How to Connect with Families through Technology on Child Health Topics

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- Next training: Implicit Bias on September 29th @ 1pm
- New resources available!
- https://ohioaap.org/education-cme-moc-ii/preventive-health-program/

Program supported by the Ohio Department of Health

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Quality Improvement Project

- Kicks off in December 2022
- 9-month QI project
- Free resources!
- Action period calls with content experts
- Choose which screening tools (2) you will measure!
  - Developmental screening
  - Social determinants/injury prevention
  - Immunization rates
  - Teen depression
  - Maternal depression
  - Oral health

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Preventative Health Program QI Project

Pick Your Own Path & Advance to Win!

$1,250 stipend for each practice

25 MOC Part 4 Points per provider that completes the project

Ohio AAP is launching a new nine-month innovative Preventative Health Quality Improvement Project in December 2022! Providers will have the opportunity to to choose two screening areas that they want to improve in their practice. REGISTER HERE

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Preventative Health Program QI Project

Pick Your Own Path & Advance to Win!

GLOBAL AIM:
Improve providers ability to complete effective screening and provide appropriate interventions.

SMART AIM:
Improving screening for selected key driver focus areas.

- Practices will be able to select focus areas from the key drivers below based on their specific needs and areas for improvement

KEY DRIVERS/FOCUS AREAS:

- Provide age and developmentally appropriate preventative care and anticipatory guidance (all sites)
- Identify and respond to social determinants of health and injuries in the home
- Review immunization records to ensure child is up to date and improve immunization delivery practices
- Screen all children over age 12 for depression and identify patients requiring further intervention (recommending the PHQ-9)
- Identify and respond to maternal depression (recommending the PHQ-2)
- Screen for oral health and implement fluoride varnish and dental referrals

MEASURES:
To be captured at well child visits (specific goals to be established following collection of baseline data):

- Number of screens/number of eligible kids
- # of patients with positive screen that were managed/# total positive screens
- Number positive screens which are receiving resources, interventions, referrals, etc.

REGISTER:
https://ohioaap.org/education-cme-moc-ii/preventive-health-program/

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Post-Survey Evaluation

- Post-survey will be sent out this week
- Please complete and include constructive feedback
- Complete 90-day action plan
  - Take what you have learned and implement it into your practice.
  - There will be a follow up survey in 90 days.
  - Please complete surveys for trainings that you attend

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CME Disclaimer

- The speaker has no disclosures.
- No off label products will be discussed.

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Objectives

- Discuss updates of telehealth practice.
- Understand the best practices for social media use .
- Learn ways to optimize the patient portal safely .
- Develop common marketing strategies for practice .

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Telehealth Practice changes at the State Level during PHE

Modality	*Allowing phone (audio-only)*
Location	*Allowing home*
Consent	*Relaxing requirements*
Services	*Expanded types of services eligible*
Practitioners	*Expanded eligible practitioner types*
Licensure	*Waiving some requirements*

Redefining the scope of telehealth

- Capabilities
  - Feasible, reliable, scalable
  - Integration of screening tools
  - Ecological relevance
  - Multiple informants and coordination of care

- Limitations
  - Physical exam for signs of secondary concerns
  - Dependence on reliable technology
  - Avoidance and adherence concerns

