



THE UNIVERSITY OF KANSAS HEALTH SYSTEM

Building Data Driven Strategies to Optimize Telehealth

Steve Kropp, M.S. – Director of Telehealth, TUKHS

To create access to academic health & wellness that Cares for, Heals and Teaches the individuals, families and communities of our state, region and nation via telehealth.

Amazon's telehealth arm quietly expands to 21 more states

March 5, 2021 at 10:12 am | Updated March 5, 2021 at 11:32 am



BRIEF

Amid pandemic, specialty telehealth outpaces urgent care, Amwell poll says

Walmart, Amazon & more: 5 retail giants' virtual care strategies

Jackie Drees - Friday, February 12th, 2021 [Print](#) | [Email](#)

CVS Health Expands Direct-to-Consumer Telehealth Service to 26 States

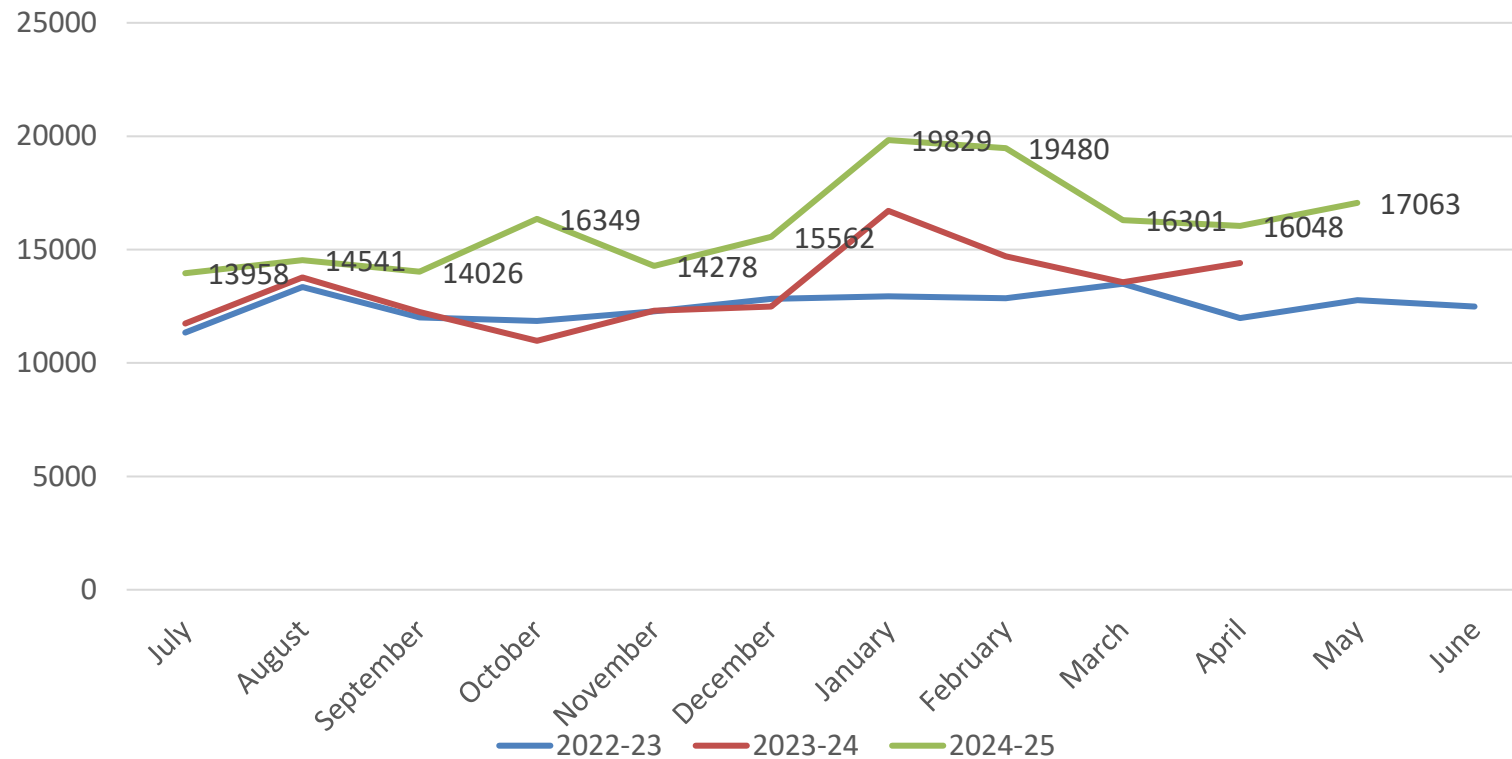
OCTOBER 21, 2019 / NEWS RELEASES

[Cleveland Clinic, American Well Partner to Launch Digital Health Company](#)

