



IMPACT



*Virtual First Care
V1C Initiative*

IMPACT V1C Core Competencies:

*The Hallmarks of High Quality,
Trustworthy Virtual First Care*

Thursday, April 20, 2023 | 12pm-1pm ET



Linette Demers
Director, IMPACT
Digital Medicine Society (DiMe)



Kristofer Caya
Lead Director
Aetna Virtual Care



Shelly Lanning
Co-Founder/President
Visana Health



Carrie Nelson
CMO
Amwell



Elizabeth Zech
Principal, Center for Health
Innovation
Mercer

Housekeeping

- Please note today's session is being recorded
- To ask a question for discussion during Q&A, please:
 - Either '**raise your hand**' in the participant window and moderator will unmute you to ask your question live, or
 - **Type your question** into the **Q&A box**
- Slides and recordings will be posted to the DiMe & IMPACT website after the event

**** Participants are not permitted to transcribe this webinar, violators will be removed from the session.*

Our purpose

DiMe is a global non-profit dedicated to advancing the **ethical, effective, equitable,** and **safe** use of digital medicine to redefine healthcare and improve lives.

... and sit at the intersection of two communities





IMPACT

*Virtual First Care
V1C Initiative*

Enabling **expanded access** to
high quality, evidence-based
virtual first care (V1C) for all
stakeholders

IMPACT Members



V1C

Virtual first care (V1C) is medical care for individuals or a community accessed through digital interactions where possible, guided by a clinician, and integrated into a person's everyday life.

The ability to **initiate care from anywhere at any time** through telecommunication and digital technologies

Intentional selection of the care setting matched to a person's **clinical needs** and **preferences**, with some aspects safely and effectively delivered virtually, and others necessitating in-person care

SOURCE: virtual first Medical Practice
Collaboration (IMPACT)
impact.dimesociety.org

IMPACT 

Complete solutions that support a person to take all of the **necessary next steps** in their health journey

Adherence to all applicable laws that apply to healthcare providers, including best practices on **standards of care**, individual **safety**, **security**, **privacy** and **data rights**

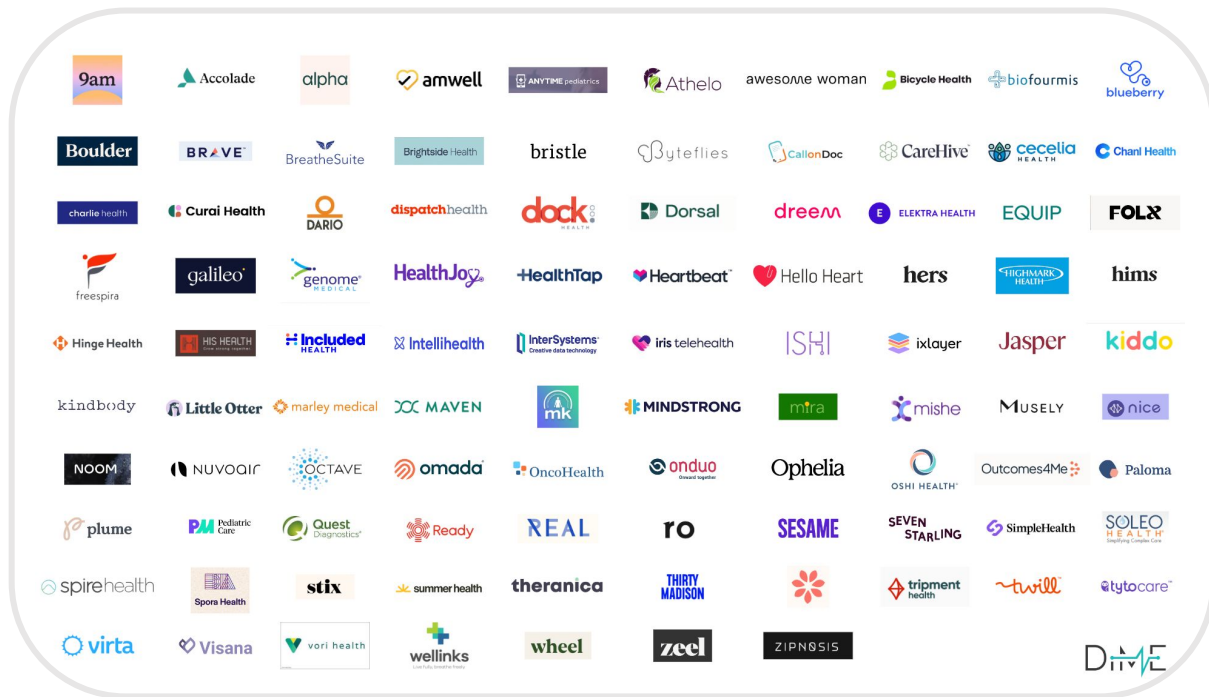


The supply side of virtual first care is expanding...

