



# The Doctor Patient Relationship in a Digital Age

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Grand Rounds

Licking Memorial Hospital

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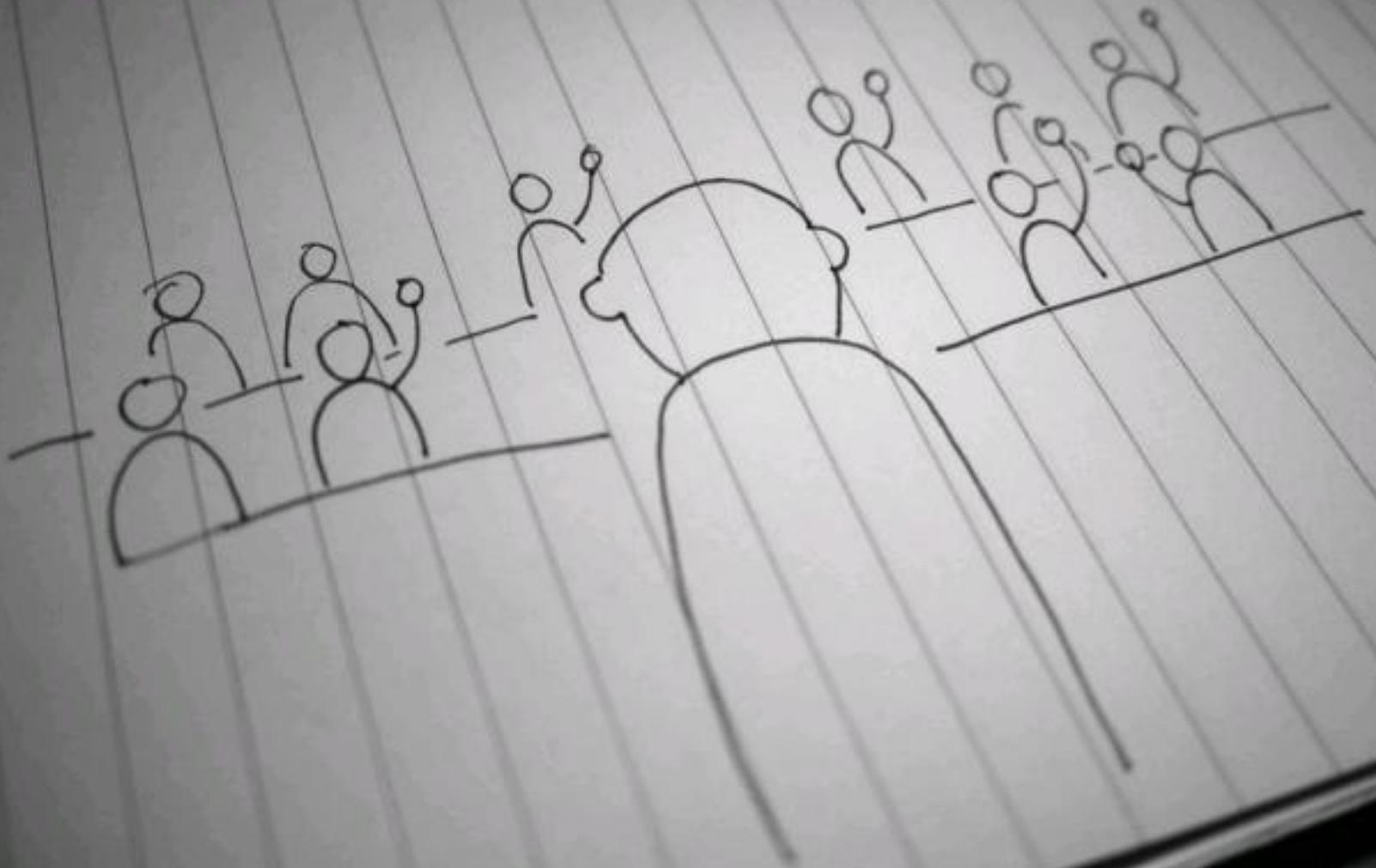


Dr. Brill does not have any financial affiliation with any for profit telehealth or digital medical communication entities. Dr. Brill conducts research in medical digital communication. Dr. Brill provides medical care using telehealth and secure messaging as part of her role as a primary care physician. 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.



