

Introduction To Home Telehealth and Cybernet Medical

**EXCLUSIVE for
MED Dealers**

Home telehealth monitoring services provide the ability for a physician, nurse or other healthcare practitioner to monitor and record the vital signs of a bed- or home-bound patient. Home telehealth has come about as direct consequence NASA's desire to monitor astronauts as they made their way into space and beyond the reach of direct medical care.

How Does Your Company Benefit From Home Telehealth?

As a DME dealer you will be able to position yourself in the center of a network. The home telehealth equipment (MedStar) you will be supplying will be a tool for not only the patient and family caregiver, but for all of the patient's care giving network: physicians, visiting nurse associations, home healthcare agencies, nursing homes, long term care facilities, hospitals and managed care associations. Others, such as respiratory and physical therapists, will also participate.

Your company will be in a position to supply the MedStar equipment and monitoring data service. Your company will also provide a maintenance care program, which combines your maintenance and our support services. MedStar expenses are generally transactions and reimbursements will be handled by the service that orders home telehealth.

Benefits Of Home Telehealth To VNA and HHA Providers

The benefit for the VNA or HHA is that home telehealth helps them cope with declining reimbursements under the Prospective Payer System through labor savings that MedStar's patient oversight can provide. The tools you provide will enable them to accomplish that. With MedStar, the nurse can manage more patients and keep better patient records without leaving the office (or home) or taking as much travel time making rounds

What does it cost a VNA or HHA to send a nurse or a technician to obtain a patient's vital signs? Depending on the distance to the patient's home, this cost can be as much as \$150 a visit. The VNA or HHA does not receive sufficient reimbursement to make any unnecessary visits. Home telehealth will save them many times the investment they make in the MedStar system. If one visit is avoided, the patient monitoring system pays for itself.

Home telehealth enables monitoring and recording of a patient's vital signs routinely without face-to-face patient visits. A seriously ill patient with one or more chronic diseases (e.g. diabetes, CHF, or hypertension), can rest assured that the MedStar system will identify any out-of-range readings (e.g. heart rates, blood pressure, blood

sugar and sudden weight change) and automatically notify the care giver of the potentially adverse change, allowing the care provider to take immediate action to reduce the risk of hospitalization. In medical trials, MedStar monitoring and alerting have been shown to reduce re-hospitalization rate by up to 80% for high-risk home care patients.

A diabetic can have his/her blood sugar recorded. A CHF patient can have his/her heart rate and weight screened automatically and recorded. If the measurements indicate a pending medical problem, the care chain is automatically notified via alerts sent by phone, email, fax, or pager.

Some of the equipment that can be provided with the MedStar includes:

Blood pressure cuff	Glucose meter
Pulse oximeter	EKG
Spirometer	Thermometer
Scale	

As the DME provider you are familiar with all of this equipment and now you can to put it to work in a unique way for the patient and the practitioner.

Some of the disease management programs that MedStar can support include:

Diabetes	Obesity
Hypertension	Asthma
Congestive Obstructive Pulmonary Disease (COPD)	Congestive Heart Failure (CHF)
Depression	Infection & Wound Care
Anti coagulants	Mental State
Infectious disease	Cardiac arrhythmia
General health status	Bariatric
Post Op	Pre Op
Transplants	Quarantine

Benefits To Long-Term Care Providers

Long-term care operators often have to document the needs of special reimbursement patients. The MedStar electronic medical record (EMR) maintains an accurate and auditable record of weight, blood pressure, blood sugar levels, and other patient vital signs required for maintaining reimbursements to cover patients with special needs. MedStar's EMR system also provides a quantitative means to decide when to move elderly patients to more extensive medical care facilities. When the MedStar monitoring process detects measurements out of the predetermined range, the patient care coordinator, physician office and/or family caregiver can be notified to refer the patient to a physician's care before emergency hospitalization becomes required.

This level of individualized patient oversight provides the family caregiver and their elderly loved ones peace of mind knowing that the MedStar telehealth system is always on and always watching out for their health. *This peace of mind is a strong differentiator in the long term care market.*

Benefits To Physicians

MedStar allows the physician/physician practice group to monitor more patients effectively while providing better continuing care. When the MedStar system identifies an out-of-compliant or out-of-safe-range measurement (e.g. a 3 to 5 lbs rapid weight gain over a 1 to 2 day period indicating dangerous fluid build-up in a CHF patient), the system launches an alert to the physician's preferred call chain to effect immediate medical attention. Alerts can be by email, phone, pager, fax, or alert on next access the patient's electronic records. Each alert is a cue for a non-emergent, but urgent reimbursable office visit by the patient to determine the appropriate medical action – often just simple medication adjustment.

When the physician sees the patient, he/she will have access to that patient's complete MedStar electronic medical history. This puts the visit immediately into context. These records can be acquired by web, fax report, or print per the physician's individual preference. *The result is that it takes less time per patient to provide excellent patient care, increasing both effectiveness and practice efficiency.*

Benefits To Health Systems Or Managed Care Organizations (MCO)

Health systems and MCOs often lose money on chronically ill patients because their cost of care is high and they are re-admitted with a higher frequency. CHF patients have approximately a 40% chance of re-admittance within 12 months of their last hospitalization. To mitigate this, health systems often spend scarce and expensive nurse labor to call on recently discharged patients just to make health status checks to reduce likelihood of re-admission. Early readmissions are often not reimbursed.

