

Telemedicine Opportunities & Hurdles



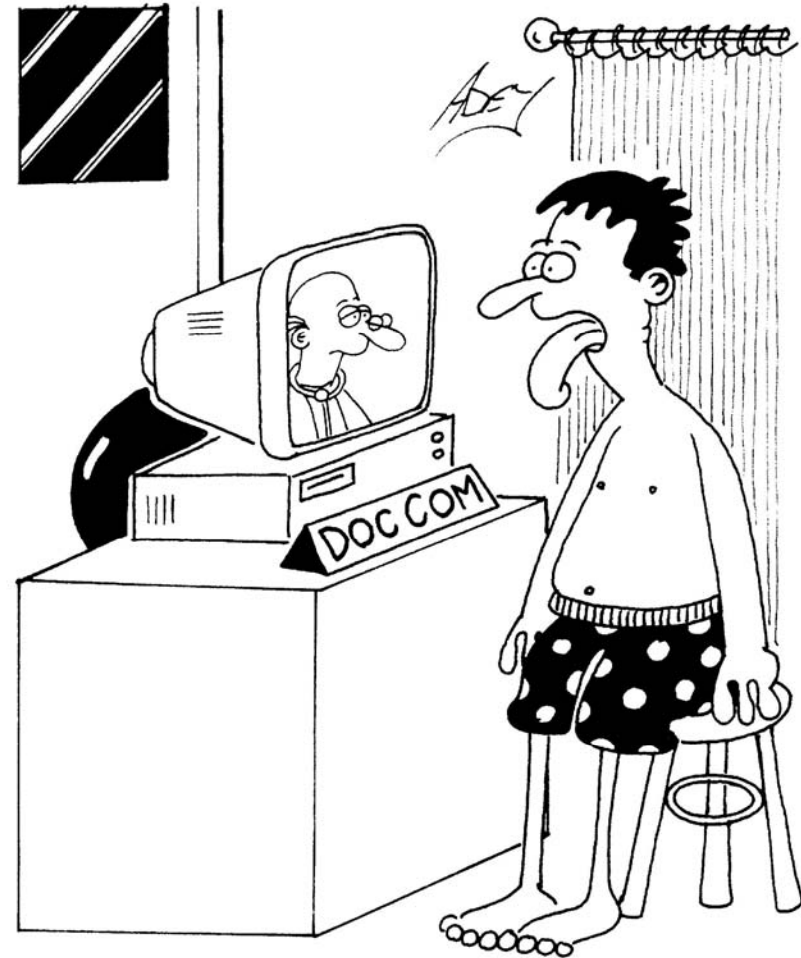
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May 26, 2010

Current Opportunities for Telemedicine

- **IT Market & Advancements**
- **Creation of Standards**
- **Renewed Funding Options**
- **Supportive Legislation**

Current Environment IT Market & Advancements

**From smoke signals
to remote surgery
using robotics—
Crossing great
distances for the
benefit of healthcare
has come a long way**



Current Environment Creation of Standards

- **American Telemedicine Assoc.**
- **American College of Radiology (Teleradiology)**
- **American Medical Assoc. (Physician-Patient Electronic Communications)**
- **Office of National Coordinators (Personal Health Records--proposed rule issued December 30, 2009)**

Current Environment Renewed Funding Options

- **USDA Announced Telemedicine Grants**
 - **Current—\$30 Mil; Closed May 18th**
 - **Since '93 \$306 Mil for more than 920 projects**
- **Recovery Act:**
 - **Rural Utilities Service (\$2.5 Billion)**
 - **Indian Health Services (\$85 Million)**
- **Anticipated HHS Grants to Long-term Care**

Current Environment Supportive Legislation

➤ **12 states passed legislation mandating private payer reimbursement of telemedicine services:**

- Louisiana (1995) -California (1996)
- Oklahoma (1997) -Texas (1997)
- Hawaii (1999) -Kentucky (2000)
- Colorado (2001) -Georgia (2006)
- Maine (2009) -New Hampshire (2009)
- Oregon (2009) -Virginia (April 5, 2010)

