



The Doctor Patient Relationship in a Digital Age

Seuli Bose Brill, MD

Ohio State University Wexner Medical Center

Grand Rounds

Licking Memorial Hospital

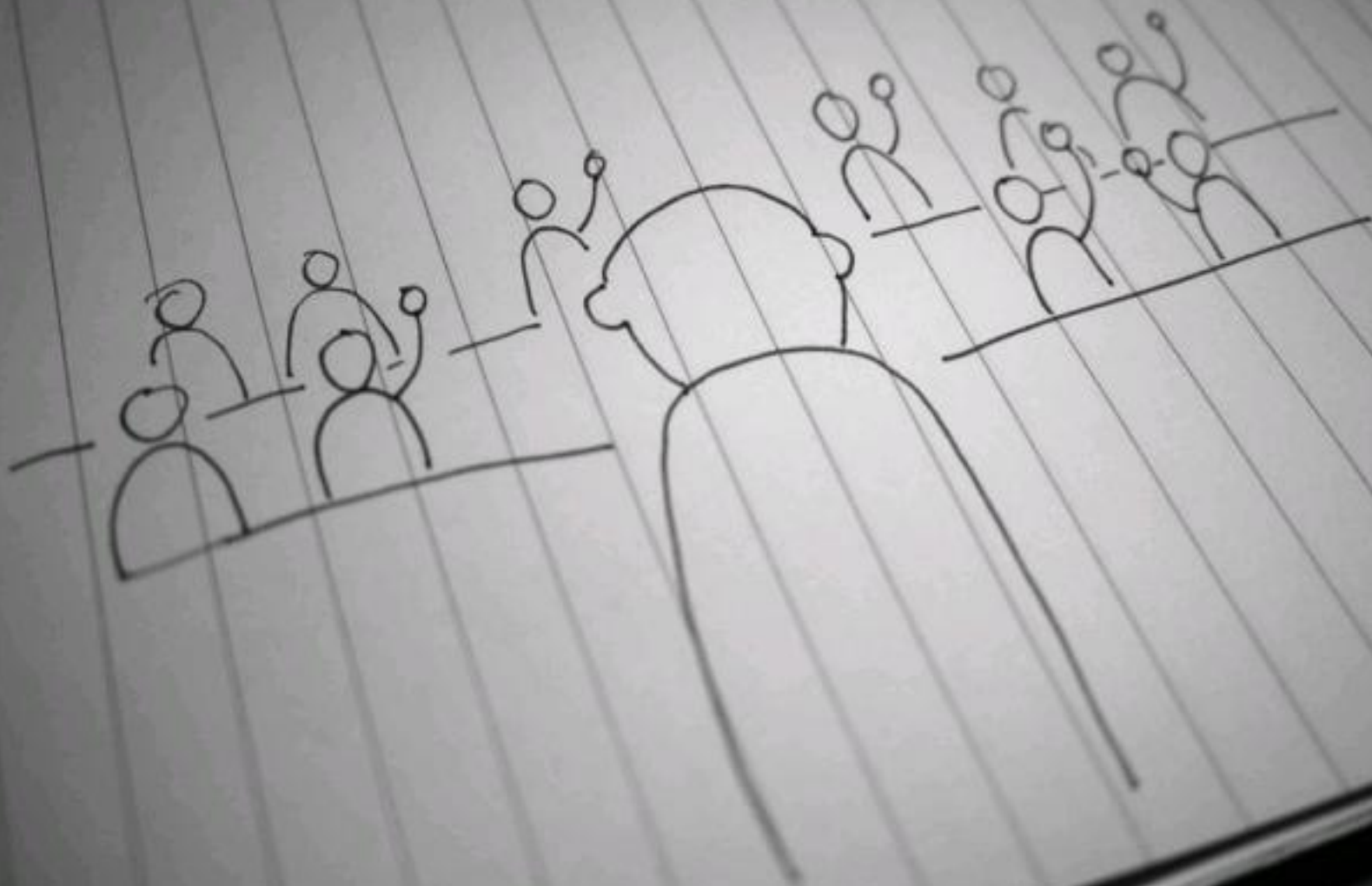
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Dr. Brill does not have any financial affiliation with any for profit telehealth or digital medical communication entities. Dr. Brill conducts research in medical digital communication. Dr. Brill provides medical care using telehealth and secure messaging as part of her role as a primary care physician. The research presented in this talk is funded by the Regenstrief Institute. Dr. Brill would like to acknowledge and thank her collaborator, Dr. Joy Li-Yueh Lee, who is the Principal Investigator in the VA Secure Messaging Study.



