

Virtual Health Models: Improving Access to Primary Care

Monica L Ranaletta, DO MS
Assistant Professor Family Medicine
Medical Director Primary Care Network
University of Rochester Medical Center

Telemedicine in Primary Care

- First Identify Problems/Challenges

- Access to care
- Physician and staff burnout
- Cost
- Disruption
 - Web MD → AI
 - Niche apps
 - Covid

- Opportunities in Virtual Care

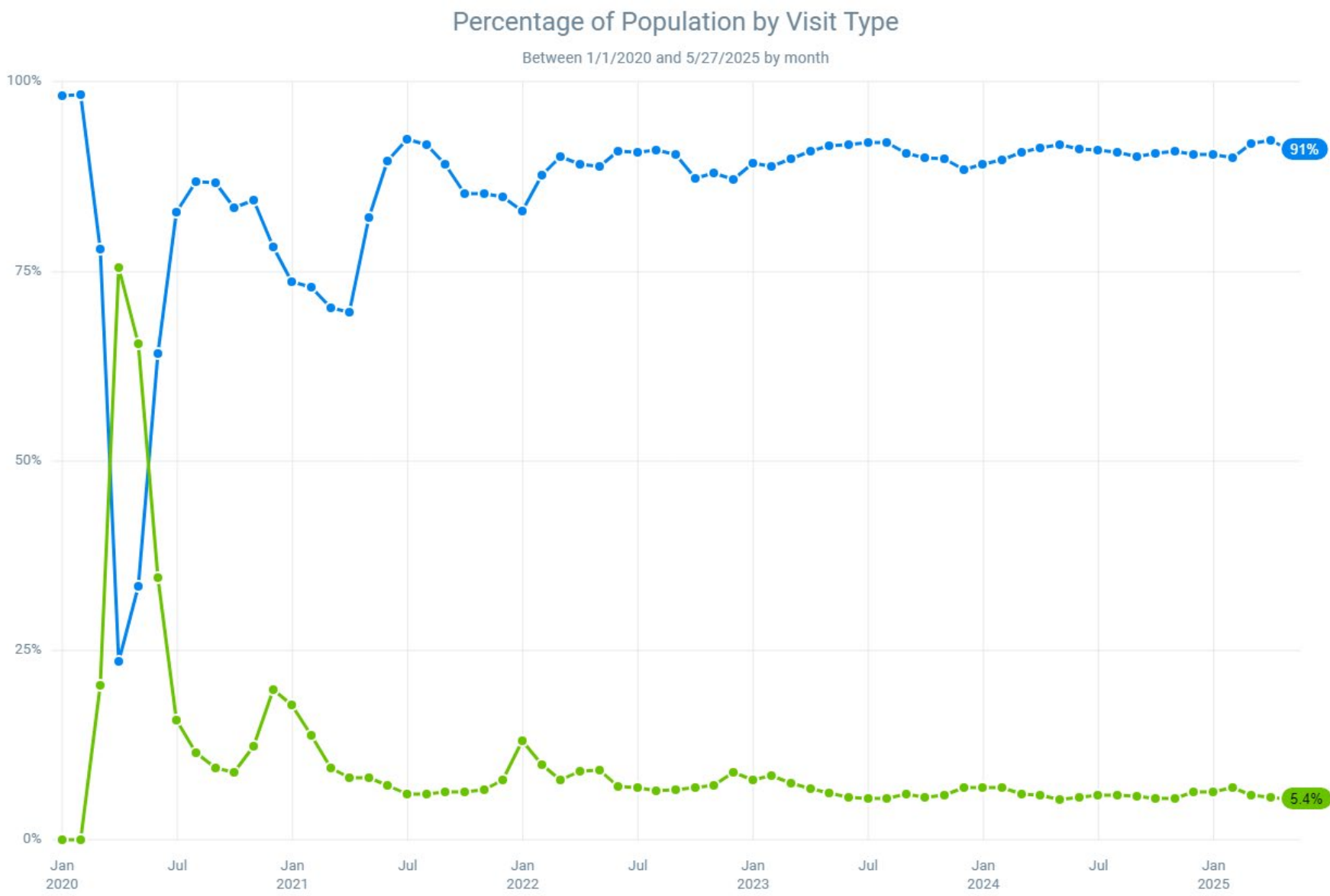
- Efficiency
 - Cost
 - Time
- Hybrid Work Opportunity
- Consumerism

