

10 Telemedicine Reimbursement Myths & Realities

MYTH vs REALITY

1



Virtual services aren't reimbursed by payers.

Medicare & Medicaid reimburse in all 50 states and Wash D.C. and most states have laws that require commercial payers to pay at the same rates as in-person care.

2



Commercial payers don't reimburse for virtual services in my state.

Even if your state doesn't have a law yet for commercial payers, many will reimburse for virtual services even when the law doesn't require it.

3



All payers follow the same reimbursement rules.

Medicare, Medicaid, and Commercial Payers handle reimbursement very differently from one another, each with their own rules and guidelines.

4



Payer reimbursement is my only option.

You can bill virtual care delivery as a non-covered service even when payers don't accept telemedicine claims. Many patients will happily pay out of pocket for virtual healthcare.

5



I can bill for virtual visits only with established patients.

Many states have eliminated this rule, opening up the opportunity to expand your patient base.

6



I'll only be paid for the transmission part of the visit and not the diagnostic services, or vice versa.

Both aspects of the telemedicine visit should be captured as all or some of the visit may be reimbursable.

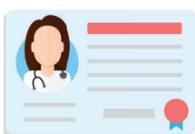
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My patients' insurance plans require them to use specific telemedicine vendors.

At most, carriers can recommend a vendor but they can't legally restrict a patient's choice.

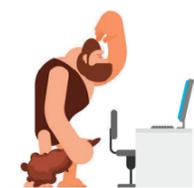
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I need a specific license to practice telemedicine.

The license providers obtain as required by Federal law covers virtual care delivery in the state where licensed.

9



My patients and staff won't want to use the technology, and I'll waste my investment.

The majority of patients are very satisfied with a virtual health consult and a third prefer it. Younger generations will expect it in an ever-increasing digital world.

10



Telemedicine isn't profitable enough for my practice. We won't drive enough ROI.

As telemedicine becomes more popular and universal expanding the ability to see more patients, you can expect to see ROI and a more efficient practice in a short period of time.

