ENHANCING HEALTH CARE
Through Telehealth Payment Parity

UnityPoint Health
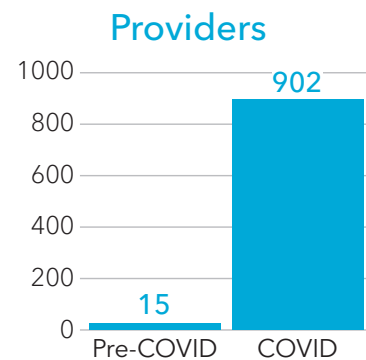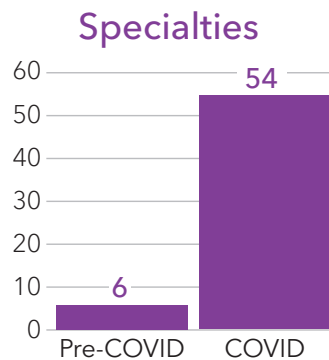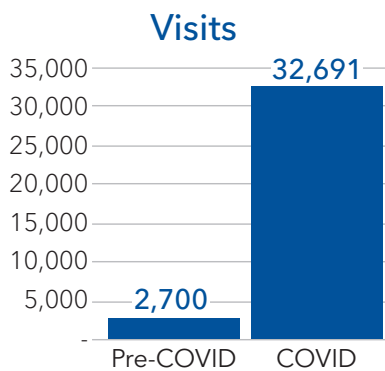
Telehealth is making a difference for Iowans

Telehealth is keeping Iowans healthy by providing greater access to high-quality care while driving down overall health care costs.

ENHANCED ACCESS TO CARE

With the easing of telehealth restrictions during the COVID-19 emergency, UnityPoint Health has been able to keep Iowans connected to vital health care services:

- Telehealth visits have increased by **1,111%**.
- The number of specialties available has increased from **6 to 54**.
- The number of UnityPoint Heath providers using telehealth has increased from **15 to 902**.
- Settings include homes, clinics, hospitals, emergency rooms, nursing facilities and more.

Visits

	Pre-COVID	COVID
	2,700	32,691

Specialties

	Pre-COVID	COVID
	6	54

Providers

	Pre-COVID	COVID
	15	902

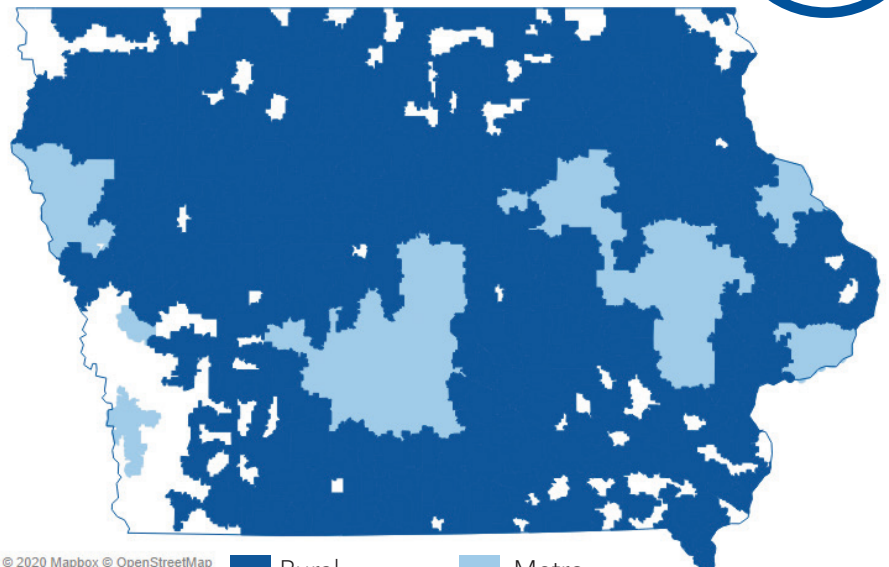*Pre-COVID time period = 1/20/2020 – 3/20/2020; COVID time period = 3/21/2020 – 5/20/2020*

EXPANDED GEOGRAPHIC REACH

Telehealth is changing care delivery across Iowa

In 2020, UnityPoint Health has provided telehealth care to patients residing in:

- **816** Iowa zip codes - an increase of **39%**
- **78%** of rural Iowa zip codes

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Rural   Metro

EMPHASIS ON PATIENT-CENTERED CARE

A Patient's Perspective

When it came time for his annual wellness visit, Scott Frank considered cancelling due to his busy schedule. He then learned he could have his visit virtually. Soon after scheduling his appointment, he was disking a field when he stopped his tractor to talk with his primary care provider.