Three examples from UPMC: potential, but are underutilized

1. UPMC Telemedicine in primary care practice
2. UPMC Virtual Urgent Care
3. UPMC Rural Health Station Pilot Project

1. Integrating video visits into traditional primary care 1/1/2020-present

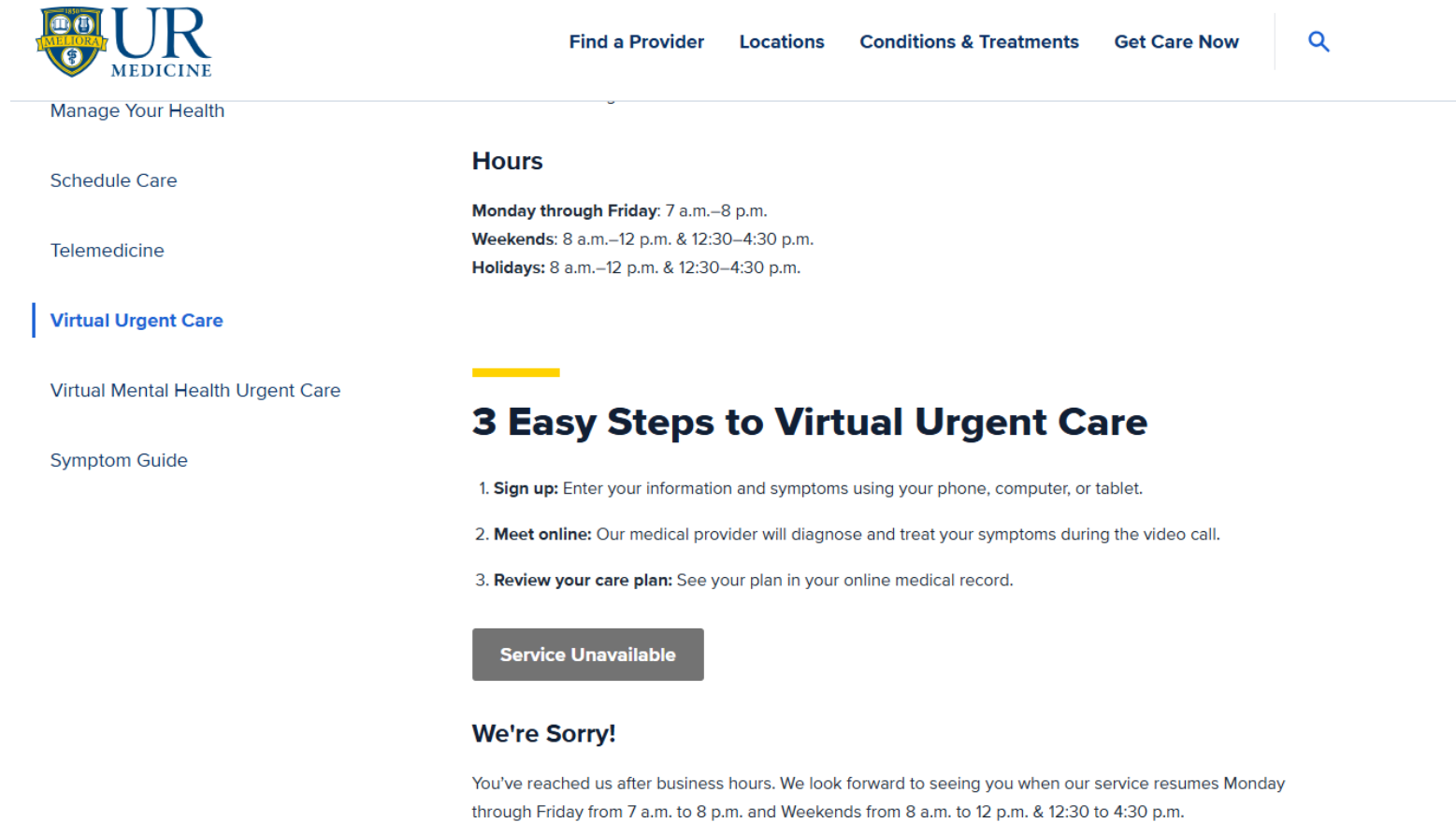
% In person Visit
% Video Visit



2. Development of centralized virtual acute care program

Virtual UC: September 2023

- Acute Primary Care concerns can be addressed efficiently and more conveniently using virtual platform
- Partner with Dexcare
- Service hours
 - **Monday through Friday:** 7 a.m.–8 p.m.
 - Weekends:** 8 a.m.–12 p.m. & 12:30–4:30 p.m.
 - Holidays:** 8 a.m.–12 p.m. & 12:30–4:30 p.m.
- <https://www.urmc.rochester.edu/get-care-now>



UR MEDICINE

Manage Your Health

Schedule Care

