

3 Current Trends In Nutrition Communications



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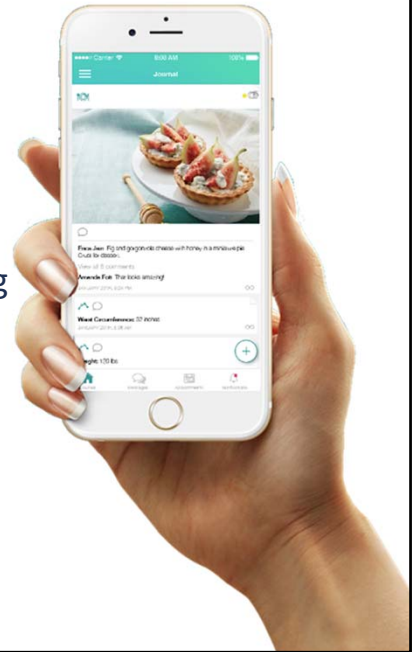
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Disclosure

I am the Director of Growth at Healthie, a web-based practice management and telehealth platform.

Objectives

1. Understand how telehealth and virtual counseling can serve as effective solutions to expand access to quality nutritional care.
2. Describe the advantages and challenges of emerging technologies in nutrition communications including telehealth, online webinars, and apps.
3. Identify strategies to boost provider/client relationships, increase accountability, and enhance communication in an online environment.



3 Current Trends in Nutrition Communications



Telehealth & Virtual Counseling

Build strong provider/client relationships.
Increase flexibility.
Help more people.

Online Webinars

Increase your reach to grow your business.

Smartphone Applications

Keep clients engaged to improve outcomes.

What is Telehealth?

The use of electronic information and telecommunications to support long-distance health care, client and professional health-related education.



The Use Of Telehealth is Expanding



Up until this point, telehealth has been used primarily in medical care:

- Primary care
- Dermatology
- Psychiatry

74% of patients in the U.S. are comfortable with and would use telehealth services.

An outcomes study looking at 8,000 patients who used telemedicine services found no difference between the virtual appointment and an in-person office visit.

The Use Of Telehealth is Expanding



Meet telenutrition...

In the past 2 years, we have seen *hundreds* of nutrition-based private practices open & grow with telehealth.

Telenutrition: the interactive use of electronic information & telecommunications technologies, by nutrition professionals, to implement nutritional care with clients remotely, within the provisions of state licensure as applicable.

Benefits of Telehealth For Your Clients

- Increased access to care
- More frequent interactions with clients
- More convenient
- Higher engagement
- Fewer cancellations
- Longer retention
- Increased satisfaction
- Improved experience
- Cost-effective care



**Improved Care
&
Better Outcomes**

Integrating Telenutrition In Your Practice



Common Questions About Telehealth



1. Can I form a close relationship with my clients through telehealth?
2. Can I still take insurance with telehealth?
3. Does telehealth interfere with my liability insurance?
4. How do I stay HIPAA-compliant with telehealth?

Telehealth Considerations



Liability Insurance

Consider:

- Amount of coverage
- Scope of services
- Type of coverage

Not all plans cover telehealth!

HIPAA Compliance

Use a secure network:

- Passwords
- Customized codes
- Encryptions

If you're working with a 3rd party provider, be sure to have them sign a BAA.

State Licensure

Your client's location is considered appointment location even via telehealth, so make sure you've checked with their state's policies before initiating a session.

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Launching a Virtual Practice



1. Choose Your Services & Payment Method

- Individual video sessions for one-on-one counseling
- Group video or webinars for support and education
- Insurance or out of pocket fees

2. Build Your Clientele

- Grow your online presence

3. Cover Legal Necessities:

- Use a HIPAA-compliant technology
- Liability insurance



Save Time With Technology In Practice

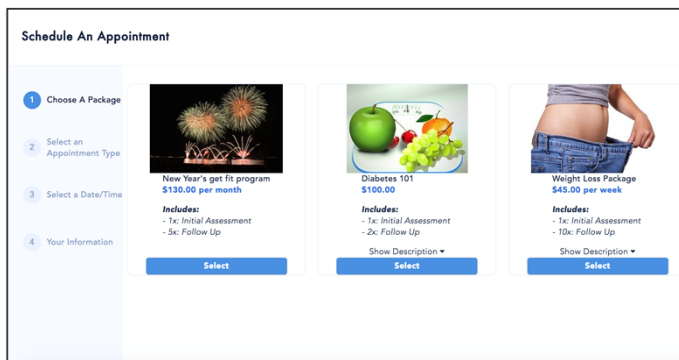


Spend time building your business, not running your business!

