Learning Outcomes

Attendees will be able to:
- Explain the basics of telepractice/telehealth
- Identify the ideal personas for telehealth/telepractice
- Describe the day-to-day life of a telepractitioner
- Summarize different options for becoming an independent telepractitioner

Moderator: Shari Robertson Ph.D., CCC-SLP Indiana University of PA
Presenters: Melissa Jakubowitz, Lisa Stacy, Marcus W. Rose

Part One
The Age of Telepractice/Telehealth is Upon Us

What is Telepractice/Telehealth?

Telepractice/Telehealth:
The delivery of therapy services at a distance through the use of technology.

Past & Present

Past & Present

Over 1 million sessions and growing

Effectiveness documented in the literature and... we see it every day!
Every professional will provide some services via telepractial!

Future

Why Telepractice/Telehealth?

Clinicians’ Pains
• High caseloads
• Long commutes or "Windshield time"
• Excessive paperwork
• Work-life balance
• Moving/transfer
• Burnout
• Want more time delivering therapy

Clients’ Pains
• Shortages of qualified clinicians
• Difficulty finding specialists
• Staffing hard-to-serve “edge cases”: home-bound, hospital-bound, medically-fragile
• How to keep the "I" in IEP?

What’s Needed?

Choices for a Telepractitioner

<table>
<thead>
<tr>
<th></th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Your Own or Small Private Practice</td>
<td>+ Flexibility &amp; control</td>
<td>- Client acquisition</td>
</tr>
<tr>
<td></td>
<td>- Payments &amp; collections</td>
<td>- No colleagues or support</td>
</tr>
<tr>
<td>Traditional Staffing Agency</td>
<td>+ Support infrastructure</td>
<td>- Limited choices of locations &amp; client</td>
</tr>
<tr>
<td></td>
<td>+ Clients provided</td>
<td></td>
</tr>
<tr>
<td></td>
<td>+ Colleagues</td>
<td></td>
</tr>
<tr>
<td>Hospitals &amp; Clinics</td>
<td>+ Billing &amp; payments covered</td>
<td>- Limited control of caseload &amp; schedule</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated Telehealth Providers</td>
<td>+ Flexibility &amp; control</td>
<td>- Requires organization, self-discipline and motivation</td>
</tr>
<tr>
<td></td>
<td>+ Wide choice of clients</td>
<td></td>
</tr>
<tr>
<td></td>
<td>+ Supportive infrastructure</td>
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</tr>
</tbody>
</table>

Ideal Telepractice Environment

Success Factors For Telepractice/Telehealth Providers
**Keys to Success**

- Client Candidacy
- Environment
- Planning
- Case Management
- Reliable Paraprofessional
- Communication & Collaboration
- Parent/Caregiver Involvement

**Client Candidacy**

Who can be served via telepractice/telehealth?

- >98% of SLP & B&MH cases
- 70-75% of OT cases
- Rare contra-indications
- Best practice: If contraindicated, refer for in-person services.

**Environment**

- Adequate privacy & confidentiality
- Minimal distractions
- Proper lighting & furniture
- Quality of audio and video
- Minimal background noise
- Good internet connectivity
- Accessibility

**Case Management & IEP Meetings**

- Scheduling online IEP meetings
  - Video conference via platform
  - Phone conference
- Conducting IEP meetings
- Demonstrate student activities
- Performing evaluations
- On-going collaboration and communication

**Online Assessments**

PL has done over 2,000 online assessments for SLP, OT & B&MH

- Initial or Triennial
- Partnered with Pearson & other publishers for:
  - SLP: CELF (English & Spanish), PPVT, CASL, EVT, GFTA
  - OT: Beery-VMI, Sensory Profile
  - B&MH (S/E/B): BASC-2, CBCL, Connors, Vineland, ABAS-II
- Informal/Performance-based measures include:
  - Language sample
  - Narrative analysis
  - Pragmatic checklists
  - Teacher and parent questionnaires
  - Observations
- Clinician writes report, prepares IEP & attends/conducts IEP meeting

**Avoid 5 Common Pitfalls**

<table>
<thead>
<tr>
<th>Pitfalls</th>
<th>Preventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Unscheduled student absences</td>
<td>Have explicit procedures/processes</td>
</tr>
<tr>
<td>2 Student logistics</td>
<td>Communication with onsite team members</td>
</tr>
<tr>
<td>3 Inappropriate location of therapy station</td>
<td>Carefully balance privacy and supervision considerations</td>
</tr>
<tr>
<td>4 Unclear roles for onsite team members</td>
<td>Manage expectations of onsite staff members' responsibilities</td>
</tr>
<tr>
<td>5 Paraprofessional is a no-show</td>
<td>Establish contingency plans for a substitute</td>
</tr>
</tbody>
</table>
Follow the Rules of Your Professional Organization

Professional organizations provide code of ethics, guidelines & best practices
- Key Issues
- Resources
- References

Telepractice and State Laws

Wrap-Up

Are you ready for telepractice?

