



Five Factors to Consider When Choosing Initial and Expansion States for Your Telehealth Practice

Telehealth & Telemedicine Crash Course

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Five Factors For Telehealth Practices

Overview- Top 5 Considerations



Five Factors For Telehealth Practices



1. Patient Location

The location of existing and potential locations is obviously important to understand before starting any practice; however, with telehealth, there is additional nuance.

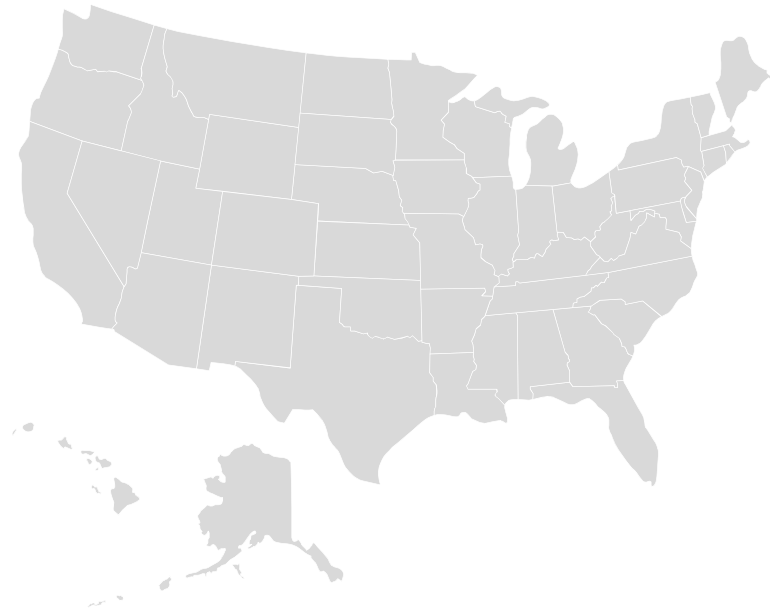
In-State Model	Example: A family practice using telehealth for follow-up care
Regional Model	Example: A orthopedic practice with physical therapists using telehealth for follow-up care and remote physical therapy sessions to patients in the tri-state area
Climate-based Model	Example: A dermatology practice providing treatment and prevention services for patients with sunburns in Florida, California, and Arizona
National Model	Example: A large telemental health practice with a variety of practitioners of varying license and at least one psychiatrist licensed for each state

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2. Licensure

- 5 Key questions to answer regarding licensure
 1. What states will permit limited interaction with patients in a state without requiring a license in the state?
 2. What states will not require licensure based on your model?
 3. What states have special telehealth/telemedicine registrations?
 4. What states permit “waiver” based on prior licensure and experience?
 5. Has the state joined a multi-state compact?



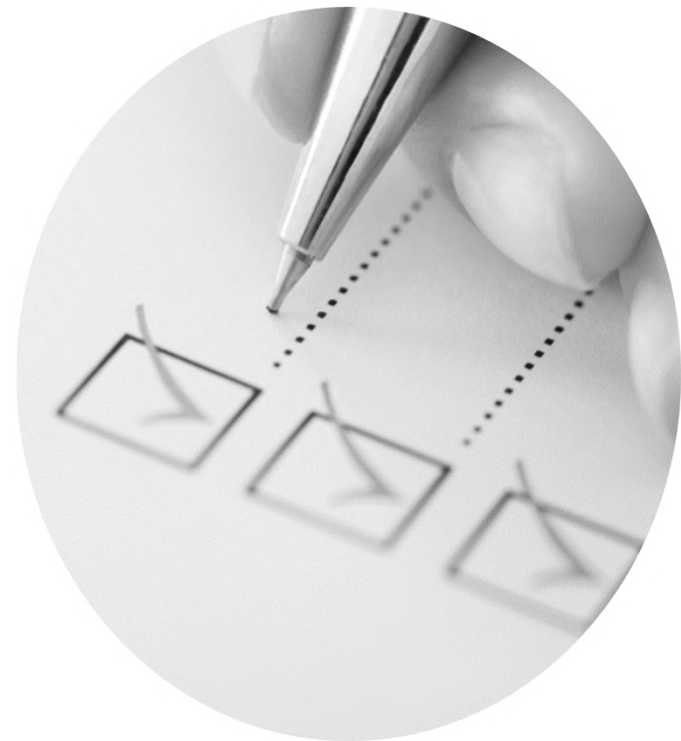
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3. Scope of Practice



- Cost and time efficiencies can be gained through utilizing:
 - proper delegation,
 - full utilization of the scope of practice, and
 - utilization of standing orders.

- States may vary dramatically with regard to:
 - Whether a licensee has autonomy or must only act under supervision
 - The level of supervision required of a licensee
 - What can be delegated to a licensee with proper training and supervision
 - The ability to delegate via standing orders



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4. Corporate Practice



Corporation
LLC
PC/PA
PLLC
GP/LP

- In some states, physicians or other licensees cannot be employed by a corporation. The most common examples are:
 - “Corporate Practice of Optometry”
 - “Corporate Practice of Medicine”
 - “Corporate Practice of Nursing”
- Additional restrictions in these states focus on:
 - fee splitting
 - terms of agreements with management companies
 - relationships with other providers (referrals & self-referrals)

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5. Product Marketing



How do you plan to market your product?

What user experience is important?

What makes you stand out?

- Start with your passion
- Consult with legal counsel early to determine what issues you need to address to market your idea
- Distinguish “roadblocks” from “speedbumps”
 - Example: your idea is “fast and cheap primary care using store-and-forward”
 - If no pre-existing relationship, the “roadblock” is establishing a relationship in states like Michigan
 - Speedbumps include:
 - Understanding scope of practice for licensees to keep down costs
 - Understanding the limitations of the model (remote prescribing)

Questions?



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Upcoming Webinars

Telehealth & Telemedicine Crash Course Series



- **Telehealth Portal Essentials**

Tuesday, July 24 at 2:00 – 2:15 p.m. ET

Presenter: Francesca R. Ozinal

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Thank you.