Chronically ill patients typically require more care when in the hospital. In a recently completed trial, it was determined that chronically ill patients in a regional primary care hospital cost on average \$1,064 per patient over what Medicare and 3rd party payers reimbursed the system. Keeping these patients out of the hospital frees up space for more profitable uses of limited resources.

Chronically ill hospital patients draw more health services for all reasons, not just due to their chronic illnesses. In recent trials, completed over a twelve-month period, MedStar monitoring was shown to:

- Reduce chronically ill patient re-hospitalization by up to 80%
- Reduce overall health system draw by these same patients by over 50%
- Reduce health system labor enough to offset both the equipment and service costs.

For health systems and MCOs this is an easy financial decision. Monitor your recently discharged patients! Eliminate re-hospitalization risk and expense.

Benefits To Employers

Employers usually end up paying the high healthcare insurance bills for chronically ill patients. If fewer patients are hospitalized, their costs will be lower – especially for employers who fully or partially self-insure or insure retirees. If employees and their families monitor their own health more closely, they feel better and stay healthier. This includes:

- Lowering weight
- Managing diabetes
- Controlling hypertension (high blood pressure)
- Staying home when their temperature is high instead of incurring the high cost of an unnecessary physician's visit
- Objectively handling childhood asthma episodes – knowing when to give anti-asthma medicines time to work versus immediately seeking emergency room attention (with attendant cost and work time loss).
- Generally reduced hospitalization for chronically ill employees (or family members) both related and unrelated to their disease

Encouraging and subsidizing patient monitoring and reporting is a partial alternative to escalating insurance costs.

Benefits To Family Caregivers

Another important member of the circle of people and professionals to whom you will offer this service is the family caregiver. Many families have discretionary funds and are happy to make this investment to maintain their independence and way of life.

Who is the family caregiver? It is the person in the extended family that finds doctors, looks for alternative treatment options, makes sure that family members get physicals, go to the dentist, eat right, and are not unaccounted for over long periods. This is the person who has to figure out if Mom or Dad needs assisted living arrangements. The person both cares and takes care of business.

MedStar is appealing to the caregiver because they can use technology to keep tabs on their elderly loved ones so they can live in their own homes as long as feasible and in long term care when it becomes necessary. MedStar can help them know that Mom and Dad eat regularly, keep active (i.e. continue to feed data into the system), maintain medication routines and keep blood their blood sugar in range. If something goes out of range, the family caregiver can be automatically notified as part of the call chain – just like the physician, caseworker, or home care nurse. Who cares more about the patient? Who will take the fastest action?

Benefits Of Telemonitoring In Medical Research

If your DME dealership is in or near a medical research center, note that telemonitoring and telehealth provides a means for objective clinical trials data collection without the expense of frequent patient visits to the clinic or medical staff visits to the patient's home. Direct physiological measurements from telemonitoring can be objectively linked to patient medications. Patient medication compliance can be cued through automated phone-based reminders. Patients can verify through MedStar or via phone that medication is being used in a manner compliant to the trial requirements. Overall this reduces per patient trial cost and allows reduction in the number of patients because of more reliable data reporting and enhanced patient compliance.

What Are The Home Telehealth Tools You Will Be Offering?

Through the MED Group, you have an exclusive opportunity to sell the MedStar home telehealth system. The MedStar system is the easiest to operate and least expensive system in the market. You and your team will be trained to use and sell the equipment and services. Your company will be provided with product manuals for the patients, for your salespeople and for other in-house personnel.

Your team will be shown how to properly demonstrate the equipment to prospective customers. Your team will also be shown how to install the equipment at the patient's home. As a result, your company will be the center of activity.

Marketing The MedStar System

The MedStar equipment can be sold directly, rented or provided as a lease program. As previously mentioned, you will also provide an on-going service under a maintenance contract. This will allow your technician to see the patient at home at least once a month, at which time they can tell you what other products or services they may need from you. The maintenance also provides access to the Cybernet web electronic medical record system as well as MedStar phone support.

The Sales Process

Initially, you will want to identify all of the VNA and HHA companies in your market. You will want to identify who is in charge at each organization and how many people they have in their region who will be selling.

- It is recommended that you invite multiple people from each prospective customer company to visit with you and your team at your office so you can demonstrate how the product works. All the materials you will need to close a MedStar sale will be provided by Cybernet Medical.

- You should also consider inviting all the VNA and HHA professionals and physicians that care for home care patients in your marketplace to a seminar that addresses the benefits of home telehealth. At the seminar you can give a demonstration showing the simplicity and efficiency of MedStar. It is recommended that you provide either breakfast or lunch at the seminar.

Your company should also identify every homebound patient you service and you should identify the condition being treated (CHF, diabetes, high blood pressure, disease management, or other). You should also note the name and address of the physician treating them. If the patient has a VNA or HHA service, be sure you gather that along with any other pertinent information. You should also make every effort to know the family caregiver, if possible.

Your key goal should be to make sure that the VNA, HHA, the patient and the family caregiver knows how the MedStar monitoring system can reduce hospitalization, improves the patient's health status, and provides peace of mind to the patient and his/her family.

Cybernet Medical is pleased to have you working with us and we are readily available for any consultation, information or material you need. Please do not hesitate to call us at 1-800-CYBERNET or email sales@cybernetmedical.com.