

Cross-Border Telehealth at a U.S. Academic Medical Center



INTERNATIONAL

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About Cedars-Sinai

Overview and History

Since its inception in 1902, Cedars-Sinai in Los Angeles, California, has evolved to become the largest nonprofit hospital in the western United States.

Today, Cedars-Sinai is a roughly \$5 billion integrated health system, serving more than 1 million people each year in over 40 locations, with more than 4,500 physicians and nurses and 1,500 research projects in motion.



Cedars-Sinai is ranked **#6** on the Best Hospitals Honor Roll by U.S. News & World Report 2021-2022. Nationally ranked specialties:

- Gastroenterology and GI Surgery (#2)
- Cardiology and Heart Surgery (#3)
- Orthopedics (#3)
- Pulmonology and Lung Surgery (#3)
- Urology (#7)
- Cancer (#9)
- Nephrology (#9)
- Geriatrics (#10)
- Neurology and Neurosurgery (#11)
- Gynecology (#12)
- Ear, Nose and Throat (#18)
- Diabetes and Endocrinology (#21)



1902

Kaspere Cohn Hospital (Cedars of Lebanon's predecessor) opens.



1918

Bikur Cholim Society opens a two-room hospice (predecessor of Mount Sinai Hospital).



1955

The new Mount Sinai Hospital opens on the future site of Cedars-Sinai Medical Center.



1961

Cedars of Lebanon and Mount Sinai hospitals merge as Cedars-Sinai Medical Center.



1972

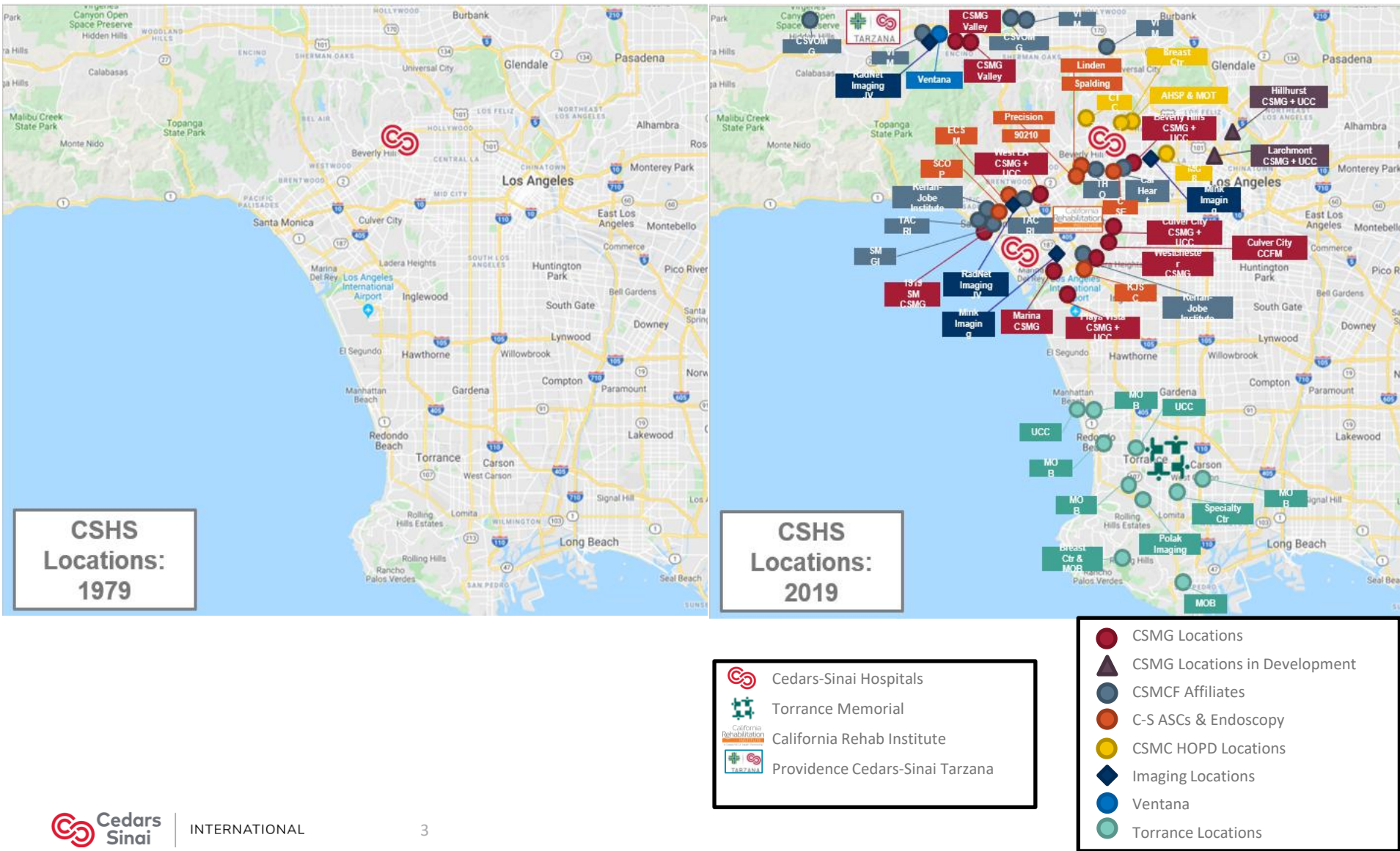
Groundbreaking ceremony is held for the 1.6 million-square-foot, 1,120-bed Cedars-Sinai Medical Center.