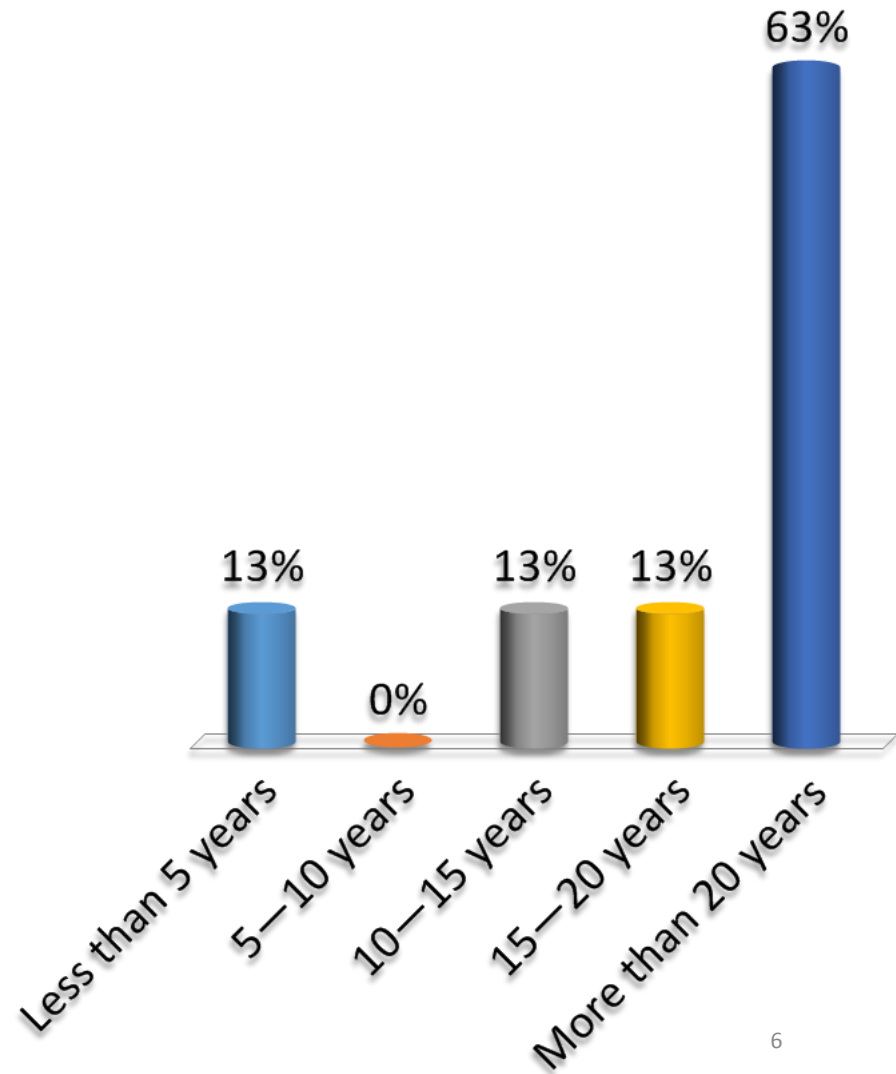
Overview

- Context.
- Gaps.
- Study.
- Development.