➤ **Kansas and Ohio have pending legislation**

On-Going Hurdles for Telemedicine

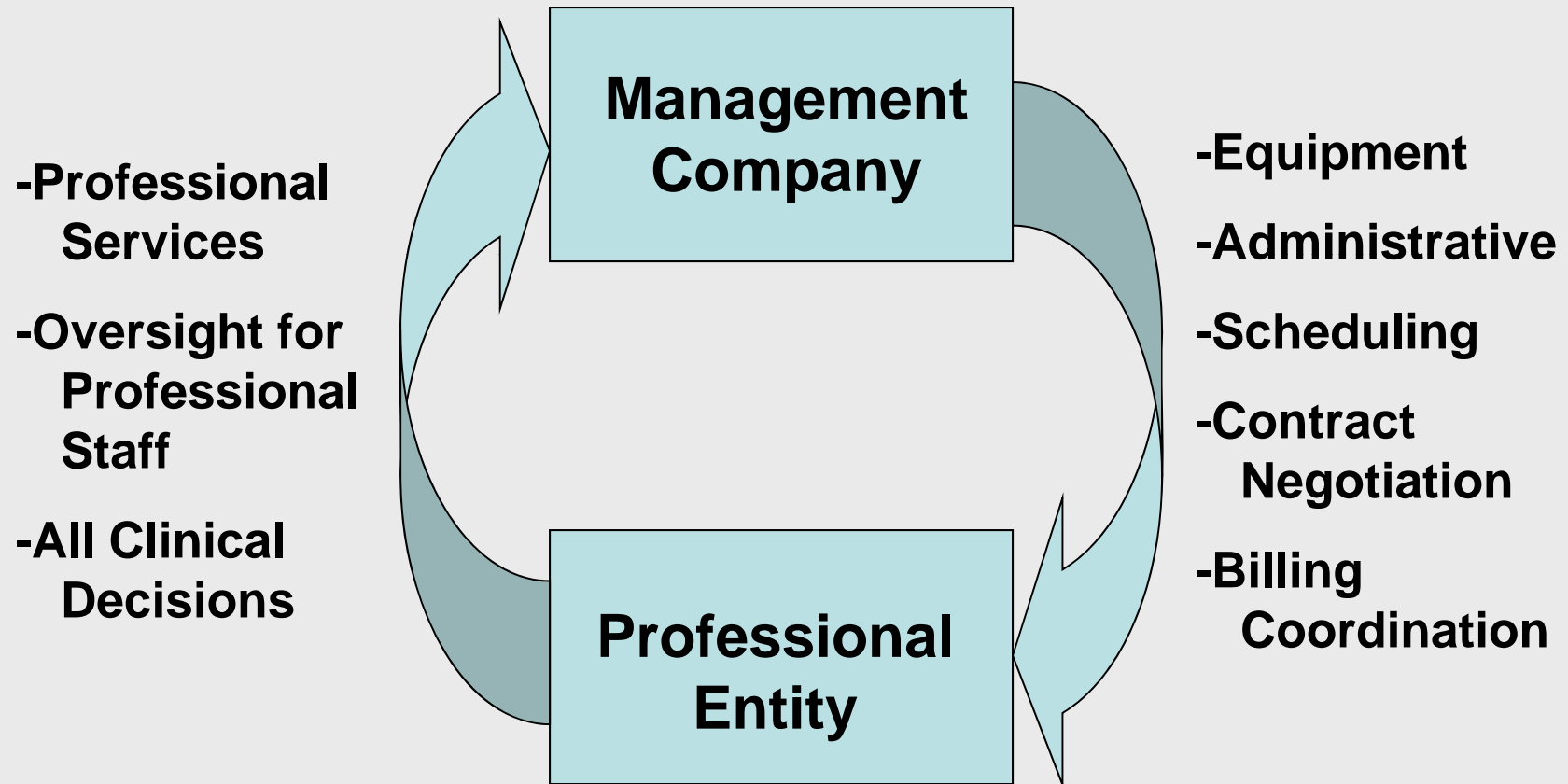
- **Licensure**
- **Prescribing of Medication without a physical exam**
- **FDA/Medical Device**
- **Credentialing and Privileging**
- **Privacy**
- **Intellectual Property**
- **Malpractice/Supervision**
- **Corporate Practice of Medicine**

On-Going Hurdles Corporate Practice of Medicine

One without a license by the medical board has no professional rights, privileges or powers and therefore may not engage in the practice of medicine directly or indirectly by employing licensed professionals.



Thoughtful Corporate Structure Gets Over the Hurdle*



*Corporate Practice of Medicine evolves and states differ widely in enforcement and doctrine. This slide is for demonstration purposes only.

Contact for Additional Information

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