New joint venture, The Clinic™, to distribute comprehensive health services through virtual visits

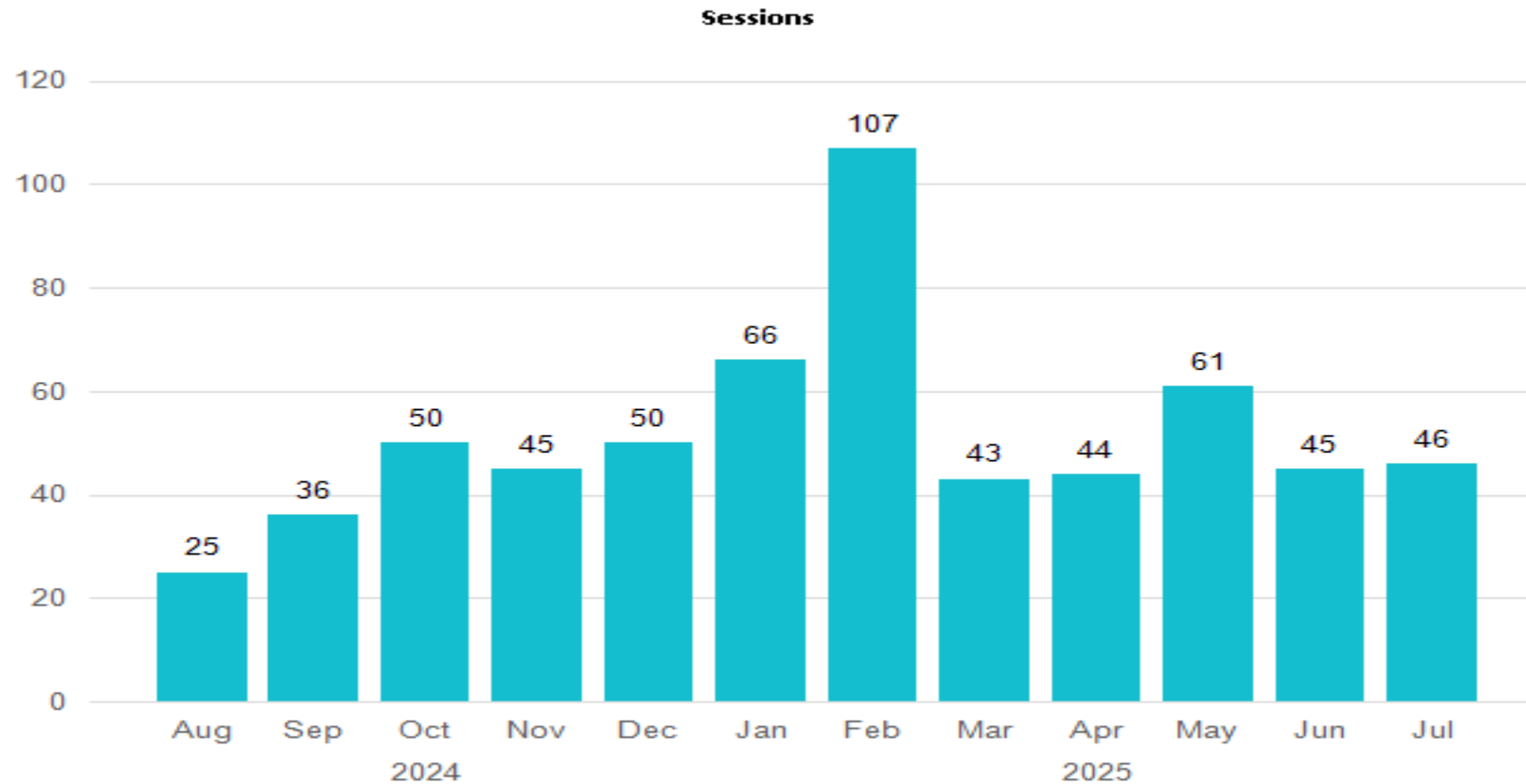
The pharmacy chain announced this week that its DTC telehealth service, which enables video visits through the Teladoc Health platform, has been expanded to eight more states. The service debuted in 2018.

