

### **Disruptors in Telehealth**

October 12, 2022

### **Learning Objectives**



By the end of the webinar, participants will be able to:

- Identify at least two direct-to-consumer birth control companies.
- Describe how these companies impact the delivery of care at FPP agencies.
- Describe how understanding the trends in virtual care can influence your telehealth service delivery.

#### **NYSFPTC Team**







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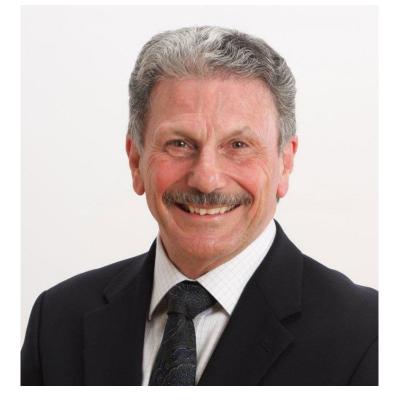
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#### **Webinar Experts**



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#### Hear from You



- . Are your patients receiving contraception online?
- What have you heard from your clients about online contraception companies?
- What challenges or opportunities have these services created in your setting?

Please go to menti.com and enter code

### Online Rx for Contraceptives



- Acceleration of pre-existing trend 
   more counselling, less physical assessment
- Most contraceptive methods require no physical exam
  - Many alternatives for determining blood pressure
  - Lab tests drawn or submitted at lab stations
- Some "problem oriented" office visits will continue, but many can (and will) be replaced with tele visits



- Nurx
- Maven Clinic
- PRJKT Ruby
- Lemonaid
  Health

- The Pill Club
- Virtuwell
- HeyDoctor
  - Planned
    Parenthood
    Direct; Get
    Care On-Line

- Pandia Health
- PlushCare

#### Telehealth Rx of Hormonal Contraception



- Zuniga, et.al. Breaking down barriers to birth control access: An assessment of online platforms prescribing birth control in the USA. Journal of Telemedicine and Telecare, 2019
- 11/17–2/18, completed questionnaires from 9 platforms for a patient seeking a POP, then seeking a COC

#### Telehealth Rx of Hormonal Contraception



- Patient provides relevant information to a provider through a remote Web portal
- Provider remotely reviews this information to decide whether or not to prescribe a method
- Patient receives the product by mail or a pharmacy

# Telehealth Rx of Hormonal is New York State Family Planning Training Center Nysfptraining.org

Findings and conclusions

- Telemedicine services are adequately screening for contraindications and safely providing methods
- Efforts could be made to strengthen the rigor of online questionnaires to screen for all contraindications

#### **Telehealth Rx: Benefits**



- Convenience...no clinic visit, no exam
- Don't need a relationship with a PCP
- Confidential
- Inexpensive (no cost, if insurance used)
- No legislative approval; clinicians write Rx
- Targeted to teens and millennials
  - Love technology
  - Prefer online shopping
  - Believe seeing a doctor is too much of a "pain"

#### **Telehealth Rx: Benefits**



- Patients have access to most contraceptives (except DMPA-IM, implant, IUD)
- Remove the barrier of time lost at a clinic (and lessen opportunity cost)
- No travel and parking expense
- Option of telehealth visit, then pick-up OCs in clinic
- Reduction in unintended pregnancies?

#### **Telehealth Rx: Risks**



- These are *online pharmacies*, not clinics
  - Missed opportunity for detailed counseling and shared decision making
  - Loss of educational opportunity for all methods, including LARCs
- More clients will forego well-care visits
- Visits at some clinics may continue to decline, possibly to insolvency

### Multiple factors impacting the rise of telehealth prescriptions:



- Overall wired-ness of population
- COVID experience with virtual care
- Post-Dobbs decision need for intrastate care
- Rapid growth in market

# Tradeoffs of online prescribing



#### Convenience and relative anonymity vs Fragmented and uncoordinated care

#### **Group discussion**



What impacts have you felt from sharing "the market" with online contraception providers?

#### **Group discussion**



How are you negotiating patient expectations for refills, routine care?





#### Additional comments or questions for the group?

#### Resources



- Kaiser Family Foundation (KFF) Contraception 2.0 Brief
- KFF scan of FP/STI online services Brief
- A conversation with Nurx CEO (link)
- RHNTC's <u>Telehealth Services: Taking an Inclusive, Equity-</u> <u>Driven, and Trauma-Informed Approach</u>
- RHNTC's <u>Telehealth Etiquette for Family Planning Visits</u>
- RHNTC's Coding for Telemedicine Visits
- NFPRHA's <u>telehealth resource repository</u>
- National Telehealth Resource Center <u>Northeast TRC</u>
- NTRC <u>National Technology Center</u>
- NTRC National Policy Center



## Thank you!

#### Contact: nysfptraining@jsi.com