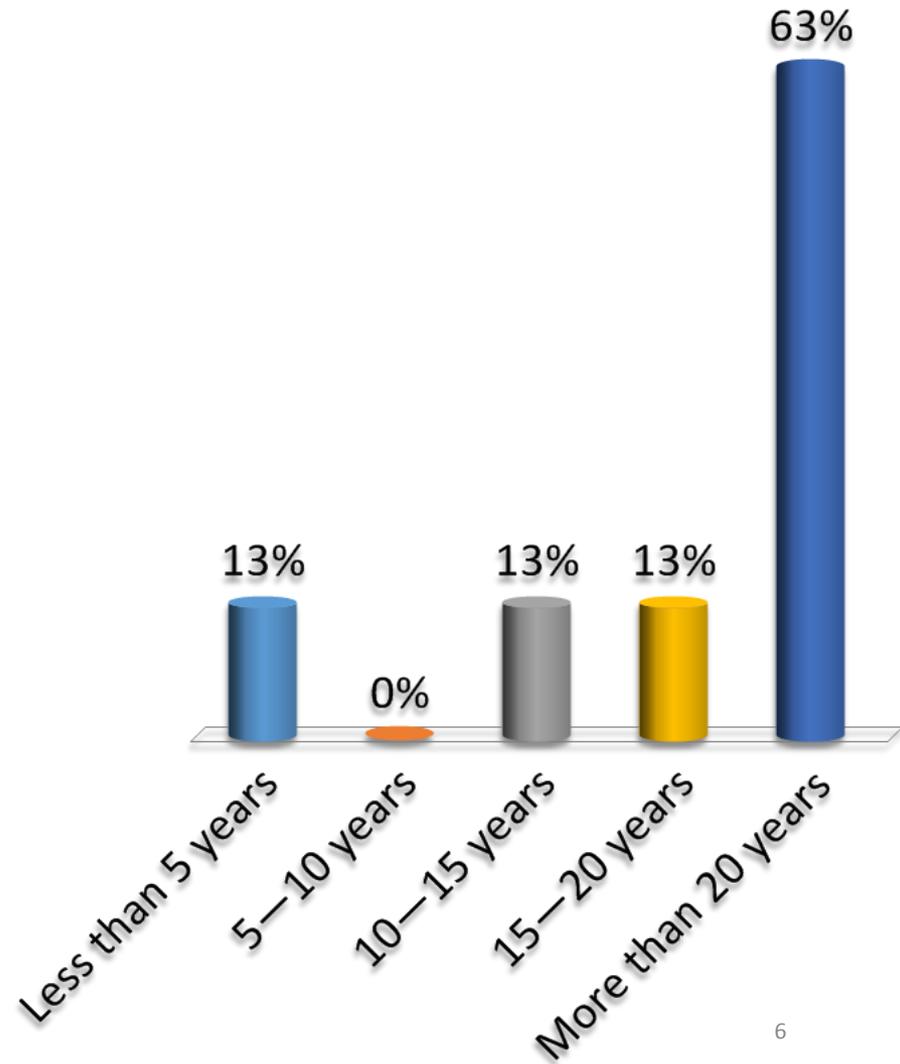
# Overview

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



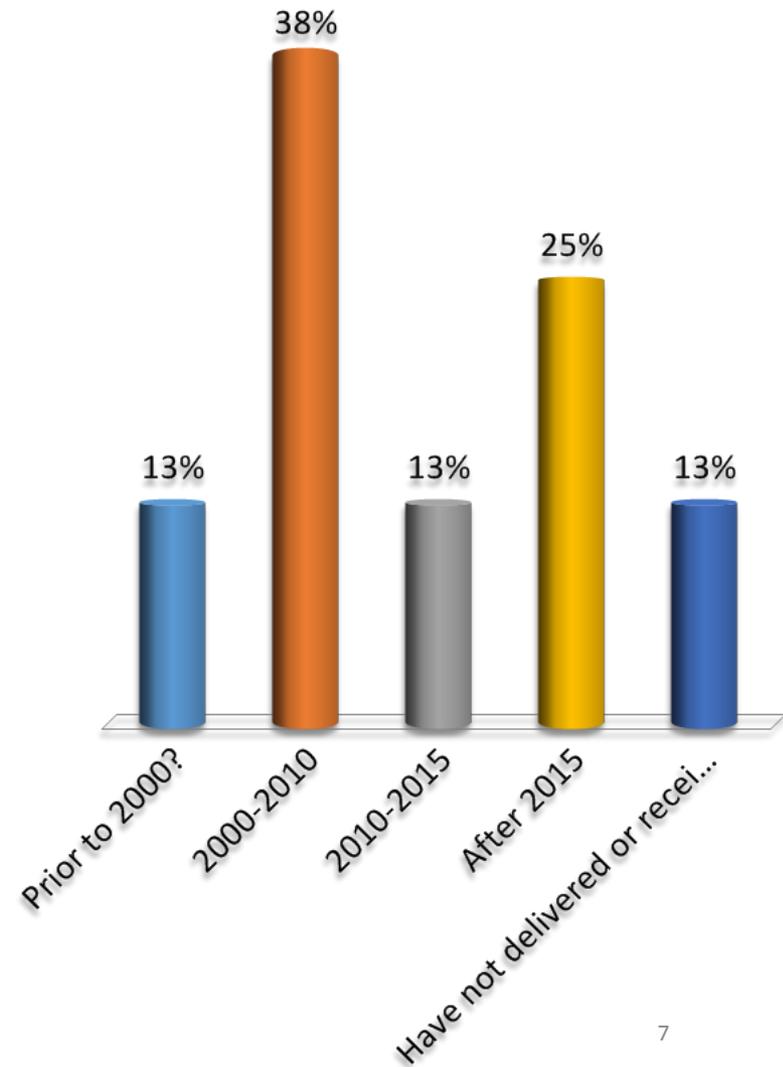
# How many years have you been in medical practice?

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



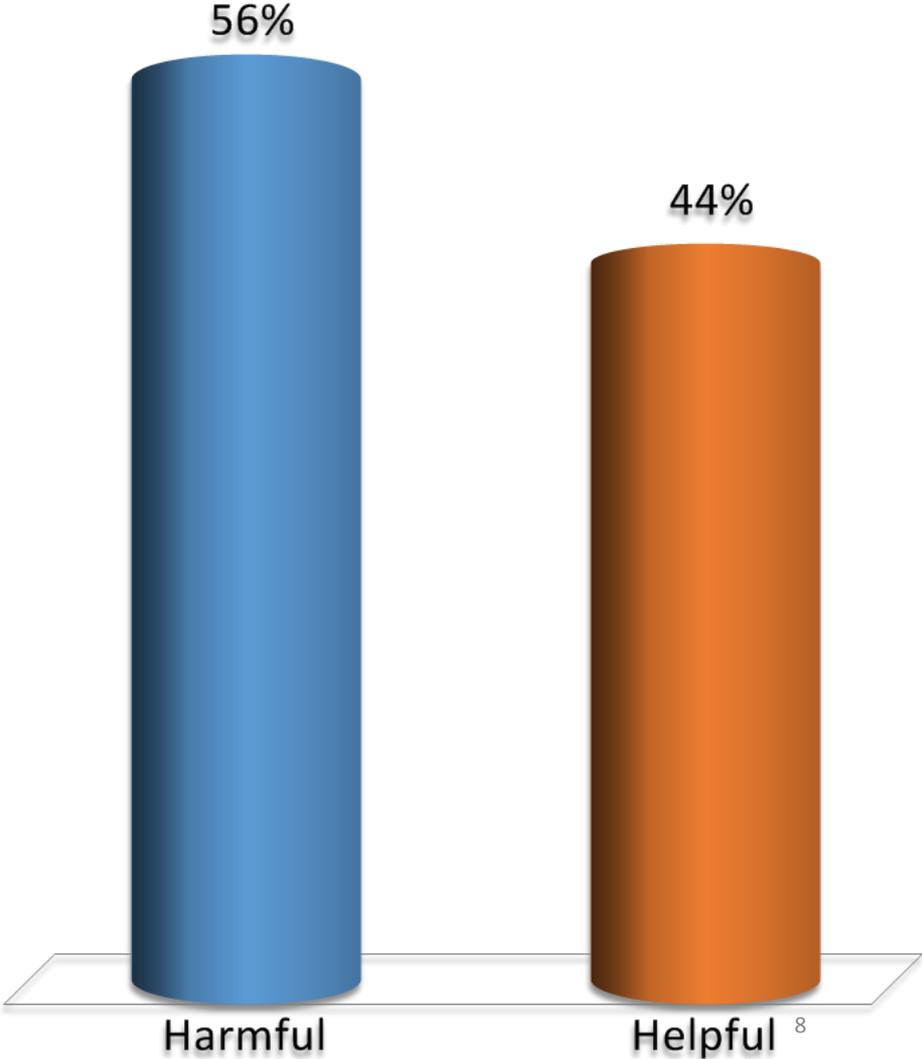
# Have you delivered (as a clinician) or received (as a patient) digital medical care?