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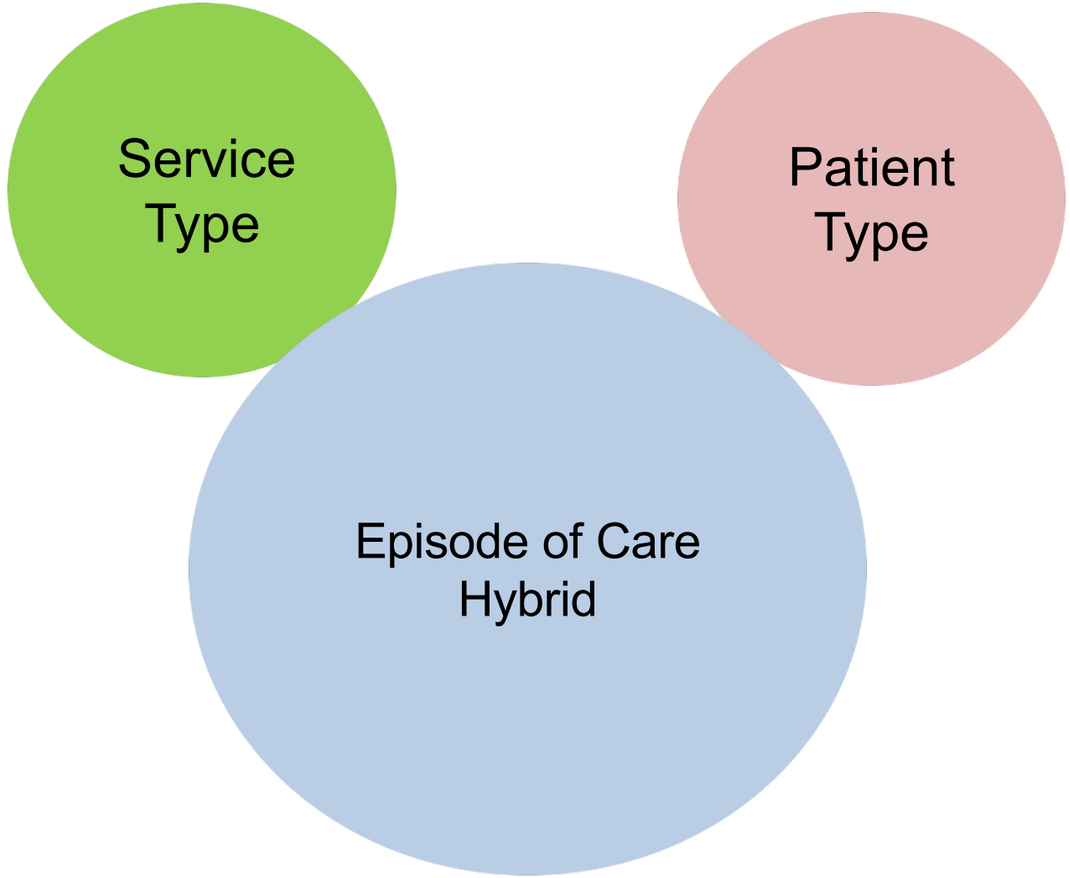
Redefining the Scope of Telehealth

- Post-pandemic lessons
  - Digital divide and inequities in access
  - Privacy and confidentiality
  - Threat of rolling back of flexibilities
  - Threat of non-parity of reimbursement
  - Concern for fraud, abuse and quality (?)

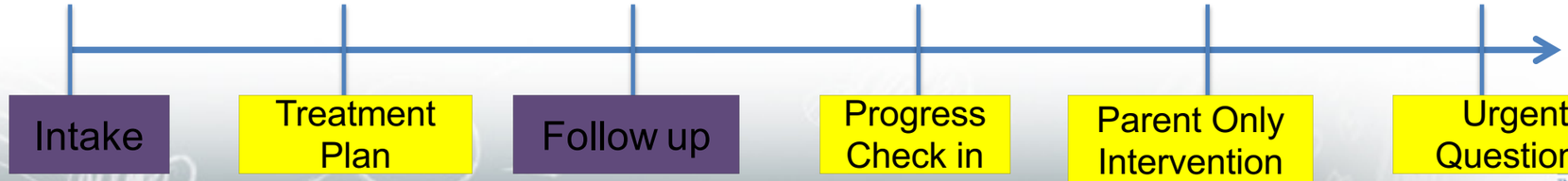
- Hybrid care with depression as an example of telehealth integration

Hybrid Model Example



In person

Telehealth



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Harnessing the Power of Social Media

- #Tweetiatrician or TikToker?

