

VIRTUAL FRONT DOOR

As patient demand migrates from brick and mortar to virtual care, healthcare providers are quickly adopting new methods of care delivery. The provider website, once merely a virtual billboard, has become a new front door and brings with it many of the concerns and complexities of traditional care settings. The question is, are you prepared now that your billboard has become a hospital?

The virtual front door provides patients with access to telemedicine services, the patient portal, patient monitoring tools, symptom checkers, patient education, payment portals and tools for communicating with their providers. The novel environment has attracted innovation and creativity and engaged a new industry in the delivery of care with an unparalleled urgency, many of which may not fully understand the complexity and obligations to which health care providers have become accustomed.

IMPACT ON PROVIDERS

The new virtual world presents new challenges related to:

Access: The virtual care environment must consider access for those with visual impairment and those who have limited English proficiency.

Data Privacy: Much of the developing technology that holds promise leverages tools that were developed without the strict data privacy considerations of healthcare in mind. A careful review of the technical functions of the virtual front door is required to ensure compliance with state and federal data privacy laws.

Continuity of Care: Delivery of telemedicine services often involves the use of contracted services which utilize a specialized technology platform and EHR. Consideration must be given for how the virtual care environment is included as part of the holistic provision of care to the patient.

Reimbursement: Consideration must be given to how increased patient engagement and efficiency may impact a provider's cost of delivering care and eligibility for reimbursement.

Consumer Law: Engagement with consumers through e-commerce transactions implicates a broad array of federal and state legal protections that have not historically applied to traditional healthcare services as well as a complex web of intellectual property and licensing issues.

Fraud and Abuse: Consideration must be given to how the hospital website

HALL RENDER ADVANTAGE

Our focus on health care and specifically health information technology, allows our attorneys and advisors to identify and help address the implications of a virtual "entry" that are not always obvious.

LET'S GET STARTED

To learn more about how to shore up your organization's virtual front door, contact our team today or visit hallrender.com.

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