Telehealth Volume Trends



Average of patients per month receive a telehealth consult in our System.

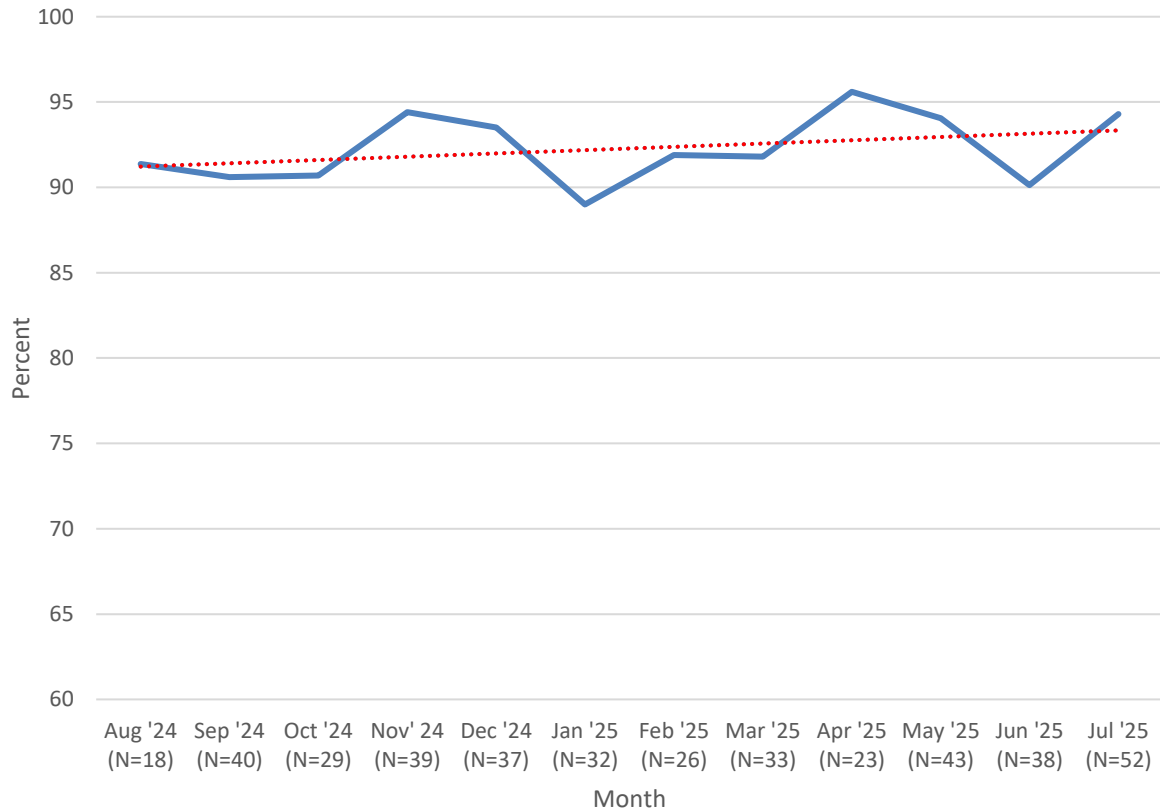
Growing inpatient consults in Great Bend, KS