- 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

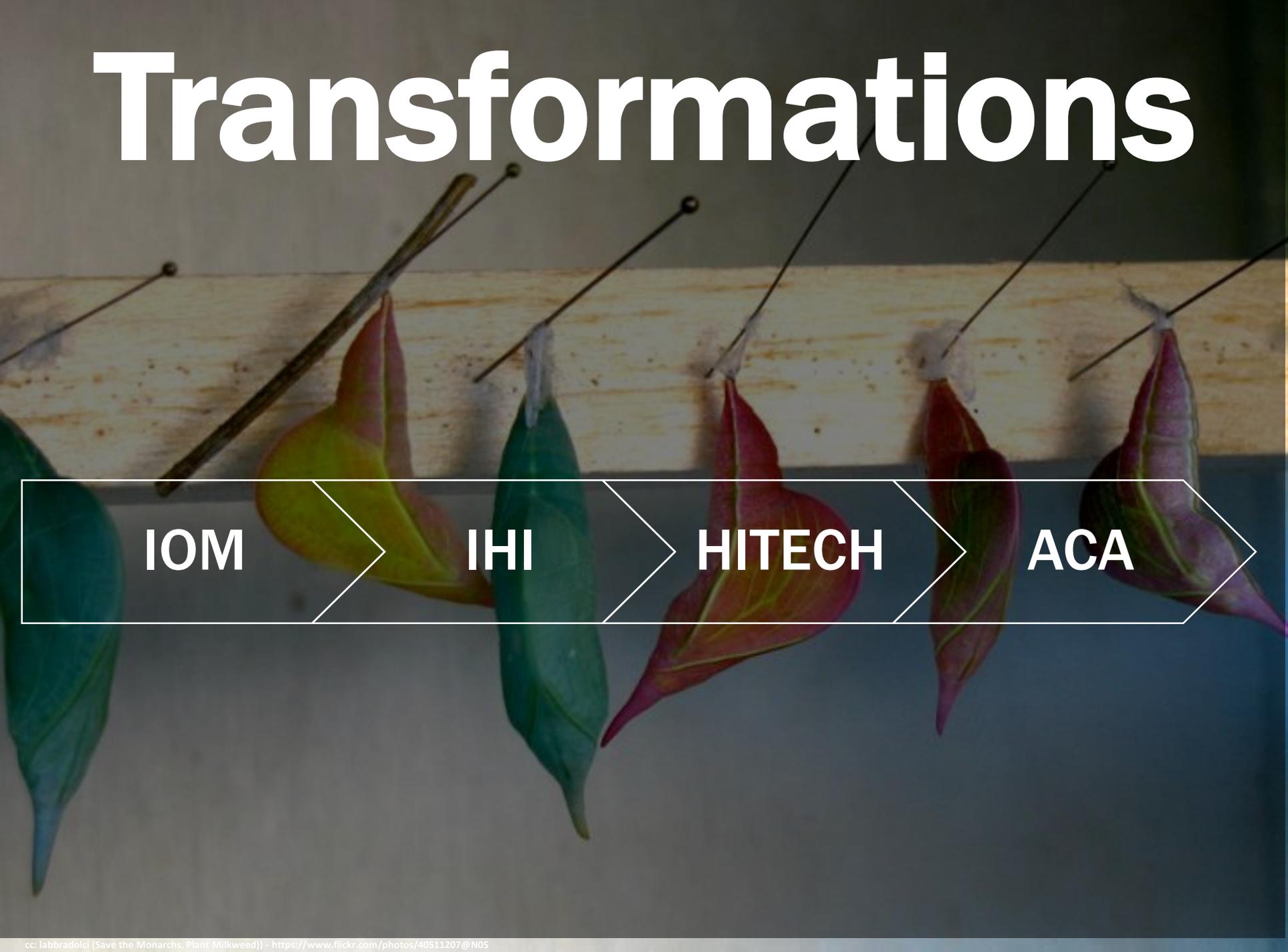
Hippocrates

Rush

Osler

Pellegrino

# Transformations

The background of the slide is a photograph of several pressed leaves and a stem pinned to a light-colored wooden board. The leaves are in various stages of drying and color change, ranging from green to yellow, red, and purple. The pins are thin metal rods with small circular heads.