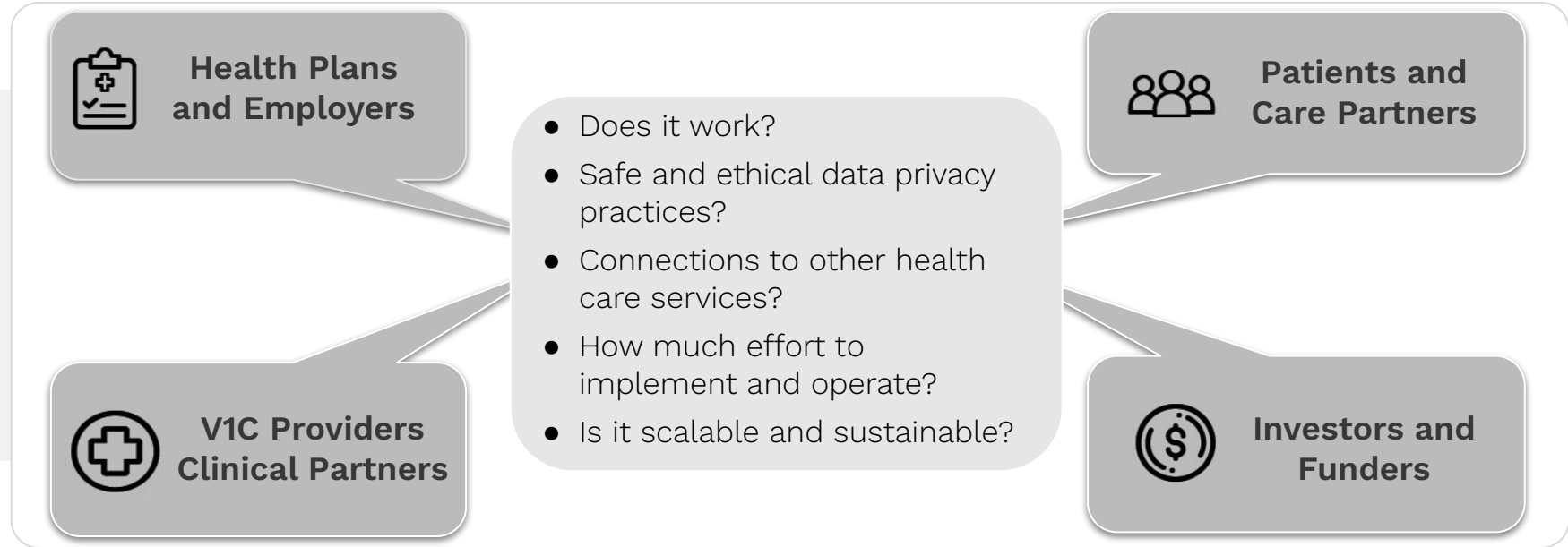
IMPACT V1C Ecosystem Directory

Crowd-sourced directory of the V1C Ecosystem

- ✓ 250 companies and counting
- ✓ Filters include:
 - Therapeutic areas
 - Clinical service components
 - Customer/market segment
 - Provider types
 - Footprint
 - Accreditations
 - More...



Goal: Define **great V1C** across stakeholder groups!



Introducing our panelists



Kristofer Caya
Lead Director
Aetna Virtual Care



Shelly Lanning
Co-Founder/President
Visana Health



Elizabeth Zech
Principle, Center for
Health Innovation
Mercer



Carrie Nelson
CMO
Amwell

V1C Core Competencies:

Hallmarks of High Quality, Trustworthy V1C

1. **Effectiveness:** Produces outcomes that are valuable to key stakeholders
2. **Trustworthy Digital Experience:** Delivers an ethical, equitable, and safe digital experience
3. **Clinical and Operational Integration:** The solution fits seamlessly within an individual's larger healthcare context
4. **Administrative Efficiency:** Minimizes implementation and operational frictions



Effectiveness:

Produces outcomes that are valuable to key stakeholders

Success Indicators

- ✓ Evidence of clinical outcomes
- ✓ Evidence of economic returns
- ✓ Evidence of sustained patient engagement
- ✓ Satisfactory patient experience
- ✓ Satisfactory provider experience



Trustworthy Digital Experience:

Delivers an ethical, equitable, and safe digital experience

Success Indicators

- ✓ Secure data handling and infrastructure
- ✓ Ethical data privacy practices
- ✓ Use of fit-for-purpose digital medicine tools
- ✓ Support, service, and content personalized to individuals



Clinical and Operational Integration:

Fits seamlessly within an individual's larger healthcare context

Success Indicators

- ✓ Seamless patient onboarding process
- ✓ Ability to navigate patients to downstream services
- ✓ Positioned for clinical integration with other sites of care and providers
- ✓ Positioned for operational integration with other platforms and healthcare benefits



Administrative Efficiency:

Minimizes implementation and operational frictions

Success Indicators

- ✓ Pathway for payment beyond cash pay and traditional fee-for-service
- ✓ Safe and effective promotion and patient acquisition strategy
- ✓ Scalable workforce onboarding and management model
- ✓ Responsive quality & performance management



The way forward

How will you use the V1C Core Competencies framework to advance access to high quality, trustworthy V1C?



Members



IMPACT

*Virtual First Care
V1C Initiative*

Enabling expanded access to high quality, evidence-based virtual first care (V1C) for patients, healthcare providers, and payers to improve clinical and health economic outcome enhance access, and provide a better overall patient experience





Thank you

Linette Demers, Program Director, IMPACT | linette@dimesociety.org

IMPACT 

*Virtual First Medical
Practice Collaboration*

impact.dimesociety.org



[@_DiMeSociety](https://twitter.com/_DiMeSociety)

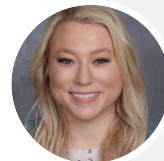


linkedin.com/company/dime-society



Women Centric Digital Measurements and Monitoring; Tales from the Lived Experience with Connected Health

Wednesday, May 3, 2023 at 12pm ET



Emily Lewis

Global Digital Transformation Lead,
Neurology

UCB Biopharma



Brinnae Bent, PhD

Managing Partner

Edge Analytics



Erkuden Goikoetxea, PhD

Medical Device Innovation Lead

UCB Pharma SA



Mansi Gupta

Founder

Unconform



Lucy Cesnakova, MS (Moderator)

Program Lead

Digital Medicine Society