

# The Critical Role of Testing in the COVID Era

Unlocking opportunities and re-igniting patient engagement

# Objectives

- If you haven't already, **register at [VirtualPractices.org](https://VirtualPractices.org)**
- Access the latest testing resources
- Establish your testing infrastructure for the COVID Era
- Explore employer opportunities
- Log your questions and send them to: **[impact@virtualpractices.org](mailto:impact@virtualpractices.org)**
- **Next session:** Launch: Re-starting and growing your practice in the COVID Era



# Anticipate Disruption

Expect recurring cycles of social distancing  
and containment measures.



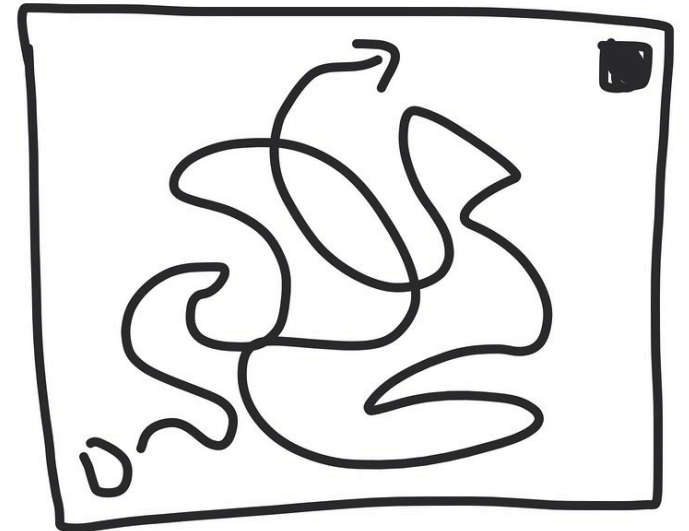
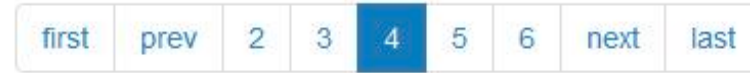
## Acknowledge Trends

- Telehealth
- Health moving to the home
  - Home testing
- Digital health
  - Remote monitoring
- Virtualization of work

