience, and Decreased Cost is an essential part of the successful health care solution. We know that there is a physician shortage and especially in places around the country like northern Michigan, access to specialty care is a big issue. Telemedicine is one model which enables a patient, who may be geographically removed from a specialist office, to get specialty expertise without the financial and time costs of traveling long distances.

**Cyber-Care Telemedicine** is a product which brings the specialist's opinion to the primary care physician's office for accurate and timely consultation, all while saving the patient time and money. As a specialty physician, over the years I have given "curbside consults" in person or over the phone hundreds, if not thousands of times. Those interactions will likely continue but what Cyber-Care allows us to do, is scale that process to allow more physicians and patients to be involved and benefit from the process. The primary care physician best knows the patient, has broad knowledge skills, facility and equipment but on occasion needs specialty input to optimize care.

A good example of this, is a patient I saw in the office last week who had a chronic stye in one eyelid. The patient had seen their primary care physician who placed the patient on oral antibiotics and antibiotic eye drops. The patient was seen in follow up with no resolution of the stye, which instead of resolving, had become more enlarged. After a month and another course of antibiotics, the patient was referred to my office. Because the stye had now been present for over 2 months, incision and drainage was performed and

the patient healed well. Styes are due to blocked oil glands in the eyelids. Rarely they can become infected, but typically they are swollen without a true infection. The involved eyelid may be tender or may cause a sensation of irritation in the eye. Most will go away with warm compresses, but some need to be treated medically or drained surgically.

The reason I bring up this case is that it fits perfectly into the Cybr-Care Telemedicine model. I could have received a Cybr-Care consult with a photograph and brief history and responded by giving instructions to use aggressive warm compresses and get an appointment to see me in 3-4 weeks if not completely resolved. The patient would see me if not resolved and undergo incision and drainage in the office setting without need for follow up unless they had problems. The end result would be that the patient had their problem resolved in a maximum of two office visits and would not have undergone the cost of antibiotics, office visits and time off work to attend those office visits. In the coming world of value-based-reimbursement instead of fee-for-service, this would also have been a success because the primary care physician could use those office visit slots for patients who needed to be seen.

There is a paucity of studies evaluating the aspects of telehealth. **Cyber-Care and NPO are currently involved in a pilot study to show the benefits of this technology and these processes. We are in process of collecting 100 cybr consults to complete this pilot study over the next month.** We have specialty representation from dermatology, ophthalmology, infectious disease, neurology, orthopedics, pharmacy, and allergy. We much appreciate the involvement of our primary and specialty physicians who are engaged in this pilot. We are seeing from the early data that this will do much to improve health care in northern Michigan. If you have interest in participating with Cybr-Care, please contact Lisa Nicolaou at Northern Physicians Organization. [lnicolaou@npoinc.org](mailto:lnicolaou@npoinc.org) or if you are interested in speaking with Eugene Helveston, MD, the founder of Cybr-Care, to more fully understand the program, he may be contacted by calling the NPO office at 231-421-8505.



Peter Sneed MD  
President NMHN  
NPO Board  
Member

## PRACTICE WEBSITES & HIPPA

**Reminder: Prominently display HIPPA Notice of Privacy Practices on your practice website home page!**

Health care providers and other covered entities that maintain websites are required by the Health Insurance Portability and Accountability Act to prominently display their Notice of Privacy Practices on the home page of their website.

**From the rule:**

**(3) Specific requirements for electronic notice. (i) A covered entity that maintains a web site that provides information about the covered entity's customer services or benefits must prominently post its notice on the web site and make the notice available electronically through the web site.**



**MSMS can help you save an average of \$38k on your student debt!**

MSMS Practice Solutions has partnered with LendKey to offer MSMS members a fast and free way to refinance their student loans and reduce their interest rates. The average physician

If you have ANY questions or concerns about compliance issues regarding the HIPPA Privacy Rules, please [CLICK HERE!](#)  
**Also, we really recommend attending the MSMS Compliance Conference on May 13th - the HIPPA privacy and security requirements will be addressed!**



**Save the Date**  
**21 May 2016**

**Viva las Vegas**

The Tri County Medical Society will be host Annual Spring Gala at the Inside Out Ga

All members of the TCMS are invited and ca invitations to arrive by mail at the end of

Please contact President Bradley Goodwin, more information. bradleygoodwin@yahoo.com

### PROVIDER INFORMATIONAL FORUMS

Blue Cross Blue Shield of Michigan and Blue Care Network are coming to you this summer. They've scheduled a series of forums across the state, covering a variety of important topics.

- Classes are scheduled for the entire day. You have the option to register for the entire day, the AM ONLY or the PM ONLY. Lunch is provided for those attending both the AM and PM sessions.
- Registration begins at 7:30 a.m. The AM session begins at 8 a.m. and includes a continental breakfast. The PM session begins at noon.

**Grand Rapids**  
**Frederik Meijer Gardens and Sculpture Park**  
**1000 East Beltline Ave. NE**  
**Thursday May 5**  
[Click here for BOTH sessions](#)  
[Click here for AM session only](#)  
[Click here for PM session only](#)

**Gaylord**  
**Treetops Resort**  
**3962 Wilkinson Road**  
**Tuesday June 7**  
[Click here for BOTH sessions](#)

can save \$38,000 in as little as 15 minutes by refinancing their student loans with LendKey! By filling out one form, LendKey shows you how much you can save with a lower rate and monthly payment on your student loans, all funded by not-for-profit credit unions and community banks. LendKey is also your partner throughout the life of your new loan with a customer service team ready to answer any questions you have from the time you apply until the time you make your final payment.

[CLICK HERE TO READ MORE!](#)

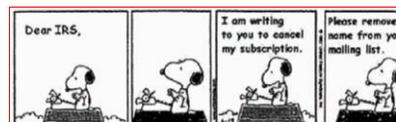
### 9th Annual Billing Expo

**A Whole New World**



May 11th, 2016  
Holiday Inn Gateway Centre, Flint

[Click HERE for info and to register](#)



### MEMBER CONNECTIONS

For job postings, office space, equipment for sale, etc, please [CLICK HERE](#)

[Click here for AM session only](#)  
[Click here for PM session only](#)

**Traverse City**  
**Holiday Inn West Bay**  
**615 E Front St.,**  
**Wednesday June 8**  
**[Click here for BOTH sessions](#)**  
[Click here for AM session only](#)  
[Click here for PM session only](#)

## QUICK LINKS

[NPO Website](#)

[NMHN Website](#)

[NPO Calendar](#)

**Always feel free to contact us with any questions, or suggestions.**

**The NPO Newsletters are for you.**

***We would love your feedback.***

**THANKS!**

[lsalvatore@npoinc.org](mailto:lsalvatore@npoinc.org)

**NPO**  
**300 E. Front Street**  
**Suite 240, Traverse City, MI 49684**

**NPO is committed to providing great resources to our members!**



"Even if your dog does do 'his business' in your basement, you still can't deduct it as office space."

**WHO  
RULES?**  
HIPPA does