- Define your role
  - Creator
  - Curator
  - Influencer

- Define your purpose
  - Information
  - Engagement
  - Advocacy

Tips & Tricks to Social Media

Create a Profile!

Be sure to check your privacy settings
-This controls who can view, interact, and share the content on your page

Pick a username:
-Make sure it's easy to remember
-Same across all platforms
-Fits with your brand

Complete all info and bio sections
-Try to maintain consistent information and profile pictures across all platforms

Be sure you are setting up a business profile versus a personal page

HOW TO FIND CONTENT	CONTENT IDEAS
What are others posting about?	General practice information
AAP News or National Headlines	Introduce staff & new providers
National Observance days/weeks/months	General seasonal guidance (i.e. flu, sunscreen, injury prevention, etc.)
Ask your followers!	Real time updates (phone line issues; construction delays; etc.)

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Social Media: Key Considerations

- Ethical considerations
- Liability considerations
- HIPAA/regulatory considerations
- Financial considerations and ROI
- Handling comments concerning self harm

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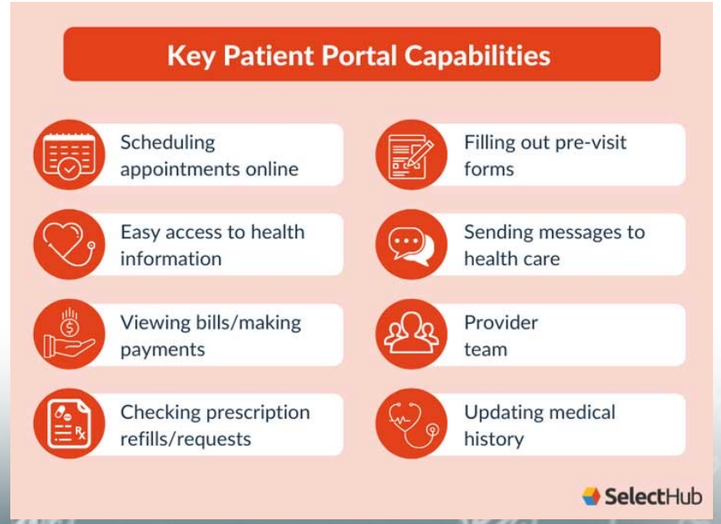
Staying Connected : Patient portal

- Tool to comply with the 21st century CURES act
- UX – User Experience considerations
- Engagement tool for treatment plan adherence
- Used case for self regulation skills and safety for teenagers
- Bidirectional communication WITH CAVEATS



Staying Connected: Patient Portal

- Balancing privacy and engagement
  - Proxy account vs separate account for parent and teenager

- Setting expectations (and limits)
  - Sharing medical information
  - Lab results released before physician review
    - Turnaround time and coverage
  - NOT a replacement for follow up visit

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Marketing in the digital world

“Perception is reality” – Building practice presence with a website

- Why (captivating message and philosophy)
- Who (provider profiles)
- Where (offering ‘telehealth’)
- What (services and conditions including mental health)
- How (contact methods, smart virtual assistant)
- When (value added – weekend, after hours, hospital affiliations)

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Growing Your Practice

- Retention of patient base
  - Integrated care for therapy
  - Collaborative care for psychiatry
  - Asynchronous ‘e-consults’

- Attracting new patients
  - Search engine optimization (SEO)
  - Pay per click/view (PPC)
  - Social media marketing with sponsored content

- Thought leadership – Virtual Newsletters, Articles on MH

Adapting to ‘New Normal’ of Care Delivery

Training in telehealth competencies	Regulatory landscape assessment	Integration of hybrid model in all clinical services
Setting up for newer tools for ‘virtual care’	Systems of care for equity with telehealth as main driver	Telehealth based models of care for population health impact

Questions?

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