It’s Not about the Technology …
It’s About Expanding Access and Enhancing Treatment Services
Over half of the country’s land mass is designated as frontier or rural

(NRHA, 2008; USDA, 2000)
Approximately one quarter of the U.S. population (62 million people) lives in frontier/rural areas. 16-20% of those individuals experience substance dependence, mental illness, or co-morbid conditions.
21.5K adults ages 18-64 with substance use disorders will have coverage for substance use treatment under Medicaid expansion.

33K adults ages 18-64 with substance use disorders will have coverage for substance use treatment within the Health Insurance Exchange.

This represents a double in the estimated prevalence within the existing eligible Medicaid population (currently 60K).
Recovery and Resilience Oriented System of Care

In the model, clinical care is viewed as one of many resources needed for successful integration into the community.
Recovery-Oriented Systems of Care (ROSC) shifts the question from:

“How do we get the client into treatment?”

to

“How do we support the process of recovery within the person’s life and environment?”
Recovery-oriented systems of care (ROSC) is a process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.

William “Bill” White

Recovery-oriented systems of care (ROSC) are networks of formal and informal services developed and mobilized to sustain long-term recovery for individuals and families impacted by severe substance use disorders. The system in ROSC is not a treatment agency, but a macro level organization of a community, a state or a nation.

CSAT, SAMHSA
One Answer- Telehealth Technologies
Telehealth Clients’ and Providers’ Best Interests

Expanding Access

Help and support

Enhancing Treatment Services
The Difference

**Telehealth**
‘the use of telecommunications and information technologies to provide access to health information and services across a geographical distance’

**Telemedicine**
‘use of medical information exchanged from one site to another via electronic communications to improve patient health status’

(Institute of Medicine (IOM), 2012)
Types of Telecommunications

• Synchronous communications
  - Videoconferencing
  - Telephone

• Asynchronous Communications
  - Email
  - Web-based programs

• Some telehealth technologies include both type of communications

(IOM, 2012)
Definitions

- **Originating Site**
  - the delivery of telehealth services where the beneficiary (patient) is located at the time the service is being rendered via a telecommunications system occurs

- **Distant Site Practitioner**
  - the practitioners at the distant site, away from the beneficiary, who may furnish and receive payment for covered telehealth services (subject to State law)
Types of Telehealth

- **Videoconferencing**
- **Computer-based Interventions**
- **Web**
  - Screeners
  - Support Groups
  - Virtual Reality/Video Games
  - Disease Management Programs
- **Web-Portals**
  - Videoconferencing
  - Messaging (chat and email)
- **Telephone**
  - Continuing Care
  - Interactive Voice Response
- **Mobile Phones**
  - Texting
Annually, 10 million patients receive telemedicine services (IOM, 2012)
Patients and providers perceived a strong therapeutic alliance over videoconferencing.

Studies that compared videoconferencing to in-person psychotherapy reported similar satisfaction levels between the conditions.

High levels of satisfaction and acceptance with telemental health have been consistently demonstrated among patients across a variety of clinical populations and for a broad range of services.

(Backhaus et al., 2012)
Examples of Computer-Based Interventions

- **CBT4CBT** (Carroll et al., 2008)
  - Outpatient clients
  - CBT + 6 computer modules on CBT

- **TES [Therapeutic Education System]** (Marsch & Bickel, 2004)
  - Community Reinforcement Approach + Incentives
  - Outpatient Opioid Treatment- TAU + TES (2008)
  - Outpatient Treatment-2hrs per week of TES + TAU (2012)

- **Ondersma** (2005/2007)
  - single-session computer-delivered MI intervention reduced drug use among postpartum women
Remote Patient Monitoring (RPM)

Healthcare Provider

- Uses telehealth technologies to collect medical data from patients in one location and electronically transmit that information to healthcare providers in a different location.

Clients video themselves taking the breathalyzer
The Question-

The vital question for this field is not “Do computer-assisted therapies work?” but.....
Which specific computer assisted therapies

- Delivered under what conditions
- To which population

exert effects that approach or exceed those of standard clinician-delivered therapies”?