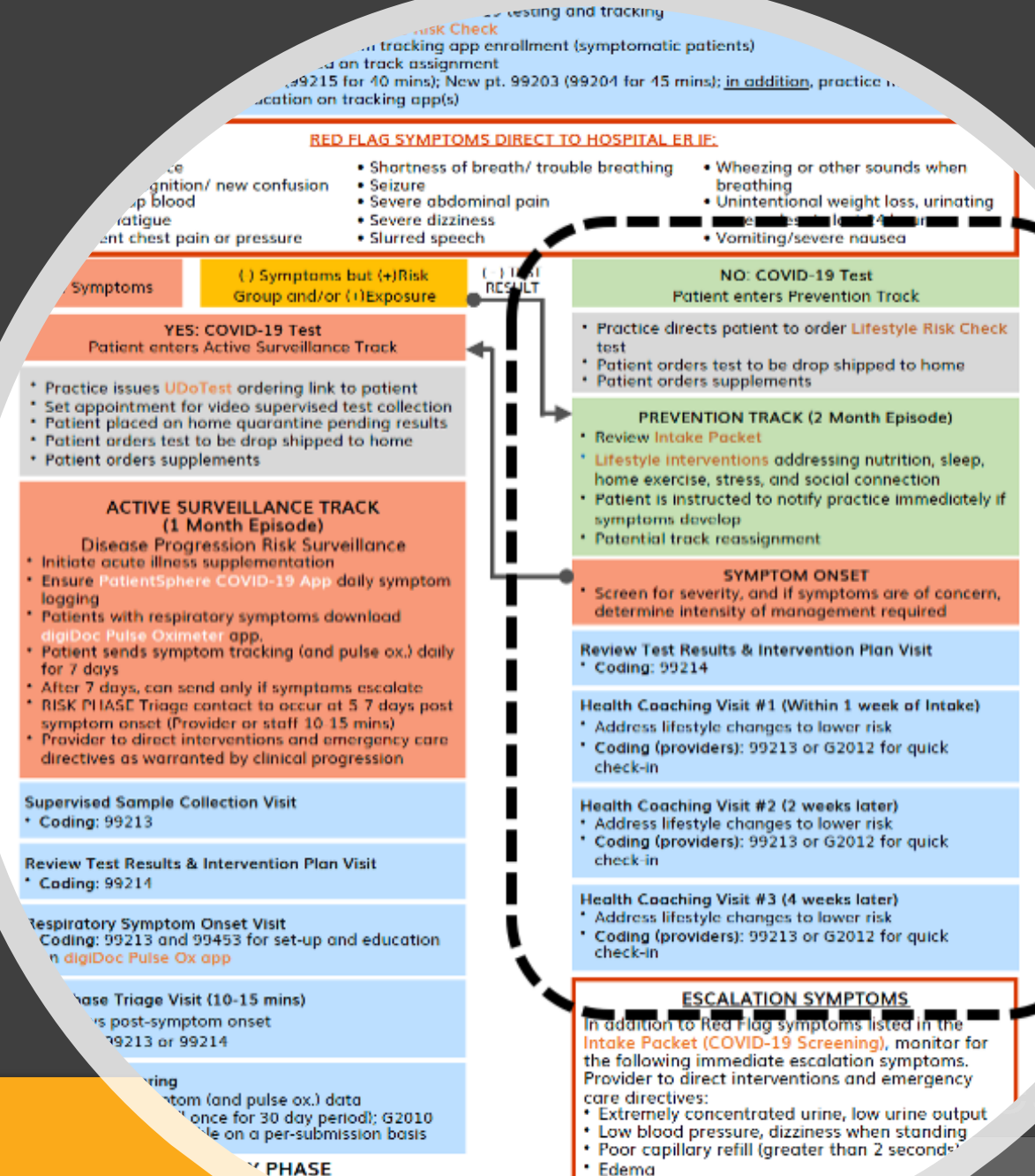


# Fragile Engagement Models

- Fragility of patient engagement
  - Defined care plans vs. build it as we go



# Creative Approaches To the Prevention Path





IMAWARE™ AT-HOME BLOOD TEST

## Immune Defense Lifestyle Risk Check

### YOUR RESULTS

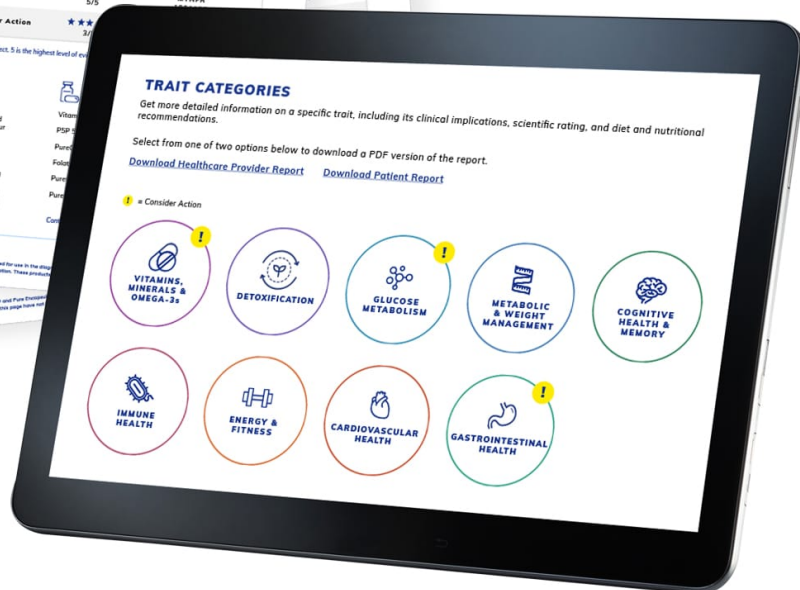
Based on these basic markers, you appear to have at least one area of opportunity to modify your lifestyle to improve your immune defense.

DETAILED PATIENT RESULTS TABLE

Analyte	Your Result	Status	Functional Target Range	Conventional Range
Hb-A1c	4.5%	Optimal	4.0% - 5.5%	4.0% - 5.7%
Blood Glucose	80 mg/dL	Optimal	60 - 88 mg/dL	60 - 100 mg/dL
hsCRP	0.5 mg/L	Optimal	<1.0 mg/L	<3.0 mg/L
25-Hydroxyvitamin D	35.0 ng/mL	Risk	50-80 ng/mL	25 - 80 ng/mL



# PURE Genomics®



## HEALTH CATEGORIES

 [Vitamins, Minerals & Omega-3s](#)

 [Detoxification](#)

 [Glucose Metabolism](#)

 [Weight Management](#)

 [Cognitive Health and Memory](#)

 [Immune Health](#)

 [Energy & Fitness](#)

 [Cardiovascular Health](#)

 [Gastrointestinal Health](#)

# Antibody Testing (IgG/ IgM)

- Physician-initiated home collection
- \$119/ test
  - \$109 for qty. 100-999
  - \$99 for qty. 1,000+

- Supervised Rapid Test
- \$30/ test
- Minimum order: 100 tests
- Awaiting EUA but may be used now
- Payer experience:
  - IgM + IgG: \$12/\$12 - \$60/\$60
  - Draw: \$8-15
  - Top payer: Cigna (\$135 total)
  - Visit and interpretation billed separately








# Salivary PCR Testing



- May be ordered by you or patients on a private page
- May be ordered in bulk and shipped to worksite
- Physician portal in development
- Current results delivery in 36 hours

Tests Provided by  1health.io

 virtualpractices  
Service. Impact. Sustainability.