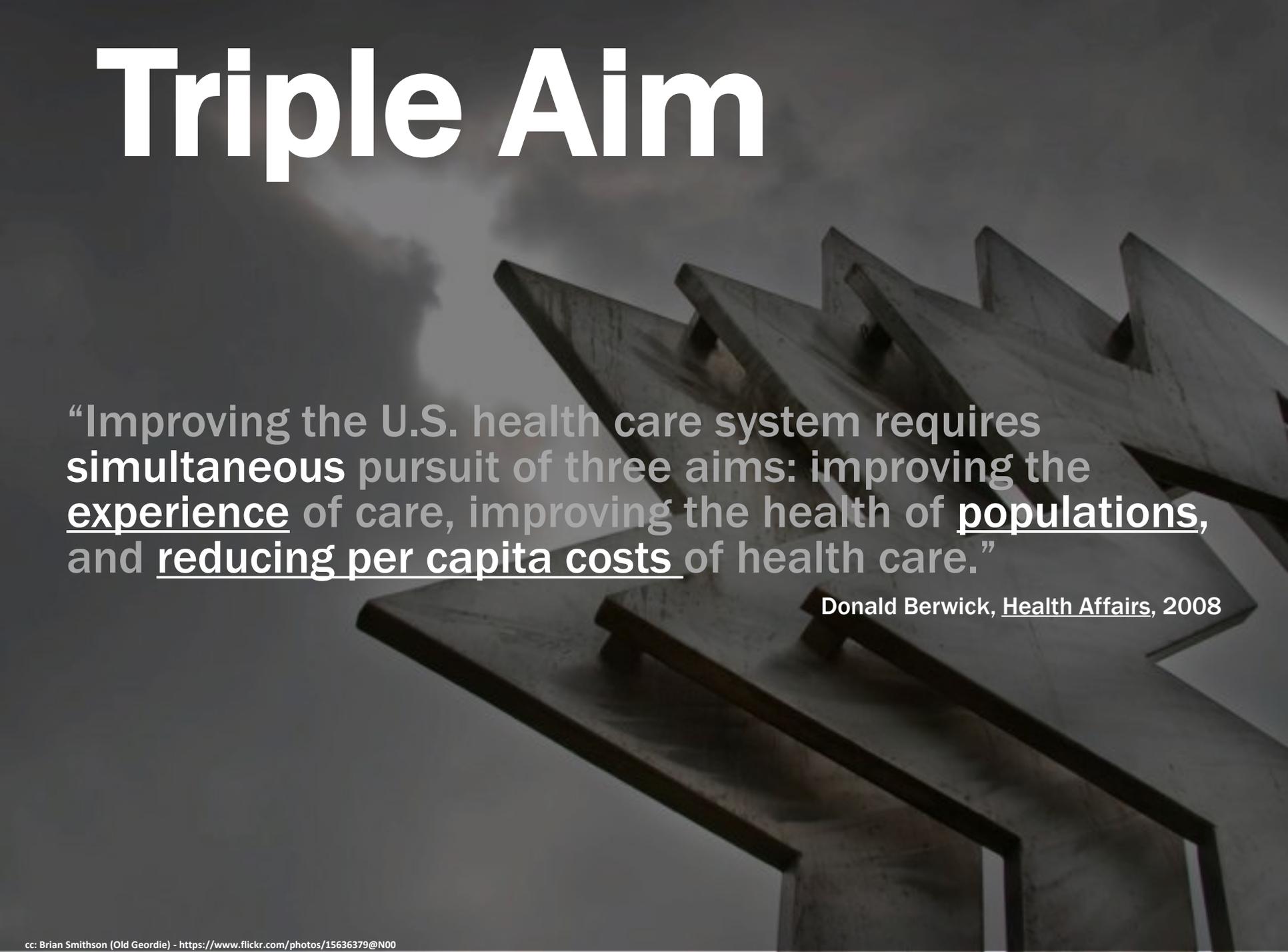
**IOM**

**IHI**

**HITECH**

**ACA**

# Triple Aim



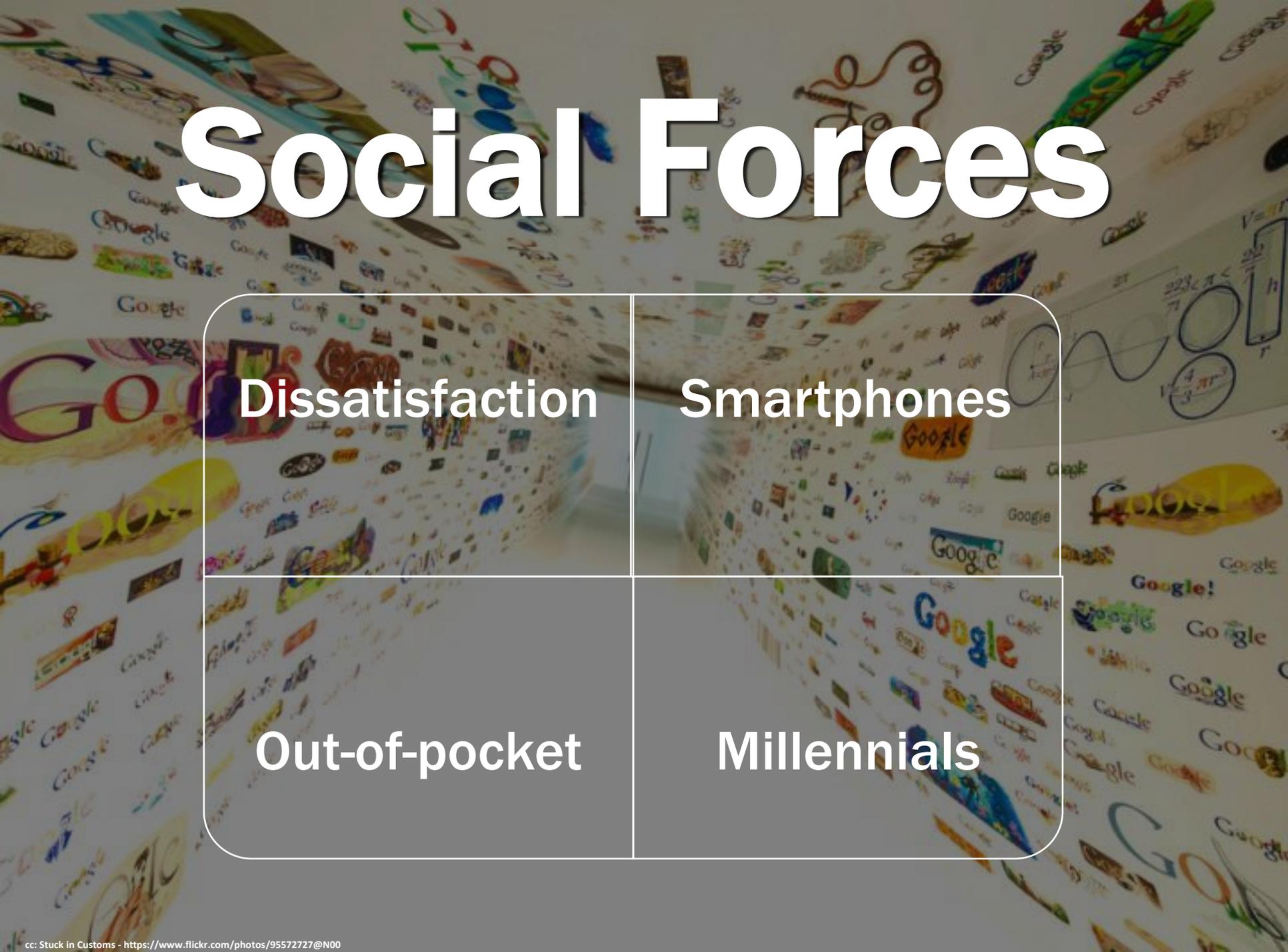
“Improving the U.S. health care system requires **simultaneous** pursuit of three aims: improving the experience of care, improving the health of populations, and reducing per capita costs of health care.”