> *It's hard to give up good weather when you can be planting. Spending three hours going to the doctor and with the current pandemic, I was reluctant to go in. I had never done anything like this before. My wife helped download the app and we did it in one try. I'm not a super tech guy, but it was super convenient and anyone could handle this to save time. My meeting with my doctor was great. I heard him fine. He went through my health history and we discussed options for my health. **It was much easier and convenient with the same results.** I would highly encourage everyone to consider the ease and convenience of virtual visits.*
>
> *– Scott Frank, Farmer, Belle Plaine, Iowa*

★★★★⯪

Average Patient Satisfaction Rating
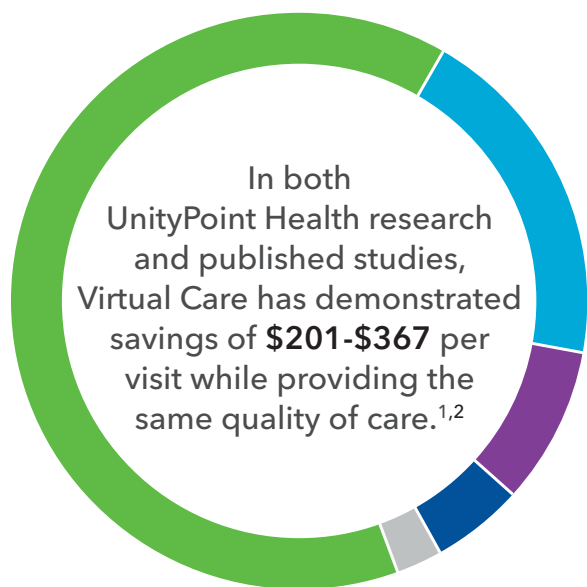**4.85 out of 5 Stars**
UnityPoint Health Virtual Care Visits

REDUCED HEALTH CARE COSTS

Payor Perspective

Telehealth can "right size" care by getting patients to the right level of care, at the right time, and reducing emergency room visits and other higher cost settings.
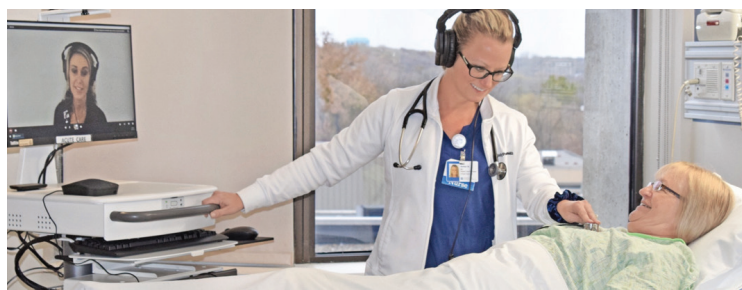
What Virtual Care Visits Replaced:

In both UnityPoint Health research and published studies, Virtual Care has demonstrated savings of **$201-$367** per visit while providing the same quality of care.[1,2]

- 🟩 Urgent care, 62%
- 🟦 Doctor's office, 20%
- 🟪 No treatment, 10%
- 🟦 Emergency room, 6%
- ⬜ Retail health clinic, 2%

Rural Health System Sustainability

UnityPoint Health – Trinity Regional Medical Center in Fort Dodge was the first UnityPoint Health hospital to implement a telehospitalist program. It ensures consistent physician coverage for the hospital's patients during overnight hours or surge periods. If a patient needs to be seen by a physician during these times, a nurse rolls in a cart equipped with diagnostic equipment as well as a videoconferencing monitor and camera.

The program maintains the quality of care for patients, makes practicing in a rural area more attractive for providers, and provides added financial sustainability for the hospital.

> *"We were paying a provider to be in-house all night long to see one or two patients. Telemedicine allows us to spread that work across all of rural Iowa or large swaths of rural Iowa so that provider's not just seeing patients here, but may also be seeing patients in our other hospitals."*
>
> *- Dr. Alex Cathey, Medical Director, Trinity Regional Medical Center Hospital Medicine Program, Fort Dodge, Iowa*

1) Gordon E et al. Virtual Visits for Acute, Nonurgent Care: A Claims Analysis of Episode-Level Utilization. JMIR. 2017;19(2). https://www.jmir.org/2017/2/e35/
2) Lovell, T., Intermountain Healthcare. 2018. Virtual Visits: Added cost or value add? Presented at the American Telemedicine Association 2018 Annual Conference.