**Zero Contact™ - The First FDA  
EUA Authorized At-Home  
Saliva  
COVID-19 Test**

**\$ 109**

+

-

**Order Now**

<https://1health.io/covid19/partners/virtual-practices/>



# Drug-Nutrient Depletions

## Vitamin A

- Corticosteroids (prednisone, prednisolone, methylprednisolone, dexamethasone), Cholestyramine (Questran), colestipol (Colestid), colchicine (Zyloprim), mineral oil

## Vitamin C

- Corticosteroids (prednisone, prednisolone, methylprednisolone, dexamethasone), Aspirin, Furosemide (Lasix), bumetanide (Bumex), ethacrynic acid (Edecrin), torsemide (Demadex), Oral Contraceptives, Antipsychotics (Abilify, Haldol, Seroquel, Risperdal, Zyprexa)

## Vitamin D

- Isoniazid, Rifampin (Rifadin), Hydroxychloroquine (Plaquenil), Barbituates, Phenytoin (Dilantin), Carbamazepine (Tegretol), Primidone (Mysoline), Corticosteroids (prednisone, prednisolone, methylprednisolone, dexamethasone), Cholestyramine (Questran), colestipol (Colestid), mineral oil, cimetidine (Tagamet), famotidine (Pepcid), ranitidine (Zantac), Nexium, Prilosec

## Vitamin E

- Phenytoin (Dilantin), Carbamazepine (Tegretol), Valproic Acid (Depakene/ Depacon), Divalproex sodium (Depakote), Cholestyramine (Questran), colestipol (Colestid), clofibrate (Atromid-S), fenofibrate (Tricor), gemfibrozil (Lopid), Oral Contraceptives, mineral oil

## Melatonin

- Anxiety Medications (Valium, Xanax, Atarax, Vistaril, Ativan, Promsom, Restoril), Beta-Blockers, chlorpromazine (Thorazine), promazine (Sparine), thioridazine (Thioril), fluphenazine (Prolixin), perphenazine, prochlorperazine (Compazine)

## Zinc

- Tetracycline, minocycline, doxycycline, Ethambutol (Myambutol), Valproic Acid (Depakene/ Depacon), Divalproex sodium (Depakote), Corticosteroids (prednisone, prednisolone, methylprednisolone, dexamethasone), Zidovudine, ACE Inhibitors, Furosemide (Lasix), bumetanide (Bumex), ethacrynic acid (Edecrin), torsemide (Demadex), Amiloride (Midamor), triamterene (Dyrenium), eplerenone (Inspra), spironolactone (Aldactone), Chlorthiazide (Diuril), hydrochlorothiazide (Microzide), clofibrate (Atromid-S), fenofibrate (Tricor), Oral Contraceptives, cimetidine (Tagamet), famotidine (Pepcid), ranitidine (Zantac), Nexium, Prilosec