Online Scheduling

Allow clients to book appointments with you online

Keeps clients going to your website (or using the Healthie App!)



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Save Time With Technology In Practice



Spend time building your business, not running your business!

Automations That Matter

Automated appointment reminders save you time and prevent no-shows

Text and/or email reminders available in Healthie



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Expand Your Reach with

Online Webinars

- Connect with a larger audience to provide nutrition education
- Boost your income
- Grow your brand



Benefits of Online Programs



Think of online webinars as an extension of your
1-on-1 services

- Expand the services you offer
- Host group sessions
- Reach a wider audience
- Moves your business away from the fee-for-service model
- May make your services more affordable
- Great marketing tool for your business

Benefits of Online Programs



Automated educational programs are increasing in popularity in the field of dietetics.

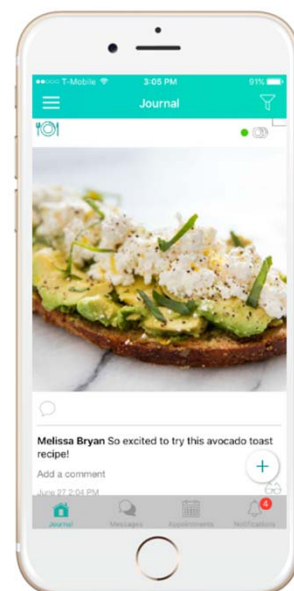
- Record video content and share with clients
- Host group educational sessions or webinars, as a new revenue stream
- Share documents with clients - like meal plans, recipes, handouts, etc.
- Measure client education, engagement, and outcomes
- Share personalized videos and quizzes

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Engage Clients with

Smartphone Applications

- Food logging
- Tracking
- Scheduling
- Messaging



Retain & Engage Clients Through Technology



Self-Monitoring & Picture-Based Food Logging

Connect with clients to provide support *between* sessions with messaging and interactive food logging.

Tracking Key Metrics

Use technology to engage with your clients through metrics tracking.

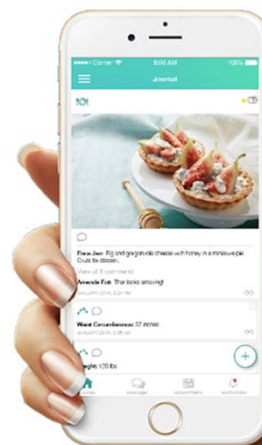
Telehealth

Meeting clients virtually to conduct integrative nutritional counseling.

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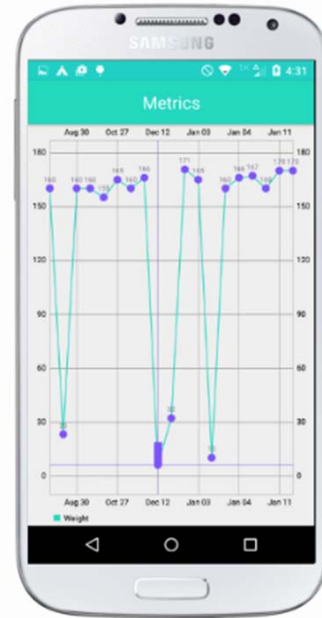
Self Monitoring

- Allow clients to photograph meals, journal, take selfies, and log workouts as self-monitoring tools.
- Set short- and long-term goals with your clients and work together to track progress using an interactive app, like Healthie.



Tracking Key Metrics

- Client tracking tools are a great way to keep your clients motivated.
- Track data like weight, body composition, blood sugar, BMI/BMF and more.
- In Healthie, sync activity data from wearables like Fitbit.



Questions?

