

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.

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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](https://www.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

Tele-health: Online Rx for Hormonal Contraception: Current Providers

- Nurx
- The Pill Club
- Pandia Health
- Maven Clinic
- Virtuwel
- PlushCare
- PRJKT Ruby
- HeyDoctor
- Lemonaid Health
- Planned Parenthood Direct; Get Care On-Line

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

- The prescribing process for all 9 platforms included
 - 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 Contraception

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?*

Group discussion

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 [Telehealth Services: Taking an Inclusive, Equity-Driven, and Trauma-Informed Approach](#)
- RHNTC's [Telehealth Etiquette for Family Planning Visits](#)
- RHNTC's [Coding for Telemedicine Visits](#)
- NFPRHA's [telehealth resource repository](#)
- National Telehealth Resource Center – [Northeast TRC](#)
- NTRC – [National Technology Center](#)
- NTRC – [National Policy Center](#)

Thank you!

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