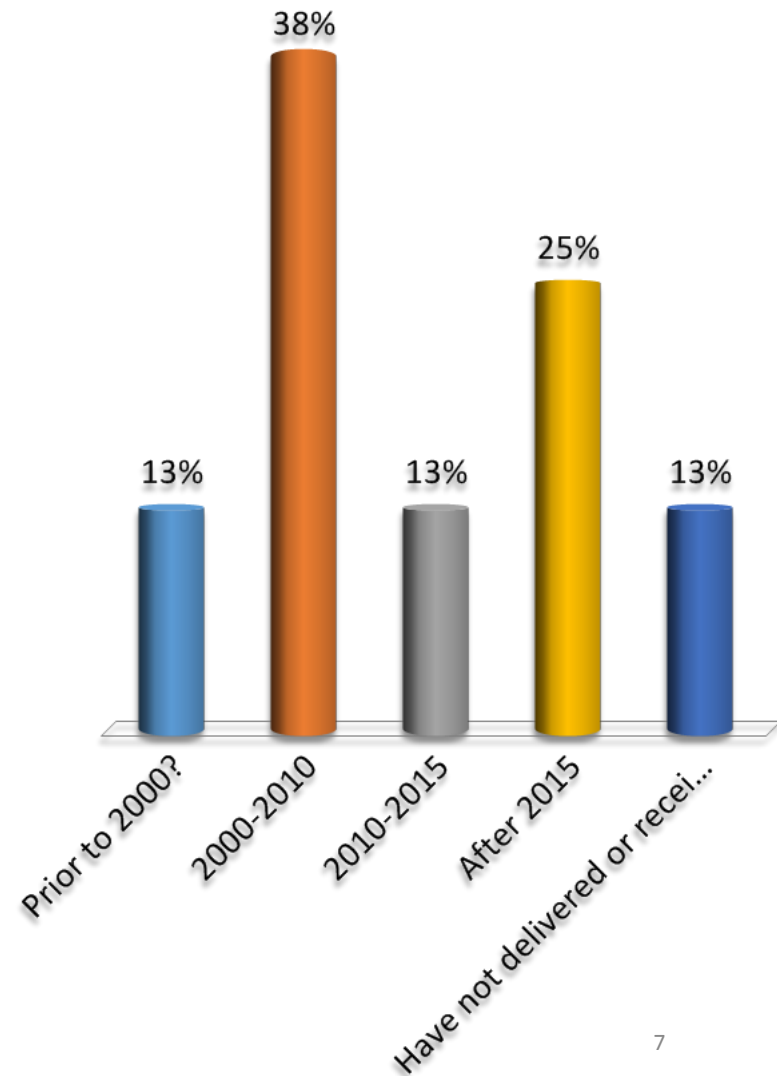
How many years have you been in medical practice?

- A. Less than 5 years
- B. 5—10 years
- C. 10—15 years
- D. 15—20 years
- E. More than 20 years



Have you delivered (as a clinician) or received (as a patient) digital medical care?

