

HALL RENDER'S



VirtualCareSymposium

PRESENTED BY HALL RENDER ATTORNEYS AND ADVISORS AND HEALTH CARE INDUSTRY LEADERS

SEPTEMBER 25 - 27, 2024

THE RITZ-CARLTON ORLANDO, GRANDE LAKES

4012 Central Florida Parkway
Orlando, FL 32837 | (407) 206-2300

The registration fee is **\$750 per attendee**. You may register and pay at the following link.
<https://bit.ly/3UdS3cP>

REGISTER NOW

Upon registration, you can expect a confirmation email with further information.

Please contact Heather Goode at hgoode@hallrender.com with questions.

Hall Render and Hall Render Advisory Services are bringing together Virtual Care providers and leadership from organizations across the country for three days of practical education, open discussion and shared insights with health care industry colleagues.

This in-person program will feature tailored sessions relevant to Virtual Care, including telemedicine, telehealth, RPM, RTM and other such tools.

This event is specifically designed for **In-House Legal Counsel; C-Suite Leadership; VPs or Directors of Telehealth, Virtual Care or Digital Medicine; and other Health Care Leaders or Practitioners** who are interested in Virtual Care Education.



SEMINAR AGENDA ■■

WEDNESDAY, SEPTEMBER 25

- 4:30 - 5:00 PM Welcome!
- 5:00 - 6:00 PM **Implementing and Monitoring a Virtual Care Program – Case Study and Lessons Learned** | *Siena I and II* – This keynote presentation will explore real world experiences and challenges associated with developing and establishing a robust “virtual care” (“telemedicine” or “telehealth”) program. These lessons learned will highlight several of the key issues to be discussed over the course of the symposium, as well as provide insight into the solutions achieved to successfully implement virtual care services lines.
- 6:00 - 8:00 PM Cocktail Reception - Bring your travel guest(s)! | *The Citrus Garden*

THURSDAY, SEPTEMBER 26

- 7:15 - 8:00 AM Breakfast, Networking | *Knife & Spoon Restaurant*
- 8:00 - 9:00 AM **Professional Practice Considerations for “Interstate” and “International” Virtual Care** | *Siena I and II* – Virtual care technology affords practitioners the obvious opportunity to provide professional services to patients who are located in different states and countries. As health care counsel, we are routinely asked to provide guidance on the licensure requirements/exceptions, regulatory requirements, prescription requirements and other general considerations associated with this practice. Whether a provider desires to periodically treat a patient traveling on vacation or, alternatively, desires to establish a more permanent and robust professional service across state lines, there are a host of significant considerations. This presentation will explore those considerations through common case studies and scenarios and will also map out an associated risk analysis related to these practices.
- 9:00 - 9:45 AM **Building the Virtual Front Door** | *Siena I and II* – Development of a “virtual front door” is critical to implementing a dedicated virtual care program. This presentation will explore both practical and regulatory considerations for establishing virtual access, including particular discussion of: (a) use of text messaging, email and artificial voice; (b) provision of technology; (c) ADA and accessibility requirements; (d) grant compliance; and (e) other common considerations for establishing and maintaining a virtual front door.
- 9:45 - 10:00 AM Break
- 10:00 - 10:45 AM **Telehealth Coverage and Reimbursement: Why Location Matters** | *Siena I and II* – As health care counsel, we are regularly queried regarding the status, scope and requirements for telehealth coverage. This presentation will provide an overview of Medicare coverage for telehealth services and foster group discussion around common questions related to provider location, including why location matters for coverage, billing, enrollment and claim submission.
- 10:45 - 11:45 AM **Considerations for Digital Health/Remote Monitoring** | *Siena I and II* – Digital health tools are giving providers a more holistic view of patient health through access to data and giving patients more control over their health. Digital health offers real opportunities to improve medical outcomes and enhance efficiency in a wide variety of specialties (pathology, cardiology, etc.).
- What are the obligations of the health care provider in receiving, managing and acting on the continuous feed of data?
 - When is information part of the designated record set?
 - How are advances in technology and data changing the standard of care?
 - When can technology be used by providers in making treatment decisions?
- This discussion will explore and answer many of the common questions associated with providers’ application of new technologies in their delivery of care.
- 11:45 AM - 12:15 PM **Open Discussion + Q&A** | *Siena I and II*
- 12:00 PM Lunch on your own and free time
- 6:00 - 9:00 PM Happy Hour and Sunset Dinner - Bring your travel guest(s)! | *The Oasis Lawn*

SEMINAR AGENDA

FRIDAY, SEPTEMBER 27

7:15 - 8:00 AM	Breakfast, Networking <i>Knife & Spoon Restaurant</i>
8:00 - 8:45 AM	Pharmacy, 340B and Telehealth Reimbursement Considerations: Risks and Opportunities <i>Siena I and II</i> – The presentation will provide an overview of the current state of 340B Program patient eligibility standards in the context of pharmacotherapy clinic and medication therapy management clinic settings. The speakers will distinguish between common proposed modalities and address key operational and legal/compliance considerations.
8:45 - 9:30 AM	Auditing Telehealth Claims: Compliance Considerations and Documentation Best Practices <i>Siena I and II</i> – While initially providing an overview of recent OIG activity related to telehealth services, we will then turn to a discussion of practical tips for telehealth documentation and coding.
9:30 - 10:00 AM	Break
10:00 - 10:45 AM	Critical Components for Virtual Care Professional Service Arrangements and Related Policies <i>Siena I and II</i> – Given the significant and variable degree of regulation surrounding virtual care, as well as the associated professional liability and legal compliance risks, it is critical that professional service arrangements (“PSAs”) involving these services be well crafted. PSAs should not only satisfy the pertinent legal requirements, but should also include “best practice” language in order to ensure all parties to the arrangement are well situated to provide these services safely and in a legally compliant manner. This presentation will involve discussion of these key terms and related considerations, as well as best practices for internal virtual care compliance policies.
10:45 - 11:30 AM	Artificial Intelligence (“AI”) in Virtual Care <i>Siena I and II</i> – AI presents tremendous promise in health care, permitting providers to make more informed treatment decisions, while sorting through ever increasing amounts of data. Specifically in virtual care, AI holds promise in assisting patients in obtaining more convenient care and information about their health. Innovators are also AI tools to help detect serious health conditions earlier when interventions are more effective. In this session, we will discuss the current legal obligations and industry practices associated with the deployment of AI tools in the virtual care space.
11:30 AM - 12:00 PM	Final Q&A + Adjourn <i>Siena I and II</i> Hotel Checkout at 11:00 AM

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HOTEL INFORMATION

RESERVE YOUR ROOM: <https://bit.ly/3KAE636>

Room Rate: \$359 | Deadline for Rate: Wednesday, September 4

ACCREDITATION

We will be seeking CME (for physicians). The CLE provider for this event, CEU Institute (www.ceuinstitute.net), will seek credit for this conference. All approvals are at the discretion of the state boards based on content and deadlines. If you have any questions, contact Dusty Greer at dgreer@hallrender.com.