# The Patient Solution Kit



imaware<sup>TM</sup>



grayson  
CORPORATION

**PURE**  
Genomics<sup>®</sup>

 IHealth.io



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8/24/11	Service Date	Method	Video
Date of Birth	Service Date	Cash	No
1234567		Check	
Insurance Policy ID/#		Credit Card	\$ 119.00
CATEGORY	CODE	MOD	√
<b>New Patient - E&amp;M</b>			
Eval/Mgmt (10 min)	99201		
Eval/Mgmt (20 min)	99202		
Eval/Mgmt (30 min)	99203		
Eval/Mgmt (45 min)	99204		
Eval/Mgmt (60 min)	99205		
<b>Established Patient E&amp;M</b>			
Eval/Mgmt (5 min)	99211		
Eval/Mgmt (10 min)	99212		
Eval/Mgmt (15 min)	99213		
Eval/Mgmt (25 min)	99214		
Eval/Mgmt (40 min)	99215		
<b>e-Visits - Patient portal initiated</b>			
eVisit-portal once per 7 days 5-10 min	99421	n/a	
eVisit-portal once per 7 days 11-20 min	99422	n/a	
eVisit-portal once per 7 days 21+ min	99423	n/a	
<b>Virtual Visits - Patient initiated</b>			
Virtual check in telephone approved	G2012	n/a	
Video or image submitted for evaluation	G2010	n/a	
<b>Telephone-Medicare temp cov'd</b>			
Telephone E&M 5-10 min	99441	n/a	
Telephone E&M 11-20 min	99442	n/a	
Telephone E&M 21+	99443	n/a	
<b>Additional services:</b>			
Smoking Cessation 3-10 minutes	99406		
Smoking Cessation greater than 10 min	99407		
<b>Dietitian e-Visits - patient initiated</b>			
eVisit-portal once per 7 days 5-10 min	98970	n/a	
eVisit-portal once per 7 days 11-20 min	98971	n/a	
eVisit-portal once per 7 days 21+ min	98972	n/a	
<b>Medical nutrition via telehealth</b>			
Medical nutrition individual initial	97802		
Medical nutrition individual subsequent	97803		
Medical nutrition therapy group	97804		
<b>Health Risk Assessment</b>			
Health risk assessment			
Caregiver HRA for patient			

Utilize the Encounter Form Workbook for Cash Testing.

<b>Lab services</b>			
Finger stick in office only	36416		
Antibody test-blood sample (IgG + IgM)	86328		
PCR testing (swab or saliva)	U0002		

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Finger stick in office only	36416		
Antibody test-blood sample (IgG + IgM)	86328		X
PCR testing (swab or saliva)	U0002		



# Mobile Phlebotomy

- Specialty Stix Mobile Phlebotomy
  - Heather Mayhew, CEO
  - Hmayhew@specialtystix.com
  - (530) 300-1958
- Evexia Diagnostics

# Putting These Tools to Use



# Antibody Testing Campaign (In-office)

- Use the rapid test (order your inventory of kits)
  - Negatives receive the Immune Defense Kit and/ or other prevention program
    - Stock an inventory of Immune Defense Kits
    - Consider the Lifestyle Risk Check and/or Respiratory Resilience Panel
  - Positives receive the PCR test
    - Stock salivary kits in the office
  - For existing patients, use the visit to:
    - Evaluate other health issues (draw other labs)
    - Develop a Health Action Plan
    - Review telehealth tools and future lock-down procedures
- Invite referrals.







# Antibody Testing Campaign (Virtual)

- Conduct a virtual visit to review results
  - For existing patients, use the visit to:
    - Evaluate other health issues (recommend other home tests)
    - Develop a Health Action Plan
    - Review telehealth tools and future lock-down procedures
  - Negatives receive the Immune Defense Kit and/ or other prevention program
    - Consider the Lifestyle Risk Check and/or Respiratory Resilience Panel
  - Positives receive the PCR test
    - Direct patients to order their own test
- Invite referrals.



# Other Campaigns

- Lifestyle Risk Check (targeting average or elevated risk patients)
- Pure Genomics
  - Promote to current patients and outreach to other pockets of health-activated people (i.e. CrossFit, personal trainers, etc.)
    - Health clubs may also wish to make COVID testing available to members.
- Drug-Nutrient Depletion Campaign
  - Targeting patients on PPIs, anti-inflammatories, etc. for immune support supplementation

# Employers

With the tools at your disposal, you could work with employers.



# 3 Screening Scenarios

- Back to work
- Individual or group testing in response to symptoms or exposure
- Total staff or department/shift level viral RNA screenings on a proactive, recurring basis

# Problems You Can Solve

- Companies know they need to test but need expert help with:
  - Selecting quality tests
  - Managing costs and minimizing disruption
  - Making decisions based on results
  - Building a risk management strategy that suits their needs (at a department or function level)
  - Supporting infected plan members and minimize unnecessary health claims
    - Average cost per admission: \$72,000 (source: Covered California)
      - Average hospital stay: 12 days
    - Average COVID-19 related outpatient visit: \$600
- Local hospitals are not able to respond to these needs.
- COVID has created a need for a Chief Medical Officer across employers.



## What Every Employer Should Know About COVID Testing

NAME  
CONTACT

virtualpractices

# Population Prevention Initiatives

- Targeted measures for higher risk plan members and/ or executives:
  - Lifestyle Risk Check
  - Pure Genomics
  - Full nutraceutical support
  - Immune Defense Kit

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# Homework



Join the Virtual Practices Facebook community.

- Select a testing campaign to get started.
  - Order what you need (if anything) for your office.
- Notify us if you are interested in working with employers.
- Submit your questions and requests for help to: **Impact@VirtualPractices.org**
- **Next Workshop: Launch!** Re-starting and growing your practice in the COVID Era