Donald Berwick, Health Affairs, 2008

A pair of brass scales of justice, symbolizing balance and fairness. The scales are made of polished brass and feature a horizontal beam with a central pivot point. Two pans are suspended from the beam by thin brass chains. The scales are shown in a slightly unbalanced state, with the right pan hanging lower than the left. The background is a plain, light color.

# Shifting Justice Theories

# Social Forces



Dissatisfaction

Smartphones

Out-of-pocket

Millennials

A top-down view of a desk with a laptop, stethoscope, notebook, and smartphone. The laptop is open, displaying a website with medical images. A stethoscope is placed on the desk next to the laptop. A notebook with a pen is on the left, and a smartphone is on the right. The background is a dark, textured surface.

**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

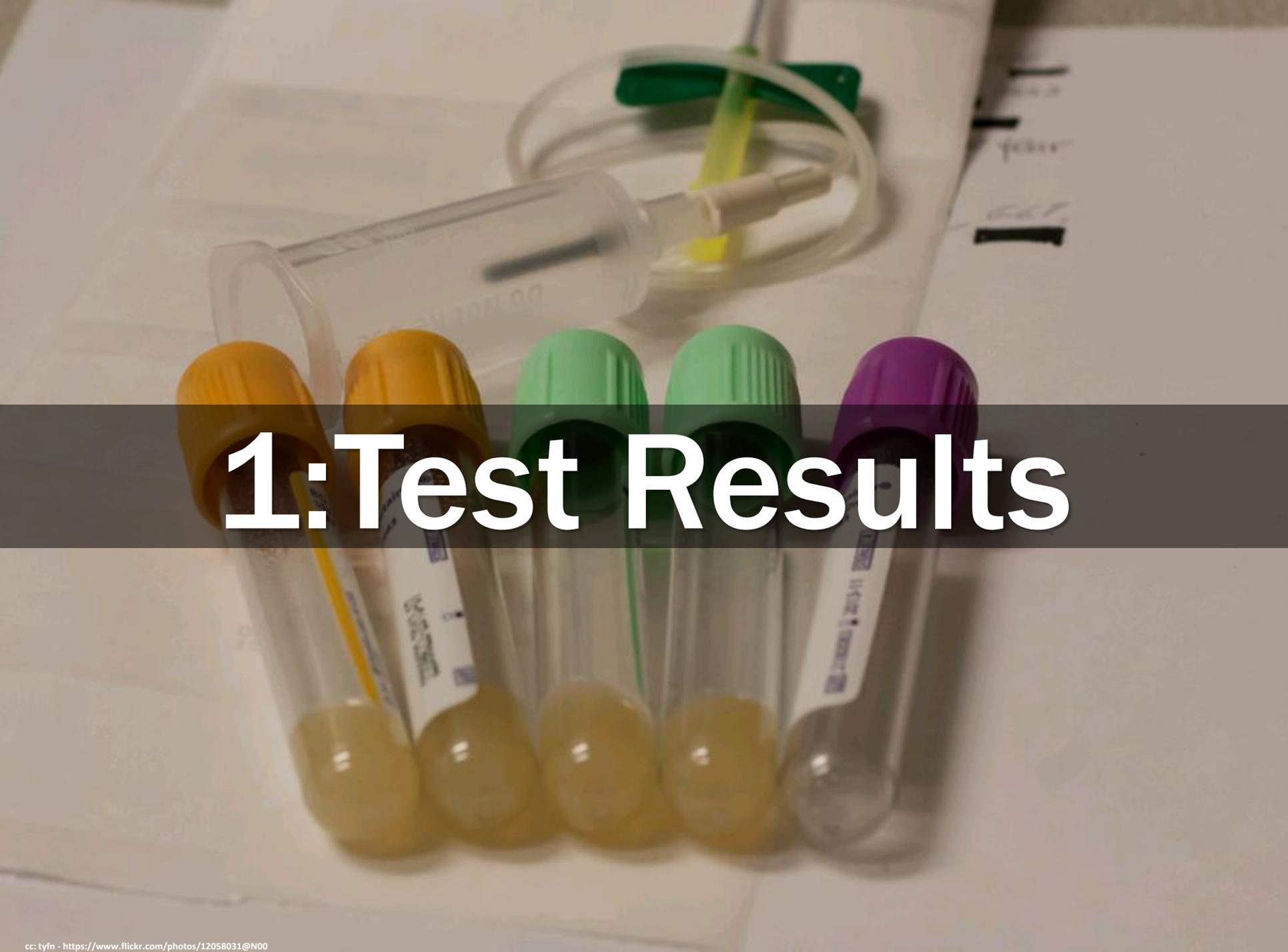
- Who?
- What?
- Where?
- How?
- Responsibilities?