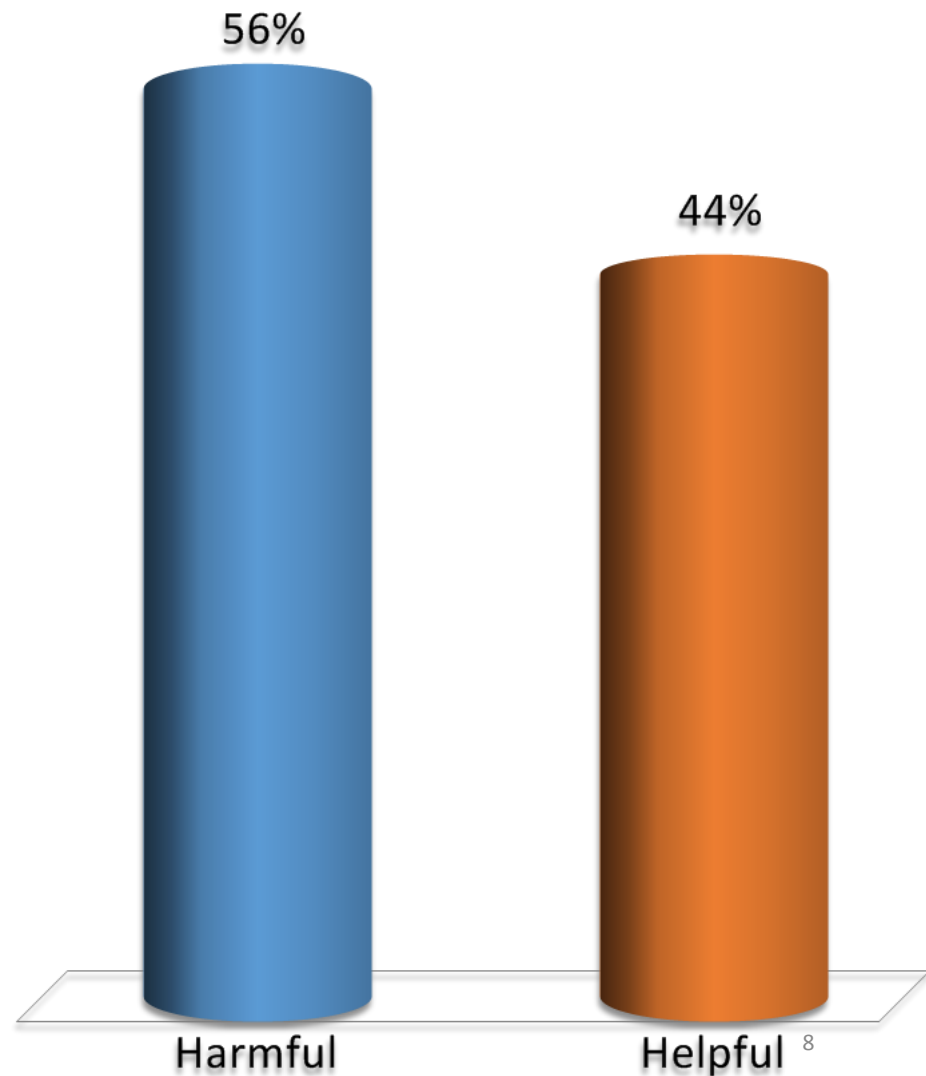
- A. Prior to 2000?
- B. 2000-2010
- C. 2010-2015
- D. After 2015
- E. Have not delivered or received digital medical care



Is digital medical communication more harmful or helpful to professionalism in the practice of medicine?

A. Harmful

B. Helpful



Traditions

Hippocrates

Rush

Osler

Pellegrino

Transformations

The background of the slide is a photograph of several monarch caterpillars of various colors (green, yellow, orange, and purple) crawling on a light-colored wooden surface. Overlaid on this image is a white-outlined sequence diagram consisting of four chevron-shaped boxes pointing from left to right, each containing a text label.

IOM

IHI

HITECH

ACA

Triple Aim



“Improving the U.S. health care system requires simultaneous pursuit of three aims: improving the experience of care, improving the health of populations, and reducing per capita costs of health care.”

Donald Berwick, Health Affairs, 2008

A pair of brass scales of justice, symbolizing justice and balance. The scales are made of polished brass and feature a horizontal beam with two pans hanging from it by thin wires. The scales are shown against a plain white background. A dark gray horizontal band is superimposed over the middle of the image, containing the title text.

Shifting Justice Theories

Social Forces



Dissatisfaction

Smartphones

Out-of-pocket

Millennials



Telehealth (Digital Medical Communication):

The use of technology to deliver health care, health information, or health education at a distance.

Law and Policy

- State regulated (49)
- Logistics focus
- Payment criteria
- Data transfer

Ohio Laws

- Who?
- What?
- Where?
- How?
- Responsibilities?