Is telepractice ready for you?

Part Two
Becoming a Telepractitioner as Your Next Career Move

Personas of Telepractitioners

To work with PresenceLearning, school-based experience is required BUT...

... you do NOT need prior telepractice experience!
Do I Work All Alone?

PresenceLearning offers a robust support system
- Mentoring Program
- Telepractice Institute™
- Online Professional Community
- All Day Tech Support Live Chat & Hotline
- Online Knowledge Base
- New Skills Development Opportunities
- Professional Development Webinars
- Quarterly Forums for Clinicians

Required Qualifications

- State license(s)
- Professional certification
  - CCC for SLP
  - NBCOT for OT
  - As a school psychologist, social worker, school counselor or SPED teacher
- Highest demand for:
  - Clinicians with multiple state licenses or willingness to x-license
  - Bilingual clinicians
  - Clinicians with Clinical Specialties

What Makes a Good Independent Telepractitioner?

Successful telepractitioners are:
- Organized
- Good communicators
- Independent
- Problem solvers
- Facilitators
- Keep good documentation
- Collaborate closely with school staff
- Comfortable with technology

Full Time or Part Time?

- Work as much as you want: 8 to 40+ hrs a week
- PresenceLearning has no non-compete clause and many of our providers have another job
- Pay rates are based on experience, availability, state licensure, and demand
- Bonuses available for sign-on, cross-licensing and licensing reactivation
- Taxes: W-9 & 1099
- Professionals paid for direct time plus planning and documentation time
- No transportation costs (work from home)
- More efficient schedule = more billable hours

How Much Can I Make?

- PresenceLearning clinicians are independent contractors
- Pay rates are based on experience, availability, state licensure, and demand
- Bonuses available for sign-on, cross-licensing and licensing reactivation
- Each state has different process — timing, fees, paperwork, background checks
- PL recommends best states for cross-licensing

Beauty of Telepractice: Practice (Almost) Anywhere!

- Why cross-license? Work where you’re needed!
- Need license in state where you live & state where you provide services
- PL recommends best states for cross-licensing

Bottom Line:
PresenceLearning provides consultation, bonuses, and logistical support in cross-licensure process
Online therapy is our ONLY business.
We built our own platform & content specifically for delivering therapy online
We have provided more sessions and more hours of therapy than any other company.

How is PresenceLearning different from other staffing agencies and other providers?

- Independent Clinician + Support + Best-in-Class Tools + Onboarded Clients = SUCCESS!
  - You ... Decide When, How Much & How To Do Your Work
  - You ... Provide Your Own Equipment & Internet Service
  - You ... Obtain Professional Liability Insurance
  - You ... Pay Your Own Quarterly Taxes
  - You ... Maintain Proper Licensure
  
  **Bottom Line:**
  We Help as Much as We Can!

What Does It Really Mean to be an Independent Telepractitioner?

Part Three
Day in the Life of a Telepractitioner: Practical Realities

Advantages of Working as a Telepractitioner

- Professional challenge and growth
- Choose your own caseload!
  - More work = More $$$
- Choose your own hours!
  - Full or part time
  - Different time zones
  - Non-traditional time slots
- Exposure to different regions and school cultures
- No more commute!
  **Bottom Line:** Flexibility, Control & Satisfaction!

Online Services—REALLY?! A Healthy Dose of Skepticism

- Evaluations
- IEPs
- Case Management
- IEP Team Participation
- Communication and coordination with school staff, i.e principal, SPED teachers, related services providers, parents, gen ed staff, etc.

Much More Than Direct Therapy Sessions

YES—Build rapport online
YES—Use familiar therapy techniques & skills online
YES—Kids love it & make progress
YES—Communicate effectively via phone, email, text, PL platform
YES—Lead or attend meetings via PL platform or teleconferencing
YES—Be teammates with on-the-ground staff
YES—Be HIPAA/FERPA compliant
From: SPED Teacher
To: PresenceLearning SLP

"Betsy,
We all need a little sunshine in our day sometimes. Yesterday, we met with K. face to face. She was with her dad and sister who came in to meet us for an AT evaluation. When we talked about speech and how things were going, K’s dad cannot sing enough praises about you. He really loves that you are working with his daughter. He mentioned that you “spoil” her with music videos if she does well (I’ll have to steal that idea from you!) She was in a great mood yesterday and was communicating very nicely with me. I was asking her ‘wh’ questions and she was not repeating my questions at all. She gave me 1- to 2-word answer responses. Thought you might want to know that you are part of the team that helps keep our families happy here at ____.