**VOID**

# Messaging Study

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





# 1: Test Results

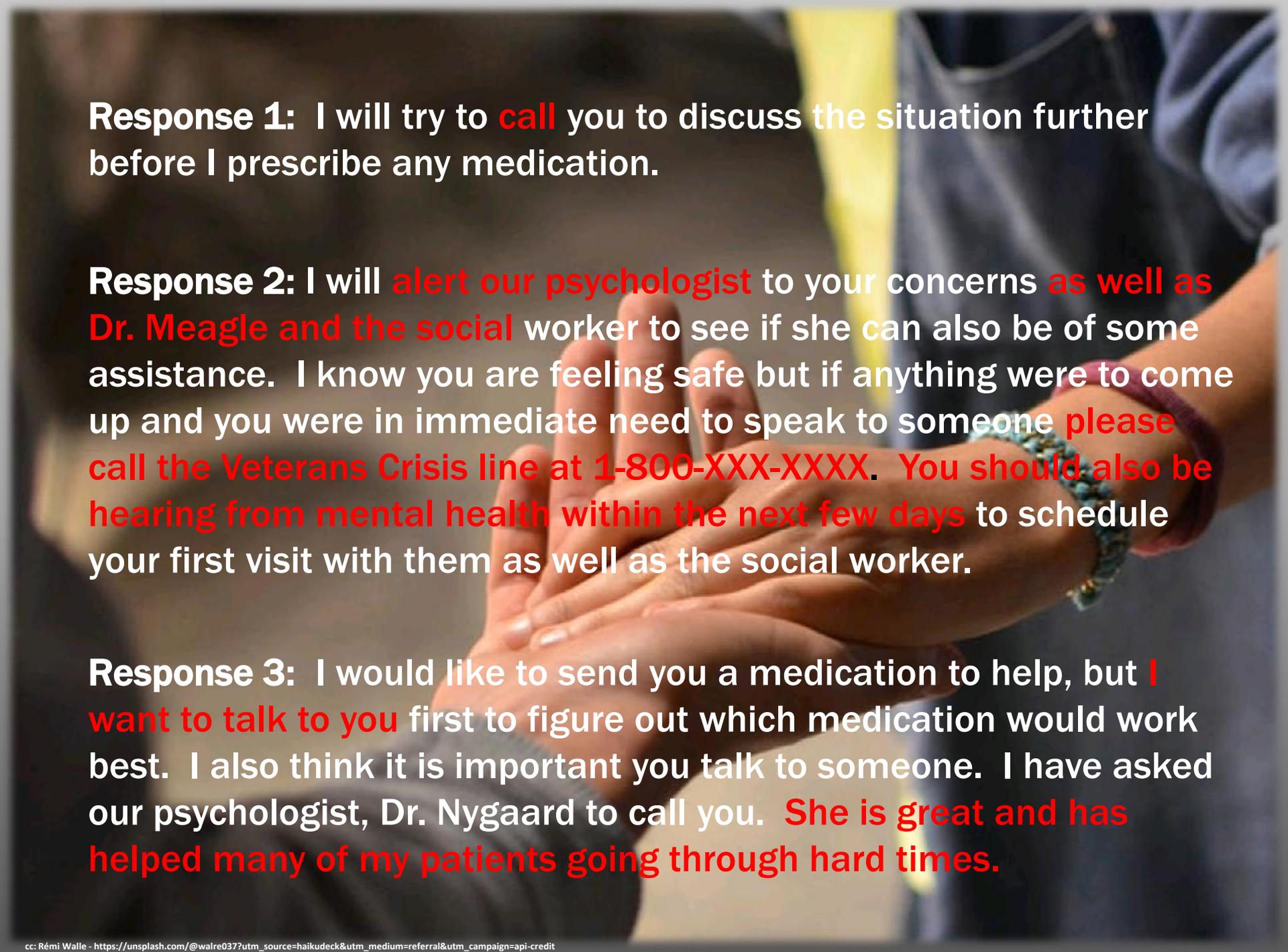
**Response 1:** This is Leslie, Dr. B's nurse. Your blood work showed the following; total cholesterol is 250, with LDL 150. Your cholesterol elevated. **I will forward this to Dr. B and see how he would like to proceed then I will notify you.**

**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, wearing a dark t-shirt and blue jeans, is sitting on a dark brown leather chair. He is looking upwards and to the right with a thoughtful expression, his hand resting near his face. The background is a dark, textured wall. The overall mood is contemplative and somber.