VOID

Messaging Study

- VA Internal Medicine
- N=14 (MD, NP, RN)
- Variations
- Simulated messaging
- Common issues



1: Test Results

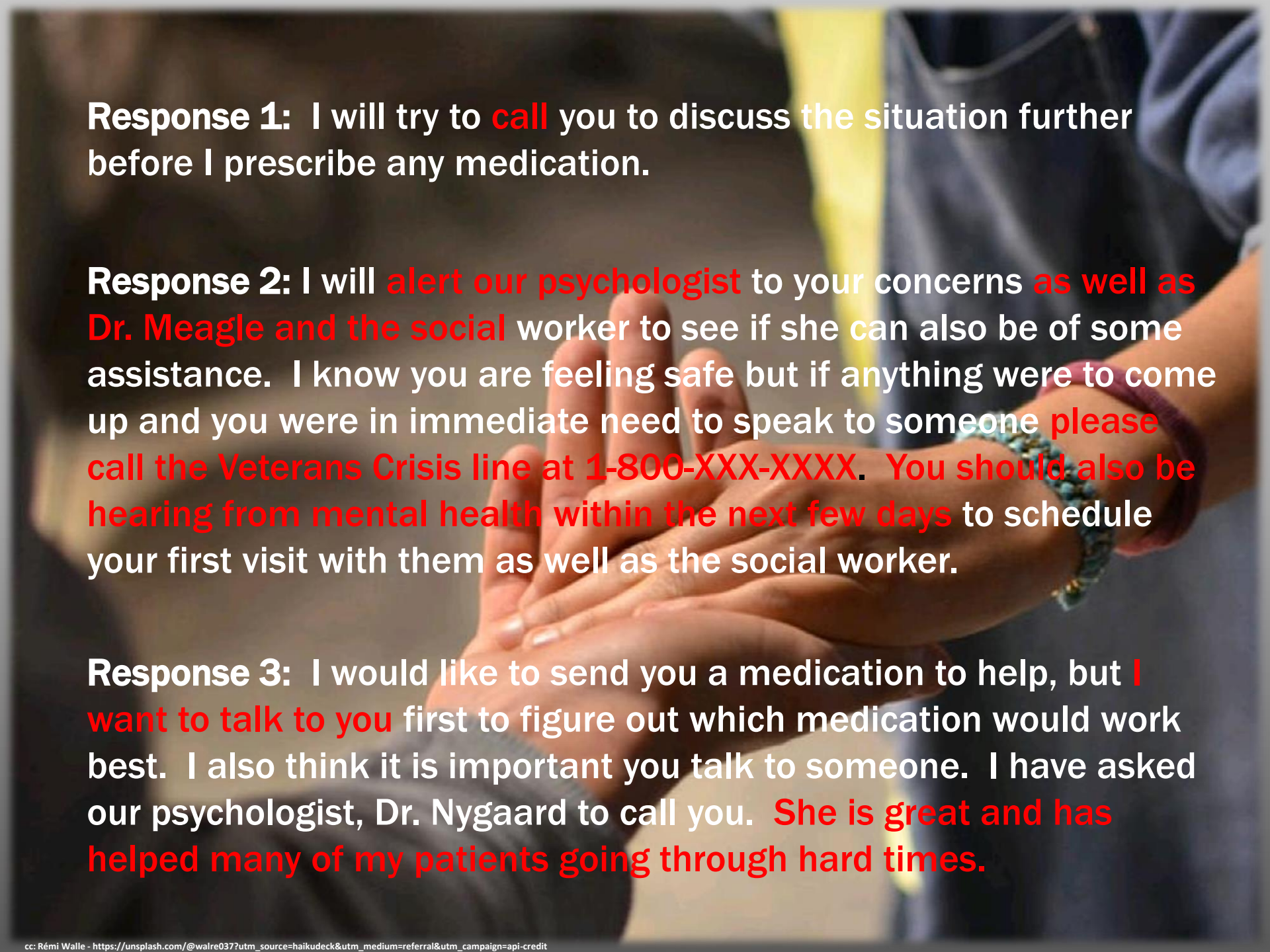
Response 1: This is Leslie, Dr. B's nurse. Your blood work showed the following; total cholesterol is 250, with LDL 150. Your cholesterol elevated. **I will forward this to Dr. B and see how he would like to proceed then I will notify you.**

Response 2: Your blood work shows that you are **at increased risk of having a cardiovascular event about 21% over the next 10 years** I would recommend a statin which can reduce your risk. The main side effects are muscle weakness/tenderness or liver toxicity. If you develop any of these you should stop taking the medicine.