SPED Insight Features
• Over 45,000 pieces of material
• Search by student grade and type of disorder
• Library constantly growing with therapists’ contributions
• Add materials to your “room” or share with community
• Games, rewards
• Enlarge screen for detailed viewing
• Make materials available for download by school and send home for homework

PresenceLearning Content Community:
“it’s like Disneyland for therapists!”
• Easily track IEP due dates, case management dates, therapy minutes and balances, tech quality, and student status
• Audit trail: History of services and SOAP notes
• SOAP Notes:
  – Session notes in familiar SOAP format
  – Instant access for you and school administration
  – Note history tracks all communication with school staff, parents, student and IEP teams
• No more paper
• Student progress tracking with metrics & graphs
• Take notes in real time in sessions
• Single-click access to complete student profile
Bottom Line: Transparent Outcomes + Transparent Documentation
  + Transparent Services

A Day in the Life of a Telepractitioner

<table>
<thead>
<tr>
<th>Daily Schedule</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00-7:30</td>
<td>Drop my kids off at school</td>
</tr>
<tr>
<td>7:30-8:00</td>
<td>Prep for sessions</td>
</tr>
<tr>
<td>8:00-9:30</td>
<td>Serve students at their school on East Coast</td>
</tr>
<tr>
<td>9:30-11:00</td>
<td>Evaluate student in a school on East Coast</td>
</tr>
<tr>
<td>2:00-3:00</td>
<td>Serve students in therapy on West Coast</td>
</tr>
<tr>
<td>3:00-5:00</td>
<td>Speak with teachers, return emails, update documentation, take a break</td>
</tr>
<tr>
<td>5:00-5:30</td>
<td>Pick-up my kids from school</td>
</tr>
</tbody>
</table>

Hours billed = 9

What Are The Costs of Being Independent?

<table>
<thead>
<tr>
<th>Expense Items for Independent Clinicians</th>
<th>With PL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fees for videoconferencing software</td>
<td>$0</td>
</tr>
<tr>
<td>Marketing costs to build client base</td>
<td>$0</td>
</tr>
<tr>
<td>Time investment to build caseload</td>
<td>$0</td>
</tr>
<tr>
<td>Expenses for online therapy materials or subscriptions</td>
<td>$0</td>
</tr>
<tr>
<td>Time investment for preparing &amp; uploading materials for sessions</td>
<td>$0</td>
</tr>
<tr>
<td>Payroll and billing costs</td>
<td>$0</td>
</tr>
<tr>
<td>Purchase headset and webcam</td>
<td>~$50</td>
</tr>
<tr>
<td>Possibly upgrade current computer</td>
<td>$?</td>
</tr>
<tr>
<td>Possibly upgrade current internet service</td>
<td>$?</td>
</tr>
<tr>
<td>Re-licensing &amp;/or Cross-Licensing fees</td>
<td>Bonuses available</td>
</tr>
</tbody>
</table>

Are all platforms created equal?

• Traditional videoconferencing
  – Live audio/video
  – Privacy not assured
  – Show/share desktop documents
  – Consumer-grade tech support
• PresenceLearning is videoconferencing PLUS …
  – Your own virtual therapy room
  – Private and secure
  – Live audio/video
  – Fast, growing library of pre-loaded therapy materials
  – Professional-grade tech support via phone or live chat
  – Huge community of colleagues
**So what decisions do I need to make?**

- Should I do telepractice on my own or work with an established company?
- What technology is out there and available to me?
- What are the startup costs?
- What do I need to know to get started?

**What are the benefits of working with PresenceLearning?**

- Secure high fidelity videoconferencing + therapy content library + practice management tools
- Collaboration with other clinicians in our community
- Flexible schedule
- You are a private practitioner but PL provides extensive support
- Work with the leading provider of Telehealth/Telepractice - nearly 1 million sessions delivered
- Free Webinars for Professional Development
- Growing online library of therapeutic content and access to assessment instruments
- Great technical support - available all day across all time zones
- Ability to work on different time zones
- Real-time progress tracking

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**The Future is Here Now**

The next move is yours...

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**Q & A**

Can you sum it up?
What are the steps to become an independent telepractitioner?
Q & A

How does group therapy work in an online setting?

Q & A

How do you deal with behavioral difficulties as a telepractitioner?

Q & A

What are strategies for working with students on the spectrum? Is online therapy effective for these students?

Q & A

How do you win over skeptics? What do you do when parents or onsite staff are resistant?

Q & A

How are you able to do early intervention online?
Interested In Becoming a Telepractitioner?

PresenceLearning has immediate opportunities (PT & PD) for:
- SLPs & OTs
- School Social Workers and Psychologists
- Special Ed Teachers

Refer your colleagues:
plearn.co/apply-to-pl

What to Expect Next

PresenceLearning will email you in the next 48 hours:
- Certificate of Attendance for all attendees
- Link to the recording of the webinar & follow-up materials

For ASHA CEU credit, PresenceLearning will submit:
- Webinar participation information to ASHA for people who have provided valid ASHA membership ID & contact info
- CEUs may take 4-6 weeks to show up in your ASHA account
- No further action required on your part!
- Send CEU questions to ceu@presencelearning.com

For a demo or quote for PresenceLearning services
- Email us at schools@presencelearning.com

PresenceLearning is the leading provider of Live Online Therapy Services for K-12 Students.

PresenceLearning.com
@PresenceLearning
@Telepractice
PresenceLearning