1994

Cedars-Sinai Medical Center becomes Cedars-Sinai Health System

Cedars-Sinai Health System Evolution



CSMC *FY19*



Licensed Beds
886



Admissions
50,646



Outpatient Visits
802,354



Emergency Visits
91,014



Fellows/Residents
146 / 299



Physicians
2,112



Active Research Projects
2,145



Revenue
\$4.28 billion

World-class Medical Experts and Teams

Cedars-Sinai offers 158 comprehensive programs and Centers of Excellence

Adrenal Program
Adult Primary Care
ALS Clinic
Anorectal Disorders
Aortic Program
Asthma
Bariatric Surgery
Biobank
Blood & Marrow Transplant
Blood Donor Services
Brain Tumor
Breast Cancer Program
Cancer
Carcinoid and Neuroendocrine Tumor Program
Cardiac Surgery
Cardio-Oncology Program
Cardiogenetics Program
Center for the Undiagnosed Patient
Cerebrospinal Fluid (CSF) Leak
Children's Cancer Services
Children's Health Center
Chronic Obstructive Pulmonary Disease (COPD)
Colon Cancer Program
Colorectal Cancer Center
Colorectal Surgery
Congenital Heart Program
Dance Medicine Center
Dermatology
Diabetes Outpatient Treatment & Education Center
Digestive and Liver Diseases
Electrophysiology Program
Emergency Department
Endocrine Surgery
Endocrinology
Endometriosis
Epilepsy
Esophageal Disorders Center
Executive Health
Family Planning Program
Fatty Liver Program
Fertility and Reproductive Medicine Center
Foot & Ankle
Gastrointestinal (GI) Surgery
Gastrointestinal Motility Program
Gastrointestinal Oncology Center
General and Preventive Cardiology
General Gastroenterology
General Pulmonology
General Surgery
Geriatrics Program
Gynecology
Head and Neck Cancer Program
Health Associates

Healthcare Ethics
Heart
Hepatology
Hernia Surgery
High-Risk Perinatal Program
High-Risk Pregnancy
Hyperhidrosis Surgery
Hypertension Center
Imaging Center
Infectious Diseases
Inflammatory Bowel Disease
Inpatient Specialty Program
Integrative Health
Internal Medicine
International Patients
Interstitial Lung Disease
Interventional Gastroenterology
Joint Replacement
Kidney & Pancreas Transplant
Liver Diseases & Transplant
Lung
Lung Cancer Program
Lung Transplant
Lymphedema Surgery
Maternal-Fetal Care Unit
Mechanical Circulatory Support Program
Medical Genetics Institute
Medical Group
Medical Network
Medicine Department
Mesothelioma Program
Microtia Ear Reconstruction
Minimally Invasive Gynecologic Surgery
Minimally Invasive Surgery
Movement Disorders
Multiple Myeloma and Amyloidosis Program
Multiple Sclerosis and Neuroimmunology Center
Nerve & Muscle/ALS
Neurology & Neurosurgery
Neuropsychology
Neurovascular Center
Obstetrics/Maternity
Occipital Neuralgia
Ophthalmology
Orthopaedic Oncology Program
Orthopaedic Trauma
Orthopaedics
Pain Center
Pancreatic & Biliary Diseases
Pancreatic & Biliary Surgery
Parkinson's Disease Center
Pathology & Laboratory Medicine
Pediatric Neurology & Neurosurgery

