

Commercialization of Telemedicine Services

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With the evolution of consumer-driven, patient-centered healthcare; many online physician networks have emerged to serve as “gatekeepers” to order diagnostic testing and prescribe medications. The licensure and regulatory framework for how these physician networks must operate is complex due to the variability on a state-by-state basis with limited oversight at the federal level to establish uniformity and enforcement. Further, the short-term nature of the physician-patient relationship, if established, raises legal issues that have not been fully tested in the courts. This presentation will discuss the top legal issues affecting telemedicine practices and how to address the strategic planning to optimize market success and maintain a sustainable practice.

INTRODUCTION:

Key topics and learning points to be addressed:

- Learn how to structure a multi-state telemedicine practice to provide cross-border medical and health services
- Recent regulatory and reimbursement updates for Tele-health and technology-based services under government and commercial payors
- Developments in patient privacy and cyber-security compliance
- Current and pending legislation impacting the Tele-health industry

BIOGRAPHY:

CHARLES C. DUNHAM, IV, is a Shareholder at GreenbergTraurig, LLP, an international law firm with over 2,200 attorneys located in 40+ U.S. domestic and international offices. He serves as outside counsel to telemedicine practice groups and management companies on federal and state regulatory and transactional matters, including transactional, operational, and regulatory matters; professional licensure and the corporate practice of medicine compliance; HIPAA and state privacy rules; government and commercial payor reimbursement and audits; and fraud and abuse compliance. He is the co-author of BNA Bloomberg's Tele-health Portfolio Series, which is the foremost and comprehensive publication on Tele-health legal and regulatory issues.