

Telehealth Quick Reference Guide

Why Do We Offer Telemedicine?

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) knows how important it is for members to have care available when and where they need it. We are committed to ensuring Healthy Blue members are cared for by high-performing, engaged providers who collaborate with us because of our **Provider Promise** to simplify healthcare so providers can focus on health.



Our Promise

Our Promise

Our promise is to provide telemedicine to Medicaid and NC Health Choice members as an alternative service delivery model in compliance with all state and federal laws including the *Health Insurance Portability and Accountability Act (HIPAA)* and record retention requirements.

Telemedicine Services

- Services provided via telehealth must be provided in an amount, duration and scope no less than the amount, duration and scope for the same services furnished to beneficiaries under the Medicaid fee-for-service program.¹
- We will implement telehealth as a tool for facilitating access to needed services in a clinically appropriate manner not available within the traditional provider network.
- Blue Cross NC will not require Healthy Blue members to seek services through telehealth and will allow access to face-to-face services with an out-of-network provider if the member requests.
- Blue Cross NC will support providers in optimizing the use of telehealth in their practices.

¹ Footnote: 42 C.F.R. § 438.210(a)(2)

Telehealth/Telemedicine Strategy

- Contract with telemedicine partners (providers and vendors).
- The design model facilitates member access to telehealth services.
- Identify specialties and solutions for peer-to-peer visits.
- Use telemedicine to address various specialty gaps and member needs in underserved areas.
- Use telemedicine/telehealth as a key element in integrated care approach (bridging gap between physical and behavioral health).

Telehealth/Telemedicine Strategy (cont.)



NC-STeP

- The East Carolina University Center for Telepsychiatry and E-Behavioral Health (CTeBH) is the home for the North Carolina Statewide Telepsychiatry Program (NC-STeP).
- The NC-STeP program focuses on connecting with hospital emergency departments across the state of North Carolina to provide psychiatric assessments and consultations to patients linked using telemedicine technologies in these emergency departments.
- To learn more about NC-STeP, visit [NC Step Program and Resources](#) or call **252-744-0454**.



LiveHealth Online

- Convenient and easy way to get care anytime, anywhere via smartphone, tablet or computer.
- On-demand video visits 24/7 365 for low acuity, urgent care conditions
- By appointment behavioral health visits
- No cost
- E-prescribing to pharmacy*
- **Easy Steps:**
 - Step one: www.livehealthonline.com or download application from Apple or Google store.
 - Step two: Complete registration process.
 - Step three: Start the consultation.

* Note: Only noncontrolled substances can be prescribed via video visits

Telehealth/Telemedicine Strategy (cont.)



FasPsych

- Broad range of telehealth services and support, including: telepsychiatry staffing, psychiatric consultations, utilization review, remote medical director functions, medication assisted treatment, PCP consultations, psychotherapy and on-call/crisis services
- Large penetration*
- All ages and conditions

- To learn more, visit [FasPsych](#).



Center for Rural Health Innovation

- Nonprofit based in North Carolina with a mission to apply innovative technologies to improve access to health care in rural communities. CRHI's Health-e-Schools program is designed to improve access to health care for students through telemedicine.

- To learn more, visit [CRHI](#) or email info@crhi.org
- Phone: **828-467-8815**
- Fax: **828-367-7827**



ConferMED

- A comprehensive platform that makes it easy for primary care and specialty care providers to *confer* about cases.
- Asynchronous Telehealth for PCPs to electronically send a complete consult to a specialist including appropriate protected health information (PHI) from the patients' charts. PCP will receive a formal consult note back. Virtual visits for specialty consultation are also available.
- ConferMed has extensive experience with referral processes at primary care settings and federally qualified health centers (FQHC), rural clinics and county offices.

- To learn more, visit [ConferMED](#). You can also call Agi Erickson at **860-347-6971**, ext. **3741** or email agi@conferMED.com.

* Note: Serves FQHCs, tribal health services, psychiatric hospitals, medical/surgical hospitals, counseling practices, primary care clinics, correctional/ detention facilities, universities and schools, community mental health centers, critical access hospitals, and rural health clinics.



Telehealth/Telemedicine Strategy (cont.)



Bright Heart Health

- Bright Heart Health (BHH) is an organization that provides online virtual care for opioid addiction through a team of doctors, counselors, care managers and recovery specialists. Bright Heart Health is Joint Commission accredited for its commitment to providing safe and effective care.*
- To learn more about treatment, visit [Rapid Access Opioid Use Disorder Treatment](#)
- Set up an appointment at: [Bright Heart Health appointments](#) or Call Bright Heart Health at **1-844-884-4474**.



Project ECHO

- Project ECHO is a lifelong learning and guided practice model that revolutionizes medical education and exponentially increases workforce capacity to provide best-practice specialty care and reduce health disparities. The heart of the ECHO model™ is its hub-and-spoke knowledge-sharing networks, led by expert teams who use multipoint videoconferencing to conduct virtual clinics with community providers. In this way, primary care doctors, nurses and other clinicians learn to provide excellent specialty care to patients in their own communities.
- To learn more, visit [Find your Project ECHO](#).

* Note: Medication assisted treatment (MAT) — MAT uses medications combined with counseling and behavioral therapies to treat opioid addiction at no cost for Healthy Blue members. All providers are licensed in the state where services are provided.

Collaboration and Engagement

- Network providers have an important role in telehealth/telemedicine adoption and use.
- Physical health and behavioral health integration is a game changer.
- Members are ready to embrace technology.
- Access to care will improve with technology.

A direct focus on member access, supporting providers and accelerating technology adoption will achieve the following goals:

- Improve rural PCP and specialty access
- Decrease emergency room overuse for nonemergency issues
- Enable clinically integrated local care networks
- Expand substance use disorder and BH treatment options



BlueCross BlueShield
of North Carolina

HealthyBlue

Note: LiveHealth Online is the trade name of Health Management Corporation, an independent company, providing telehealth services for Healthy Blue members on behalf of Blue Cross and Blue Shield of North Carolina.

<https://provider.healthybluenc.com>

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