Response 3: **Congrats on the new grandbaby!!!** I also have your blood work results. Your cholesterol did come back quite high. As we discussed in the office **I would recommend that** you start a statin medication (Atorvastatin) to decrease your risk of heart attack or stroke.

A man with a beard and dark hair is sitting in a dark, leather-upholstered chair. He is looking upwards and to the right with a thoughtful or distressed expression, his hand resting near his face. The background is a dark, textured wall. A semi-transparent dark horizontal band across the middle of the image contains the text "2: Depression" in white.

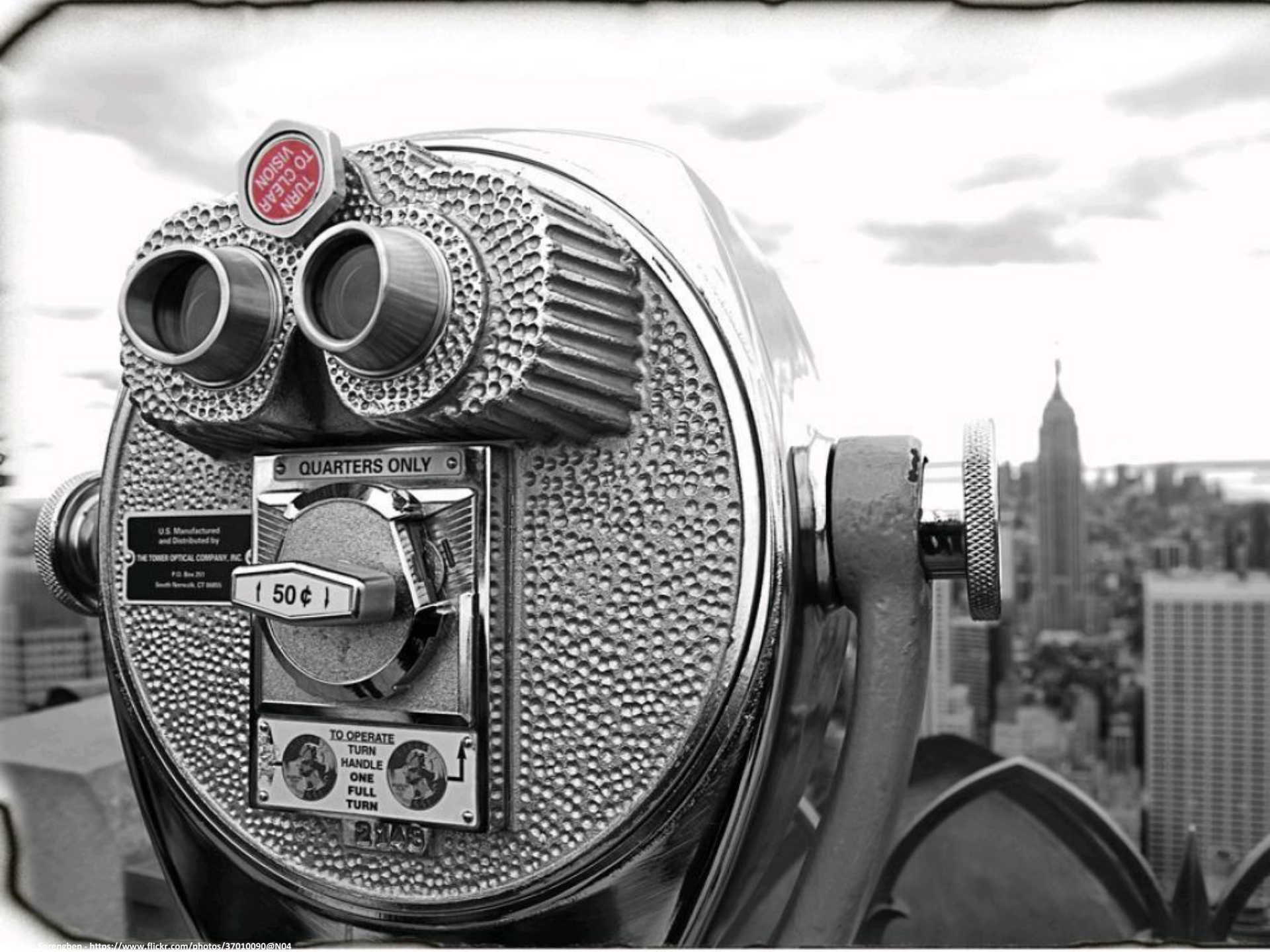
2: Depression



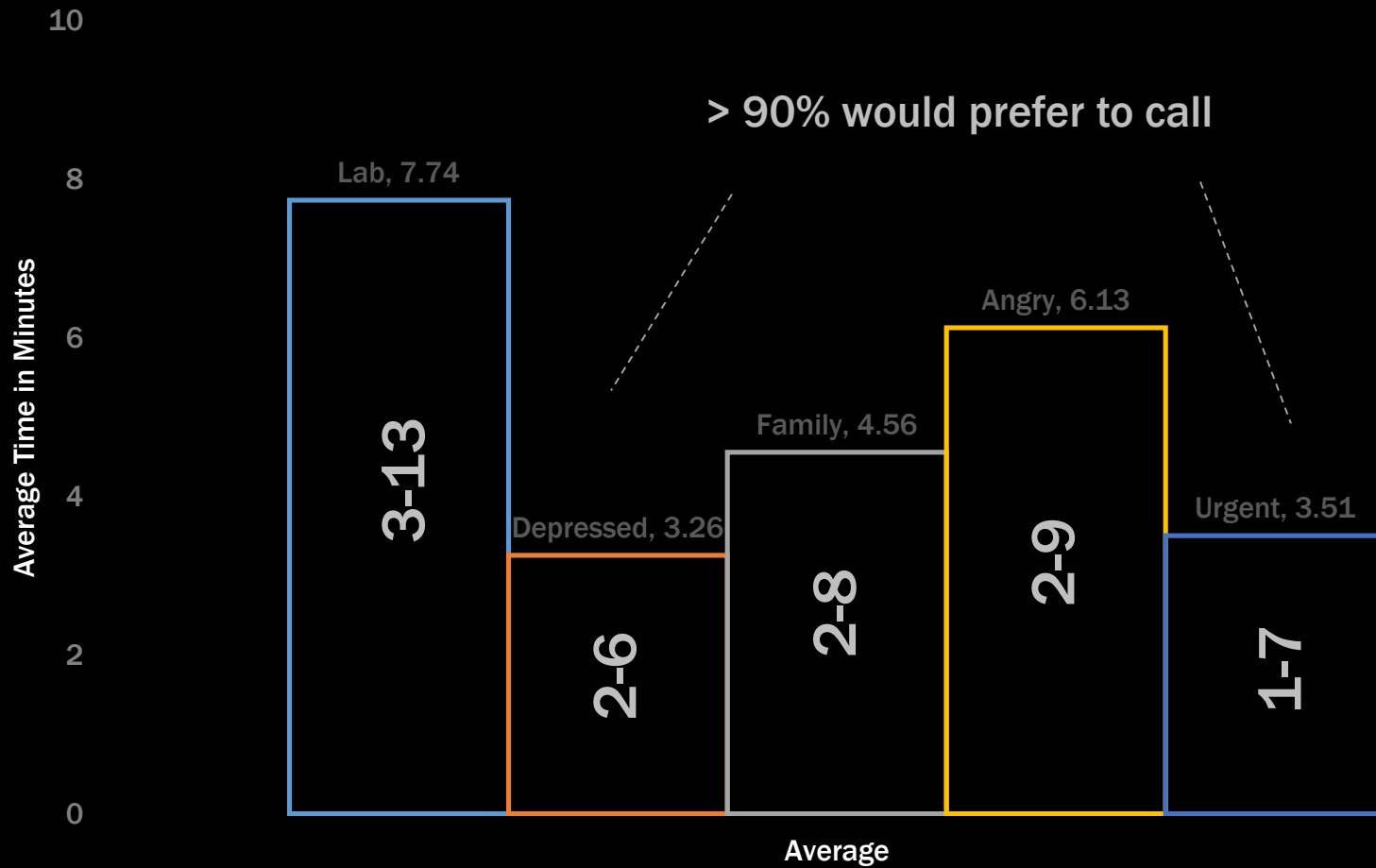
Response 1: I will try to **call** you to discuss the situation further before I prescribe any medication.