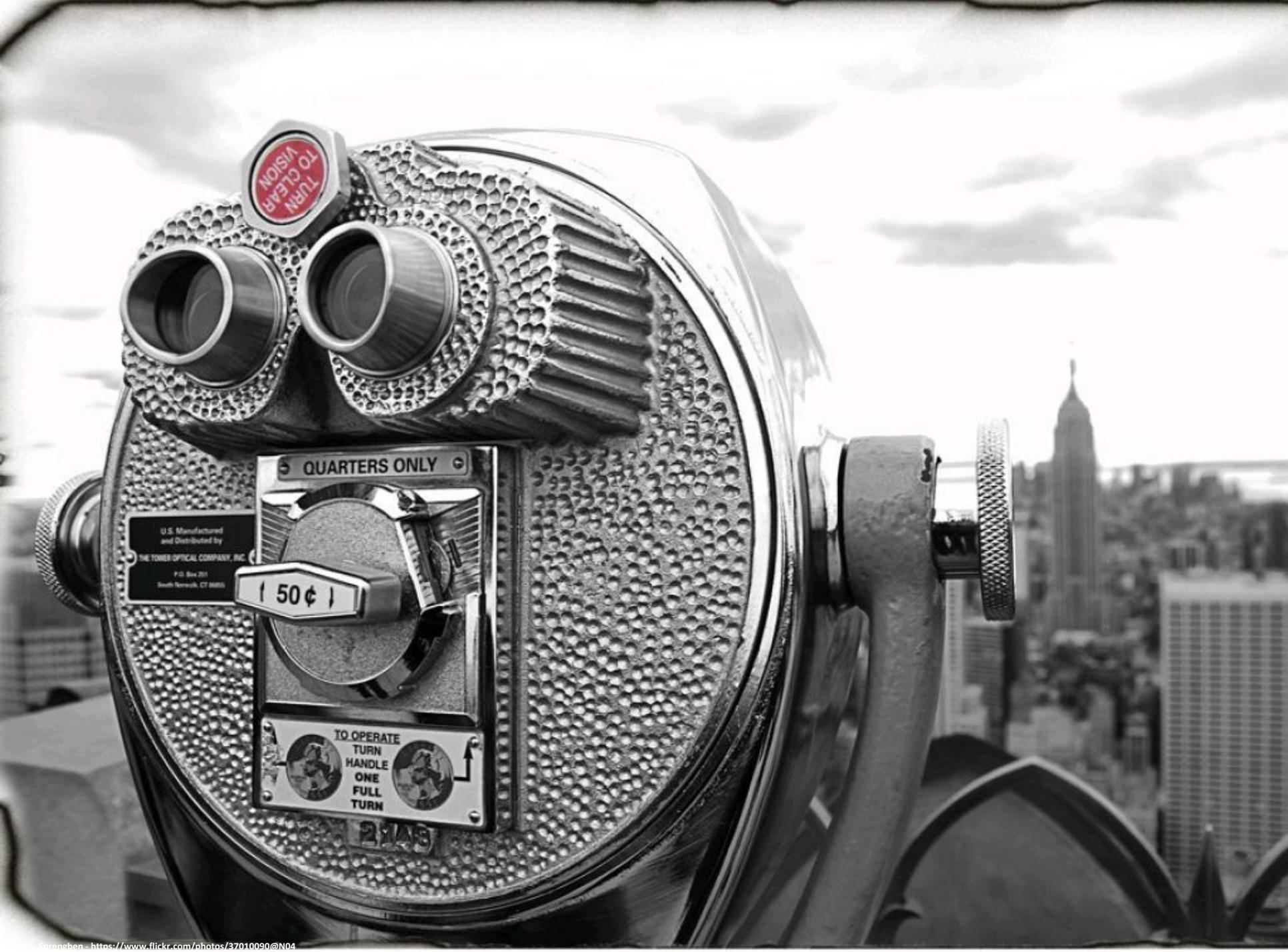
# 2: Depression



**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.**



TURN TO CLEAR VISION

QUARTERS ONLY

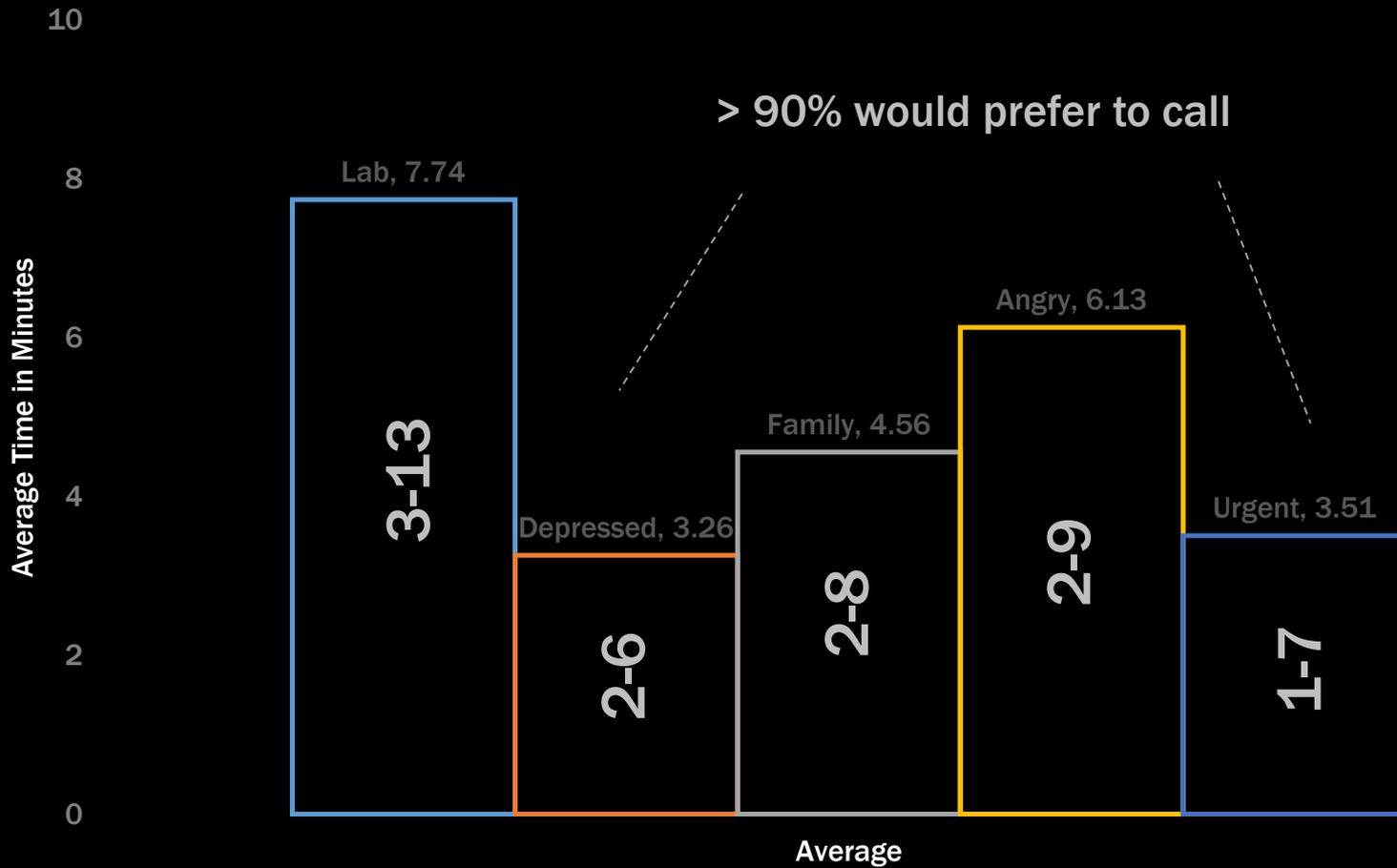
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TO OPERATE  
TURN  
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# Response Times



# Dilemmas

Consent?