Telemedicine

Virtual Urgent Care

Virtual Mental Health Urgent Care

Symptom Guide

Hours

Monday through Friday: 7 a.m.–8 p.m.
Weekends: 8 a.m.–12 p.m. & 12:30–4:30 p.m.
Holidays: 8 a.m.–12 p.m. & 12:30–4:30 p.m.

3 Easy Steps to Virtual Urgent Care

1. **Sign up:** Enter your information and symptoms using your phone, computer, or tablet.
2. **Meet online:** Our medical provider will diagnose and treat your symptoms during the video call.
3. **Review your care plan:** See your plan in your online medical record.

Service Unavailable

We're Sorry!

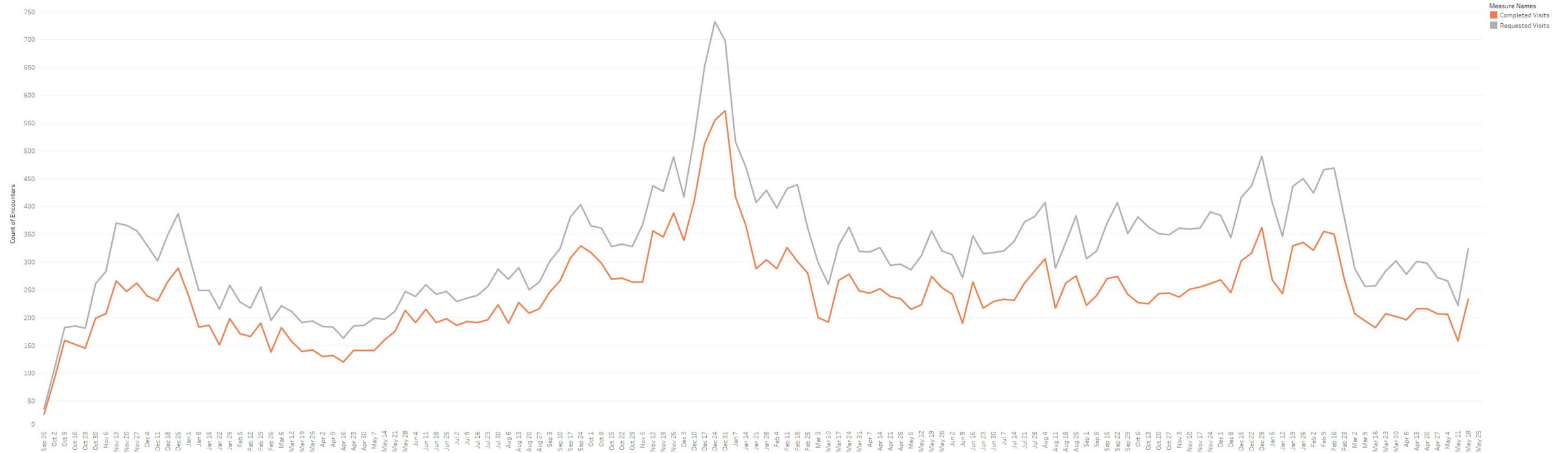
You've reached us after business hours. We look forward to seeing you when our service resumes Monday through Friday from 7 a.m. to 8 p.m. and Weekends from 8 a.m. to 12 p.m. & 12:30 to 4:30 p.m.