Pediatric Primary Care
Pediatric Surgical Services
Pediatrics Department
Pharmacy Services
Physical Medicine & Rehabilitation
Pituitary Center
Plastic & Reconstructive Surgery
Post COVID-19 Cardiology
Precision Health
Prenatal Diagnosis Center
Preventive & Consultative Heart Center
Preventive & Rehabilitative Cardiac Center
Primary Care
Psychiatry Department
Pulmonary Hypertension
Pulmonary Rehabilitation
Pulmonary Vascular Disease
Radiation Oncology Department
Regenerative Medicine Clinic (Heart Institute)
Reproductive Psychology
Rheumatology
Sarcoidosis
Sarcoma Program
Shoulder and Elbow
Sinus Center
Sleep Apnea Program
Small Bowel Diseases & Nutrition
Spine
Spiritual Care Department
Sports Medicine
Stroke Program
Supportive Care Medicine - Palliative Care
Surgery
Surgical Oncology
Thoracic Surgery
Thyroid & Parathyroid Disorders
Thyroid Cancer Program
Transgender Surgery and Health Program
Transplant Center
Trauma Program
Travel Medicine
Urgent Care
Urogynecology
Urologic Oncology
Urology Academic Practice
Vascular Surgery
Vein Program
Women's Cancer Program
Women's Health
Women's Heart Center
Work and Life Matters Program
Workers' Compensation

