DISCUSSION TOPICS

- TRENDS
- CHALLENGES
- OPPORTUNITIES
- PILOT PROGRAM
- QUESTIONS
The global market for telemedicine is expected to grow to more than $131B in 2025.
RECENT TELEMEDICINE TRENDS

CONSUMERS

50 million Americans would switch their current primary care provider (PCP) if another PCP in their area offered telehealth visits\(^1\)

More than 15 million Americans received some kind of remote medical care in 2015\(^2\)

Medicare paid $28.75M for telehealth services in 2016 (nearly 500,000 claims)\(^3\)

HEALTHCARE DELIVERY ORGANIZATIONS

Over 3/4 of HDOs are using telehealth solutions or plan to use them in the near future\(^4\)

2/3 of HDOs are spending 20% or more of their total technology budget on telehealth solutions\(^4\)

Approximately 1/3 of all non-emergency medical visits (>400 million) can be conducted via telehealth platforms\(^5\)

EMPLOYERS

96% of large employers expected to offer telemedicine benefits (increase from 70% in 2016)\(^6\)

Telemedicine has the potential to save U.S. employers up to $6 billion annually in healthcare costs\(^7\)

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1 Telehealth Index: 2017 Consumer Survey, American Well
2 American Telemedicine Association
3 Telemedicine Market - Segmented by Type, Clinical Service, Technology, Mode of Delivery, and Geography - Growth, Trends, and Forecast (2018 - 2023), Mordor Intelligence.
5 First Stop Health, 2017
6 National Business Group on Health – Annual Survey (2017)
7 Willis Towers Watson Study (2015)
THE IMPORTANCE AND VALUE OF DENTAL

DENTAL AND VISION COVERAGE
are the most-requested benefits after medical insurance.¹

51 MILLION SCHOOL HOURS
are missed each year because of dental-related illnesses.²

$1,674 ON MEDICAL COSTS.³
The average annual savings for diabetics who received proper dental care.

OVER 90% of Americans over age 20 have had cavities at some point in their lives.⁴

People with dental coverage are twice as likely to visit a dentist than those without dental insurance.⁵

Gum disease can actually make it harder for people who have diabetes to control their blood sugar.⁶

When oral cancer is caught early, survival rates reach 80%–90%.⁷

Gum disease has been linked to oral cancer, heart disease, diabetes, respiratory ailments, preterm birth, skin diseases, thyroid problems and leukemia.⁸,⁹,¹⁰

1 IN 4 ADULTS HAVE UNTREATED TOOTH DECAY.⁴

Researchers have found that people with gum disease are almost twice as likely to suffer from coronary artery disease.¹¹

OVER 20 MILLION workdays are lost each year due to dental illness.⁸

DOMINION NATIONAL
A recent study in partnership with a Health Plan Partner, Capital BlueCross, showed the association between preventive dental care and lower medical costs for members with chronic conditions.

- People with chronic conditions, but no Dental coverage, had a 7 percent higher incidence rate of inpatient hospital stays than those with Dental coverage who received a preventive dental service – an average annual cost of $4 to $5 PMPM.

- Those who had Dental coverage, but did not receive preventive dental services, had a 19 percent higher incidence rate of emergency department visits than those with Dental coverage who received preventive dental services – an average annual cost of $6 to $8 PMPM.

https://www.ahip.org/interview-dental-health-and-chronic-disease/
BENEFITS OF TELEDENTISTRY

- Enhance Care Coordination
- Improve Access
- Increase Patient/Member Retention and Satisfaction
- Supervision of All Provider Roles
- Reduce Cost
- Dental/Medical Integration
RECENT TELEDENTISTRY TRENDS
TELEDENTISTRY MODALITIES AND CDT CODES

- **LIVE VIDEO CONFERENCE (SYNCHRONOUS)**
  - CDT CODE: D9995

- **STORE-AND-FORWARD (ASYNCHRONOUS)**
  - CDT CODE: D9996

- **REMOTE MONITORING OF PATIENTS**

- **MOBILE HEALTH (mHEALTH)**

Oral evaluations, images and second opinions can be reimbursable by Dominion.
TELEDENTISTRY CHALLENGES

DATA SECURITY & PRIVACY (HIPAA)
LEGAL EXPOSURE & LICENSURE
INSURANCE CARRIER OPERATIONS
LACK OF REGULATION
PERCEIVED THREAT/REPLACEMENT FOR DENTIST
SLOW TO ADOPT
DENTIST CHALLENGES

DECREASED UTILIZATION + REDUCED REIMBURSEMENT + MORE DENTISTS = 

THE NEED FOR A NEW APPROACH!
Cost Effectiveness

- **OPPORTUNITIES**
  - Reduce Dentist Chair Time for New Patients
  - Higher Volume Potential for Oral Exams for Dentists (Reach New Patients)
  - Emphasize Preventive Care to Avoid Future Costly Care
  - Save Travel Expenses and Time Off for Patients
  - Carrier Revenue & Cost of Care
Increase Access to Care for:

- Underserved and Rural Populations
- Medicaid Population
- Aging Population
- Individuals Who Fear Going to the Dentist
- The Uninsured: Gateway to Care and Coverage
OPPORTUNITIES

Improving The Member Experience

- Increase Retention
- Increase Satisfaction
- Increase Engagement
- Increase Medical/Dental Integration & Reporting
- Reduce # of Physical Service Touch Points
Millennials

More than one-in-three U.S. labor force participants (35%) are Millennials, making them the largest generation in the U.S. labor force.

Millennials are 2.5 times more likely to be early adopters of technology than are older generations.

A 2015 report by Salesforce found that nearly half of people age 18 to 34 do not have a personal relationship with their physician.

71% said they’d like to see their providers use an app to book appointments, share health data and manage preventive care.

2 https://www.uschamberfoundation.org/reports/millennial-generation-research-review
In 2017, Dominion introduced a teledentistry app to individual members for easy access to a dental consult using their smart phone.

- Dental report from a local dentist by taking photos with your smart phone
- Report is ready (within 24-48 hours)
- Report identifies dentist concerns and makes recommendations
- Designed to provide simple painless dental consultations to find a dental home and begin dental treatment
PILOT PROGRAM INSIGHTS

INCREASED ENGAGEMENT & PLAN UTILIZATION

IMPROVED MEMBER SATISFACTION & RETENTION

SLOW TO ADOPT
AVG 6+ COMMUNICATIONS
LOW APP DOWNLOADS
LOW REPORT COMPLETION

HIGHEST UTILIZERS
AGE 25-40
FEMALE
FUTURE OF TELEDENTISTRY

Innovative Care Delivery and Collaboration

- Streamlined Dentist/Patient Referrals
- Consumer Transparency: Dentist Ratings/Cost Estimates
- Shared Treatment Plans & Scheduling Between Dentists & Specialists
- Shared Data Between Dental & Medical Pros & Carriers
- Improved Patient Outreach & Education
Teledentistry is gaining momentum with new technology, covered codes, mobilization, programs and demand.

SUMMARY

Expect teledentistry movement to expand over the next 2 years

Gateway to dental visits and coverage

Cost-effective tool for patients, employers, dentists and carriers

Progress to be made in regulation, increasing dentist and patient adoption and carrier operations

Will lead to improved care delivery & collaboration
QUESTIONS?

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