Virtual UC Volume 9/27/23-5/24/25

Weekday
Completed

40
Completed Visits

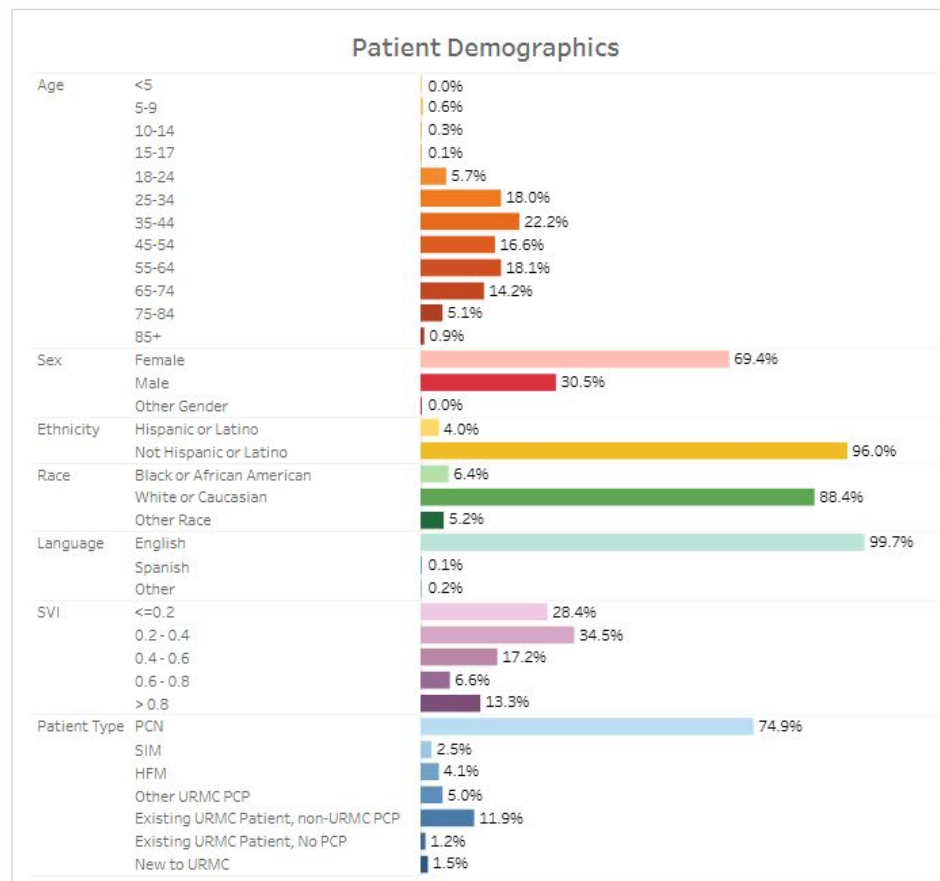
Weekly Trend



Virtual Urgent Care

2/