Response 2: I will **alert our psychologist** to your concerns **as well as Dr. Meagle and the social** worker to see if she can also be of some assistance. I know you are feeling safe but if anything were to come up and you were in immediate need to speak to someone **please call the Veterans Crisis line at 1-800-XXX-XXXX**. You should also be **hearing from mental health within the next few days** to schedule your first visit with them as well as the social worker.

Response 3: I would like to send you a medication to help, but **I want to talk to you** first to figure out which medication would work best. I also think it is important you talk to someone. I have asked our psychologist, Dr. Nygaard to call you. **She is great and has helped many of my patients going through hard times.**



Response Times



Dilemmas

A hand holding a camera lens is the central visual element. The lens is held up, showing a reflection of a lake and mountains. Overlaid on this image is a 3x3 grid of white-bordered boxes, each containing a dilemma question in white text. The background is a blurred blue sky with some clouds.

Consent?

Contract?

Education?

Variability?

Personalization?

Literacy?

Safety?

Follow-up?

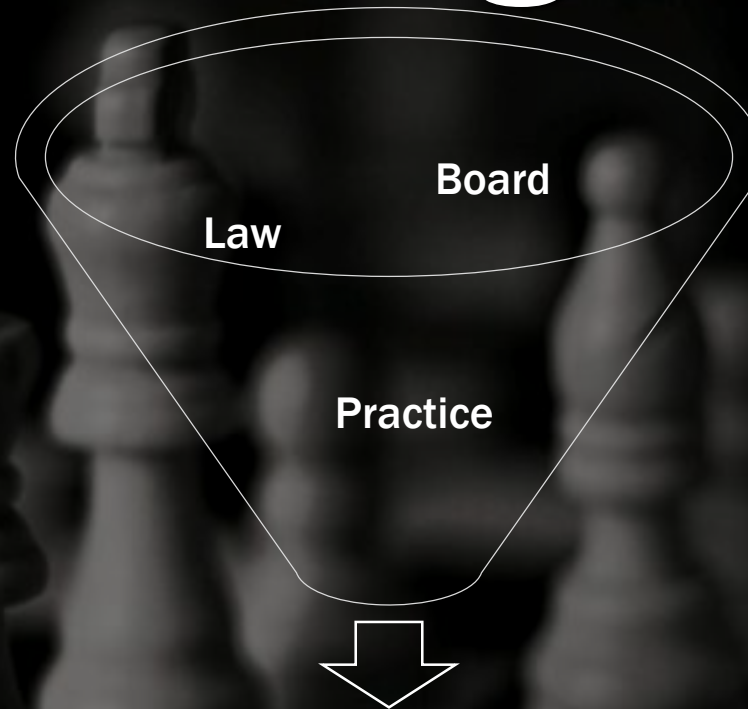
Disparities?

“[Physicians] do not feel sufficiently engaged in making important decisions...Indeed, many feel overruled, with mandate after mandate from hospitals and management-led health organizations being done to them, not with them.”

Tim van Biesen, Harvard Business Review, 2017.



Strategies



Ethics and Policy

Physicians should routinely monitor the telehealth/telemedicine landscape to: Identify and address adverse consequences as technologies and activities evolve; identify and encourage dissemination of both positive and negative outcomes.

AMA Code of Medical Ethics, Ethical Practices in

Telemedicine

Ways Forward

- Practice driven policy (starts locally)
- Acknowledge uncertainty
- Reimburse for reasoning
- Disseminate widely

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Seuli.Brill@osumc.edu