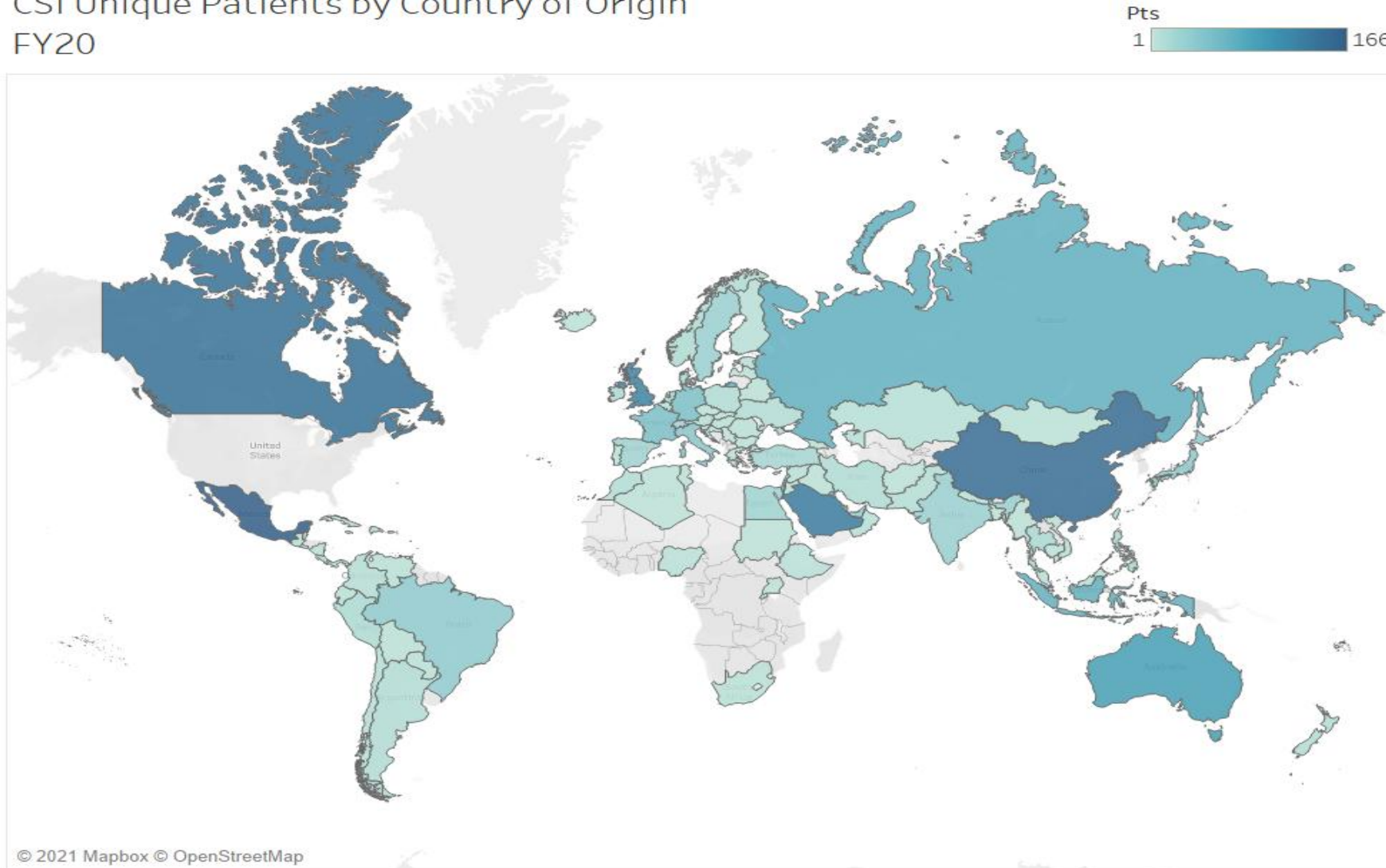
Patient-centered Team Approach

The people of Cedars-Sinai are its greatest asset. They make the difference between a good institution and a great institution.

More than 15,000 people strong — physicians, nurses, researchers, other staff, volunteers and community supporters — they have enabled Cedars-Sinai to emerge as a leader in quality care, research and community service.

Cedars-Sinai International Patients

CSI Unique Patients by Country of Origin
FY20



- In FY20, CS International saw ~2,300 patients from over 100 countries.
- International patients come for a wide variety of clinical disorders and treatments.
- Guarantors include self-pay, government, and international insurance.

About Cedars-Sinai International

Purpose and Service Lines



Our Purpose

CSI is the global extension of Cedars-Sinai's mission, vision and values, committed to the well-being of the global population, regardless of race, religion, political belief and economic or social backgrounds. We provide cutting edge and patient-centered care, and engage in sustainable, impactful collaborations that raise the standard of healthcare around the world.



Patient Services

Providing personalized, culturally appropriate care for patients traveling to Cedars-Sinai from outside the greater Los Angeles area and the United States.



Global Services

Developing impactful, sustainable international partnerships through training, education and knowledge transfer collaborations.

"International patients who travel far for medical care are different from local patients. They have unique needs and systems, whether social, biological or financial, that will impact outcomes, including patient experience and quality."

Dr. Heitham Hassoun

*Vice President and Medical Director,
International, Cedars-Sinai*

COVID-19 Pandemic

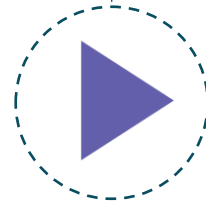
Cedars-Sinai Timeline



January & February 2020

Spread

- The first US case was confirmed in Washington State on January 20, 2020.
- The first case was confirmed in Los Angeles on January 26, 2020.
- WHO declared global public-health emergency on January 30, 2020
- First death in US on February 6, 2020



Response

- Cedars-Sinai halted international travel on March 1, 2020
- WHO declared pandemic on March 11, 2020
- Start of patient care in Surge Tent and canceling non-urgent care at Cedars-Sinai on March 12, 2020
- The City of Los Angeles placed a stay-at-home order on March 19, 2020
- Cedars-Sinai started patient census tracking on March 23, 2020

March 2020



April & May 2020

Contain

- Cedars-Sinai daily case census went down since mid-April
- A series of measurements has been taken to protect patients, employees and communities. →