On-Demand Video Visits: Patient Details

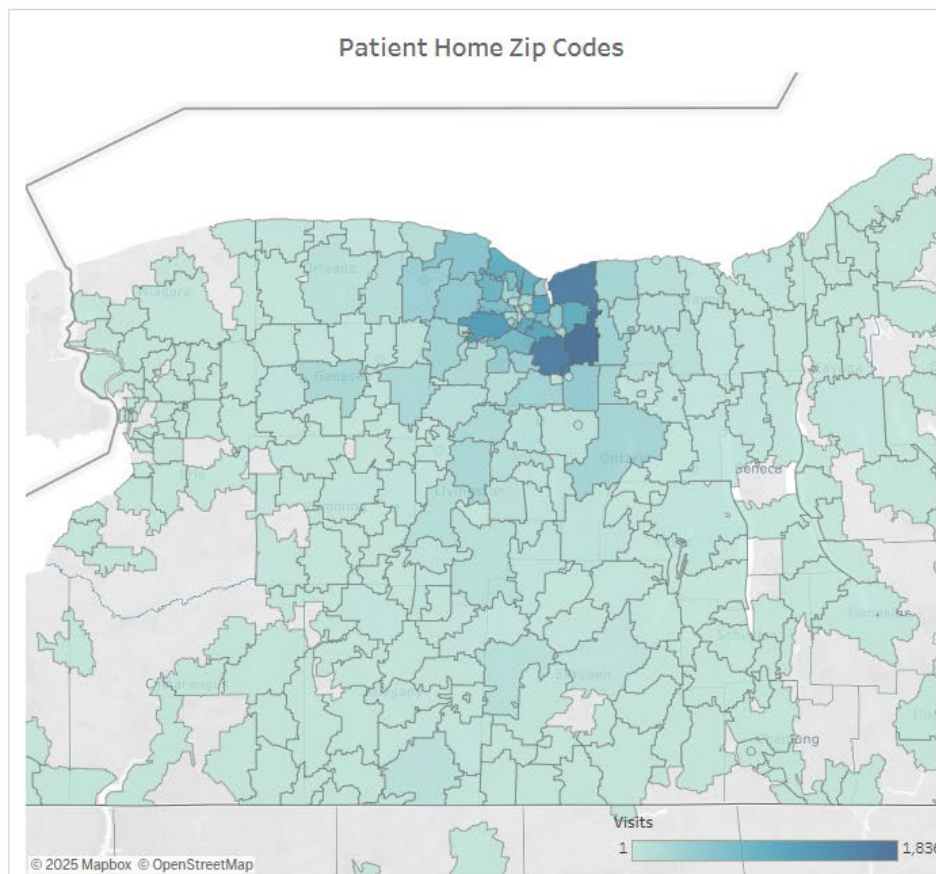


Visit Outcome:

Patient Age:

Zip Code:

Service Line:



Concerns Often Managed with Virtual Urgent Care:

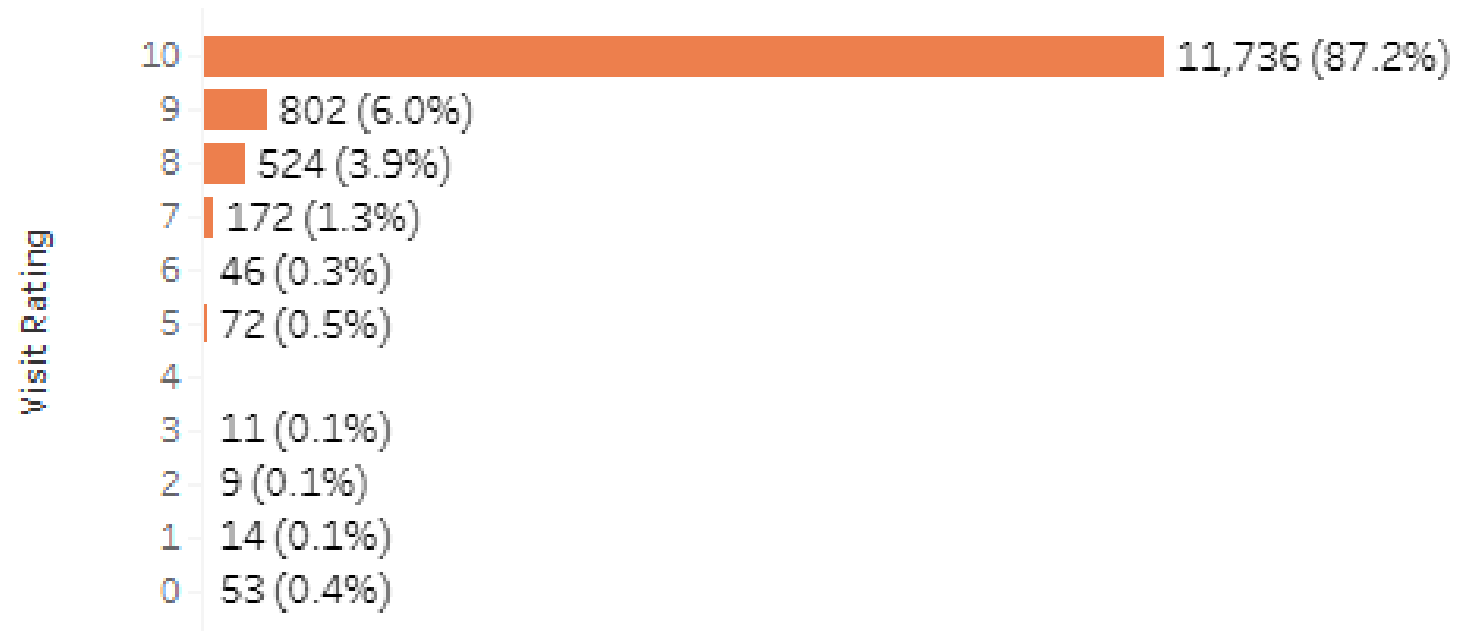
- COVID-19
- Sinusitis
- Cough
- Urinary Tract Infection
- Rash
- Pink Eye
- Poison Ivy
- Tick Bites

URMC Virtual Urgent Care: Patient Satisfaction

Visits With Feedback
Received

43.1%
(13,452/31,205)

Completed Visits: Ratings



3. Rural Health Station Project

- Lack of broadband access in rural NY
- Pilot locations in rural upstate NY
 - Bath
 - Ovid
 - Wayland
- Locations in 5 Star Banks
- Implementing VUC on HIGI health stations
- Go LIVE Jan 17, 2024



Rural Health Station Pilot



- Utilization: since go-Live
 - 2 VUC visits
 - One completed
 - One escalated due to medical complexity
- Other Uses
 - Blood Pressure checks
 - Weight checks
 - Learning modules for health concerns

| Location | Term | Launch Date | Station Usage (biometric only since installation) |
|----------------------------|--------|-------------|---|
| Five Star Bank – Ovid | 24 mo. | 24-Jan-24 | 55 |
| Five Star Bank – Wayland | 24 mo. | 24-Jan-24 | 199 |
| Five Star Bank – Bath | 24 mo. | 24-Jan-24 | 49 |
| Linden Knoll Living Center | 12 mo. | 27-Sep-24 | 345 |
| Lewis St Neighborhood YMCA | 12 mo. | 27-Sep-24 | 106 |



Conclusions

- Virtual medicine provides valuable service which has been underutilized
 - Only 5% of PCP visits are virtual
 - VUC is underutilized
 - Rural health station pilot was not successful
- Considerations
 - Telemedicine visits as PCP visit 2.0? Was this ever the problem?
 - Remote patient monitoring
 - Care management
 - Pharmacy support
 - Compensation for telemedicine service?
 - Who are we serving?
 - Brick and mortar setting optimal for older sicker patients
 - Virtual platform better serving those not currently connected to primary care
 - 20-30's with less need for traditional PCP relationship
 - Establish care on virtual platform
 - Connect and start longitudinal relationship for when chronic disease develops/needs arise

Thank You! Happy to connect Monica_Ranaletta@urmc.Rochester.edu