

# 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.

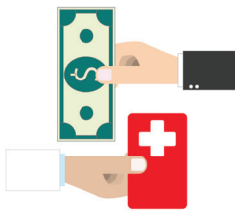
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**I can bill for virtual visits only with established patients.**

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.

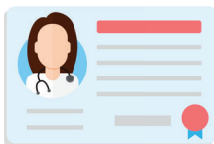
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**My patients' insurance plans require them to use specific telemedicine vendors.**

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

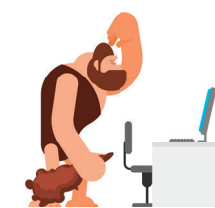
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**I need a specific license to practice telemedicine.**

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.