Contract?

Education?

Variability?

Personalization?

Literacy?

Safety?

Follow-up?

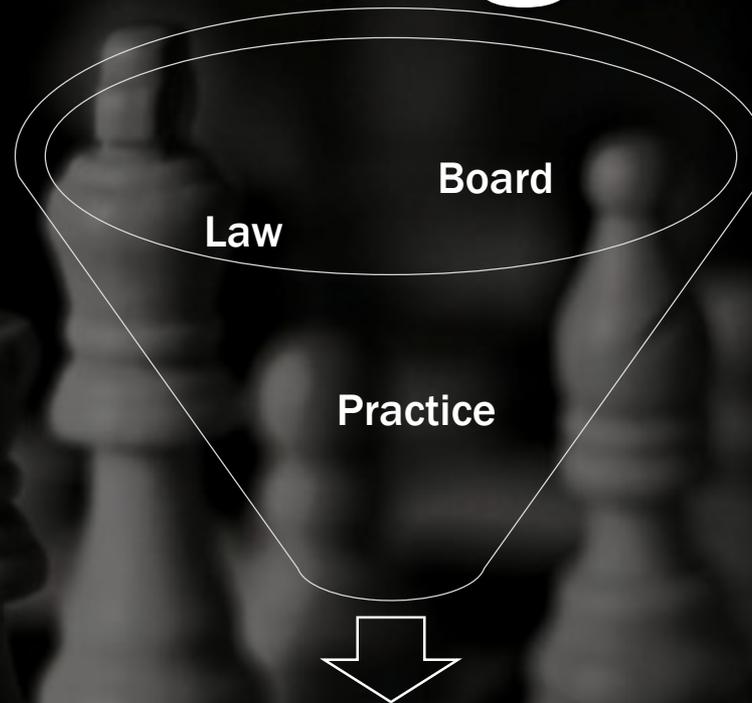
Disparities?

**“[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

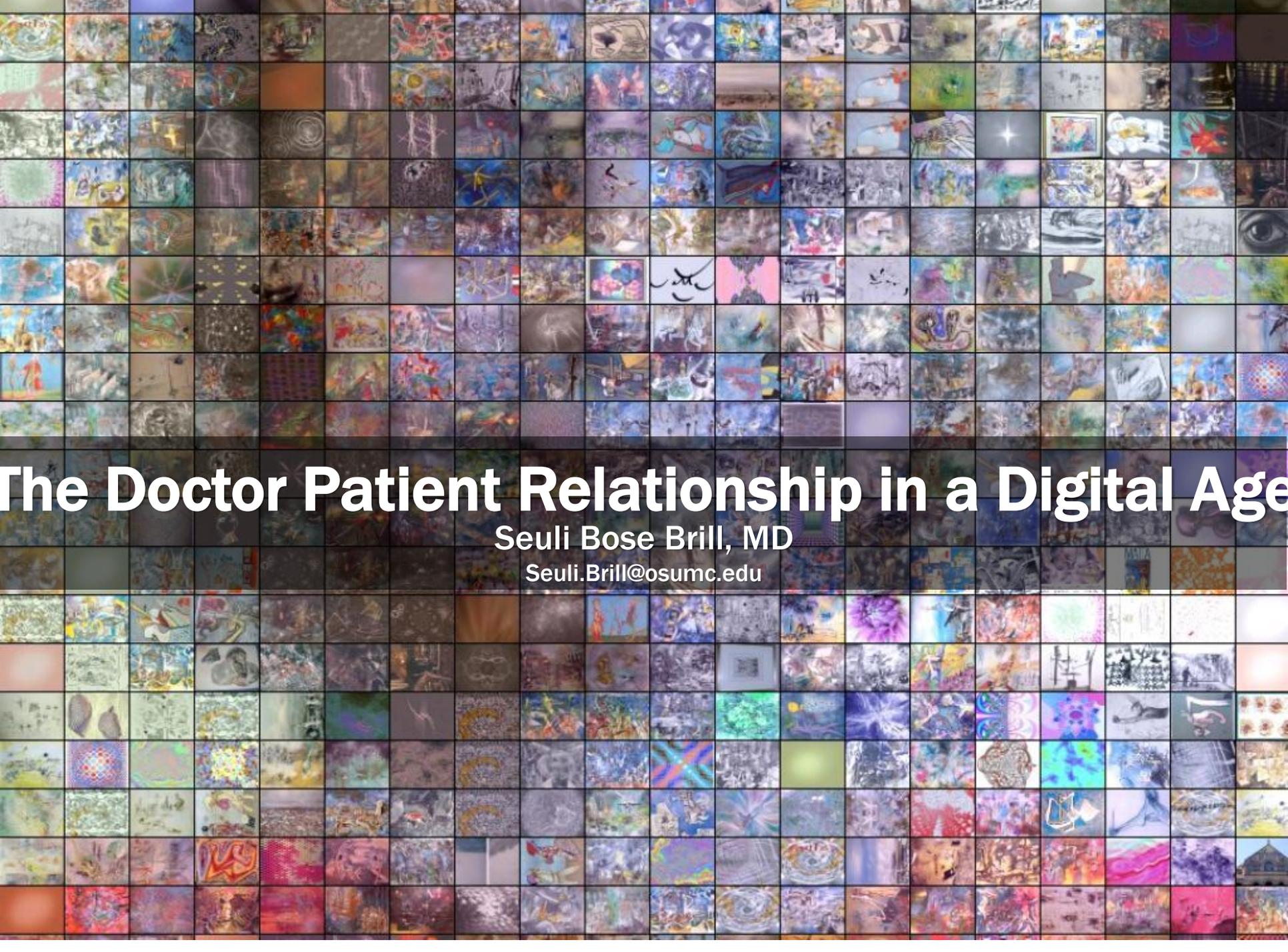
Telemedicine

# Ways Forward

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

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