(Kiluk et al., 2011)
Web-Based Disease Management Programs

- **Cancer**
  (Gustafson et al., 2005)

- **Diabetes**
  (Glasgow et al., 2005; Williams et al., 2007)

- **Heart Disease**
  (Verjeijjden et al., 2004)

- **Mood Disorders**
  (Farvolden et al., 2005)
Web Screeners

Studies found that web screeners that provided automated personalized feedback impacted participants' behavior more than those with non-personalized feedback.

(Bewick et al., 2008)
Use of the Telephone

Monitor/treat chronic mental & physical illness

– Smoking
  (Stead, et al., 2006)

– Depression
  (Simon, et al., 2000)

– Obsessive Compulsive Disorder
  (Taylor, et al., 2003)

– Hypertension
  (Bosworth, et al., 2005)

– Diabetes
  (Kim & Oh, 2003)

– Rheumatology problems
  (Pal, 1998)
Telephone Continuing Care for SUDs

- Telephone Monitoring and Adaptive Counseling (TMAC) (McKay, 2004)
- Focused Continuing Care (FFC) (Betty Ford Clinic)
- Telephone Enhancement of Long Term Engagement (TELE) (Hubbard et al., 2007)
- Individual Therapeutic Brief Phone Contact (ITBPC) (Kaminer & Napolitano, 2004) ADOLESCENTS
- Telephone Case Monitoring (TCM) (McKellar et al., 2012)
- Telephone Continuing Care (TCC) (Godley et al., 2010)
Privacy, Security, & Confidentiality

Issues with Telehealth
HIPAA
(Health Insurance Portability & Accountability Act)

HITECH
(Health Information Technology for Economic & Clinical Health Act)

Privacy Rule
(Standards for Privacy of Individually Identifiable Health Information)

42 CFR Part 2
(Substance abuse treatment)
Privacy and Security Rules

• HIPAA Privacy Rules - **What** situations can individual health information be disclosed, no matter its format (oral, paper, or electronic)?

• HIPAA Security Rules - **How** are disclosures in electronic format made?

(Karasz et al., 2012)
New Ethical Dilemmas in the Digital Age
Staff Usage

Use of technology by counselors

• is increasing

• presents unique ethical dilemmas

(NBCC Policy, 2013)
Technology ‘Creep’

• Lack of literature and research to provide guidance
• Technology may be used as part of the ‘Therapeutic Exchange’

and then WHAT?

– Documentation of the exchange
– Guidelines for the exchange

(Gabbard et al., 2011; Mishna et al., 2012)
Some professionals are....

...ethically astute but struggle to keep up with the technology.

...comfortable with technology but less familiar with ethical codes.

(Lannin & Scott, 2013)
‘Adapting to the new culture wisely will necessarily involve both understanding the ethical principles themselves as well as developing competence in the technology of the burgeoning digital culture.’

(Lannin & Scott, 2013)
Ethical Issues

• Ethical Codes and Technology
• Ethics and Self Disclosure
  – Self Disclosure Definition/Guidelines
• Self Disclosure and Social Media
  – Rural Examples
  – Guidelines for Disclosure
• Ethical Reasoning
• Liability Insurance for Social Media
Ethical Codes and Licensing Boards have not caught up with the TECHNOLOGY

In some cases ... provide little guidance
Other boards may use existing laws and investigate complaints on the grounds of:

- Unprofessional conduct
- Unethical conduct
- Moral turpitude
- Mismanagement of patient records
- Revealing a privileged communication
- Breach of confidentiality

(Cronquist & Spector, 2011; Spector & Kappel, 2012)
Ethical Codes Related to the Use of Technology in Counseling/Therapy/Treatment

- NAADAC (Association for Addiction Professionals)
- National Board of Certified Counselors (NBCC)
- American Counseling Association (ACA)
- American Mental Health Counselor Association (AMHCA)
- American Association of Marriage and Family Therapy (AAMFT)
- National Association of Social Workers (NASW)
Ethical Concerns related to 4 areas of telehealth technology

- Informed Consent
- Confidentiality/Privacy
- Records & Data
- Competency
Questions?

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