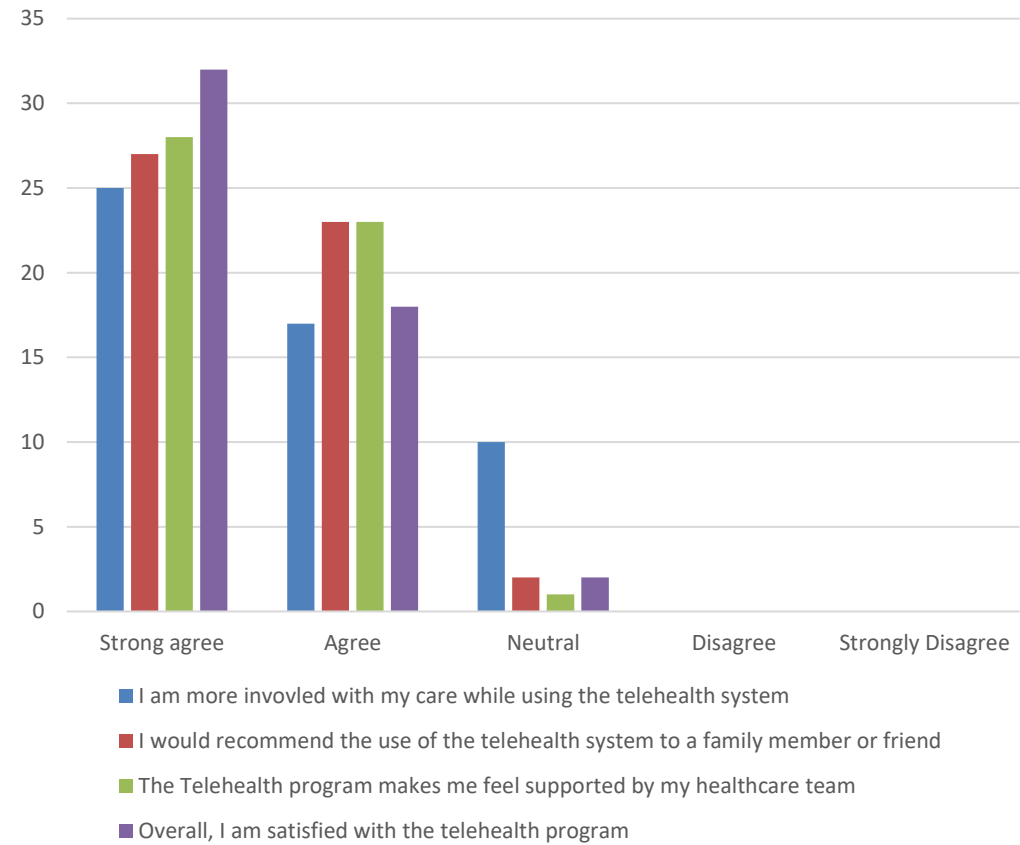
Patient Satisfaction

Patient Satisfaction

RPM Patient Satisfaction %



Patient Satisfaction of RPM Program, Jul '25



Telehealth Patient Impact



158K TH Encounters
Average 8.5miles each way
Total: 2.5 Million miles not driven



- Travel
- PTO
- Child Care Hotels, Food
- Reduced Missed Appts.



Average US Fuel Economy: 25.4 Miles/Gallon
Savings:

- ~99,0200 Gallons of Gas
- KC 11 Month Gas Price \$3.30 = ~ \$327,400

Telehealth operations



Data driven vs. emotional or “pet project” focus



Provider engagement will be varied



Speak the language your executives speak to move your program forward



Advocate for legislative advancement of solid telehealth initiatives



Align all services around the “Source of Truth” the electronic medical record



Website drives your digital customers

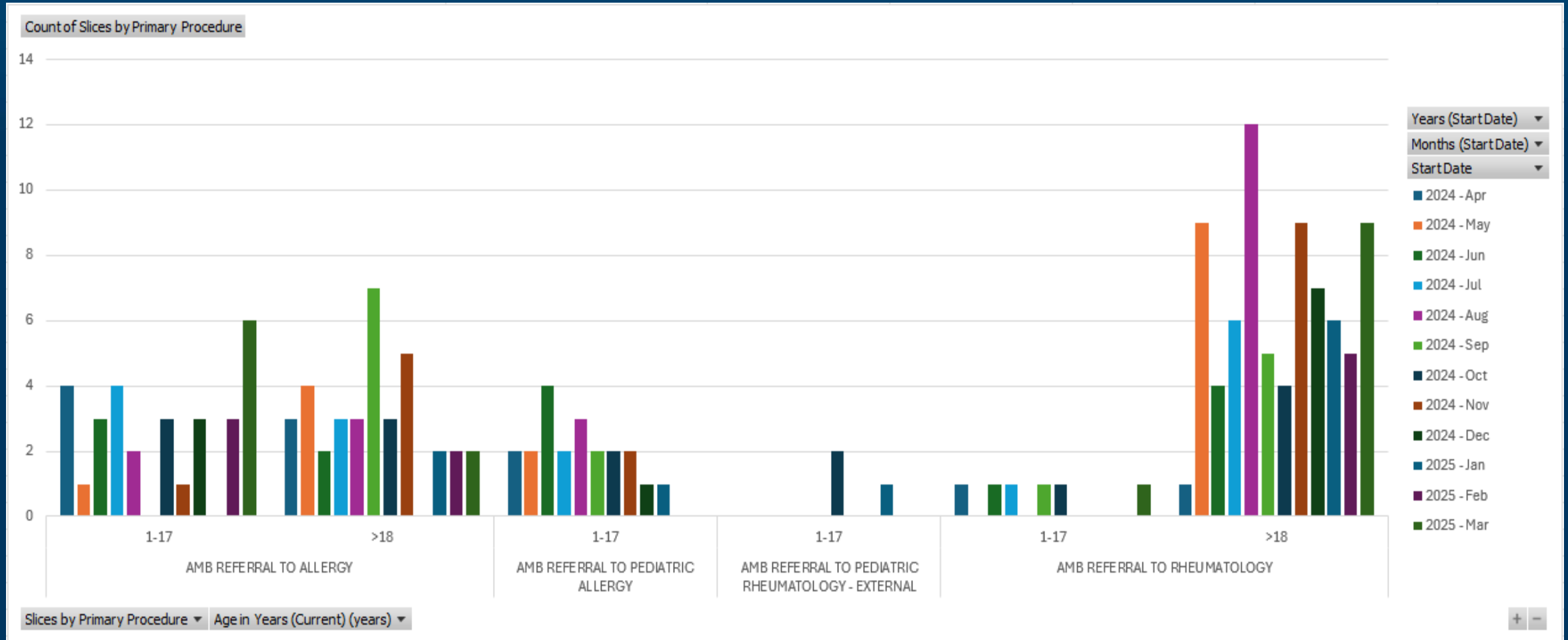


Recognize the value of: Urgent Care, Primary Care, Inpatient and post acute telehealth services.

Creating the right KPI's to reveal the “Value Add” telehealth brings to your program.

- Match the wording within your System's strategic plan documents
 - Work with administrators to “Match and Pace” with their overall strategy for access, regional growth, targeting specific populations and adding value in the primary/secondary market of your System.
- Engage a resource in your billing and compliance department to establish key billing tipsheets for each aspect of your telehealth service.
- Identify key drivers for program success:
 - Revenue Stream delivering positive \$\$\$ ROI
 - Cost avoidance and strong clinical outcomes
 - The right thing to do for the patient





Depending on your payer mix and reimbursement models in your region you may find different factors impacting your telehealth program design.



Our current situation presents the delicate function of straddling the FFS model vs. Value Based reimbursement



A key element restraining the growth of telehealth in certain markets: How is the added value calculated?



Value Base Care model – healthcare delivery system where providers are paid based on the quality of care they deliver to patients, rather than simply the quantity of services performed, incentivizing them to focus on improving patient outcomes and managing costs effectively, often by incorporating preventive measures and coordinated care approaches.



Fee For Service – In the Fee for Service healthcare model, providers are reimbursed for each service or procedure they provide, regardless of the outcome, which has been criticized for potentially incentivizing overutilization and driving up costs.

Legislative hurdles to scale

- The COVID flexibilities are set to end ~~March 30~~ unless congress passes a new budget.
 - This is the 2nd or 3rd time congress has opted to “kick the can down the road” vs. addressing the long term sustainability of virtual services for our patient population
 - Current proposed language would extend telehealth for another 2 years.
 - Allowing for patients anywhere to be seen essentially anywhere.
 - Before COVID, telehealth patients had to be located in a geographically underserved area and inside a healthcare setting.
 - In 2023, 96% of HRSA – funded health centers used telehealth to deliver PC services.
 - 41.5% of medical specialists utilized telemedicine
 - 2019 U.S. spent 11.23 billion on telehealth
 - 2024 the telehealth market estimated at 35.75 billion.

According to Nova One Advisor, the global **U.S. telemedicine market size** was estimated at USD 35.75 billion in 2024 and is expected to hit around USD 160.45 billion by 2034, poised to grow at a CAGR of 16.2% from 2024 to 2034.



Resources

Resources for more Telehealth learning

- [Telehealth Resource Center in Oklahoma & Kansas | Heartland Telehealth](#)
- [American Telemedicine Association – ATA](#)
- [Office for the Advancement of Telehealth | HRSA](#)

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