Treat

- Explore telehealth opportunities in the hospital and the community
- Expand telehealth service to the world
- Enhance access to care and provide time sensitive procedures with no delay
- Research and clinical trials

June & July 2020



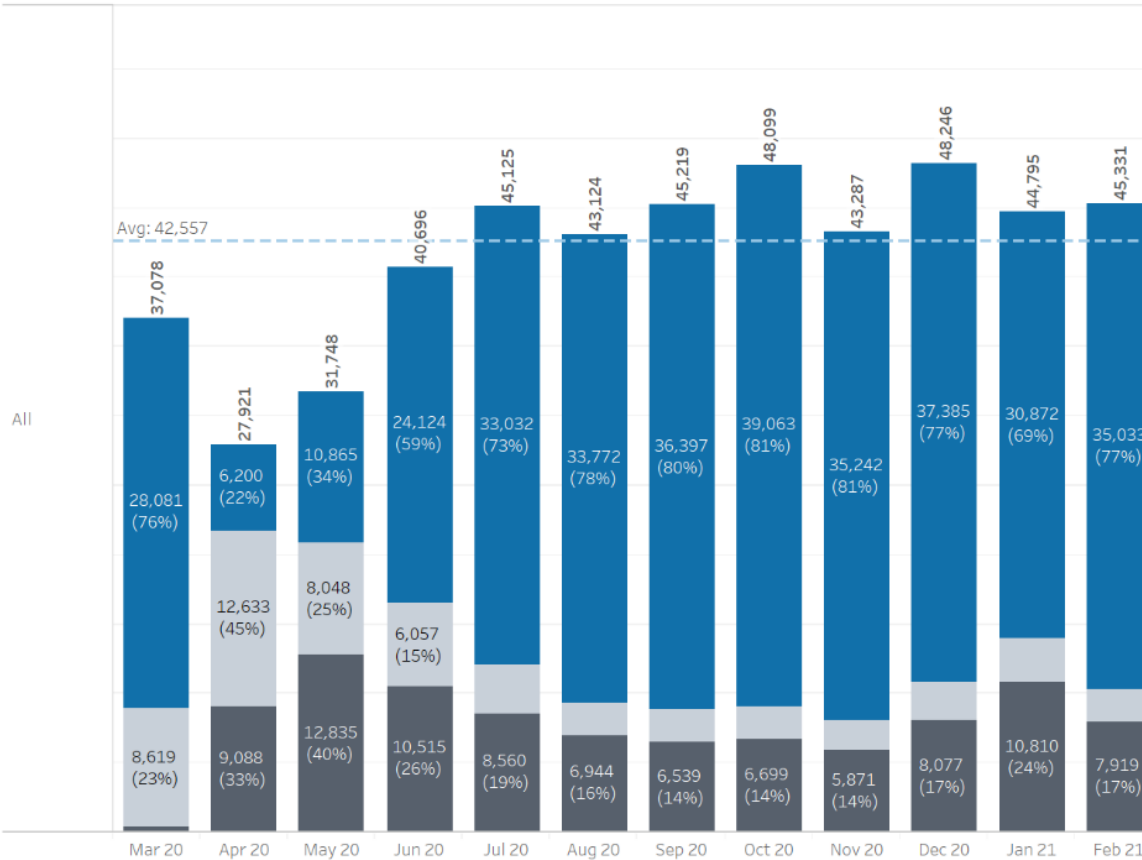
COVID-19 Pandemic

Cedars-Sinai Outpatient Volumes and Telehealth Adoption



Visit Volume by Visit Modality
3/2/20 - 3/31/21

■ Face To Face
■ Telephone Visit
■ Video Visit



Before

66,853 CSMC OP monthly avg. (FY19)

<1% CSMC telehealth visits (FY19)

During

41,722 CSMC OP monthly avg. (3/2020 – 2/2021)

33% CSMC telehealth visits avg (3/2020 – 2/2021)

Cross-Border Telehealth

Background

COVID-19 has led to an explosion of telehealth adoption in the U.S. and around the world

Driven by pandemic-related telehealth policy changes and public health guidance

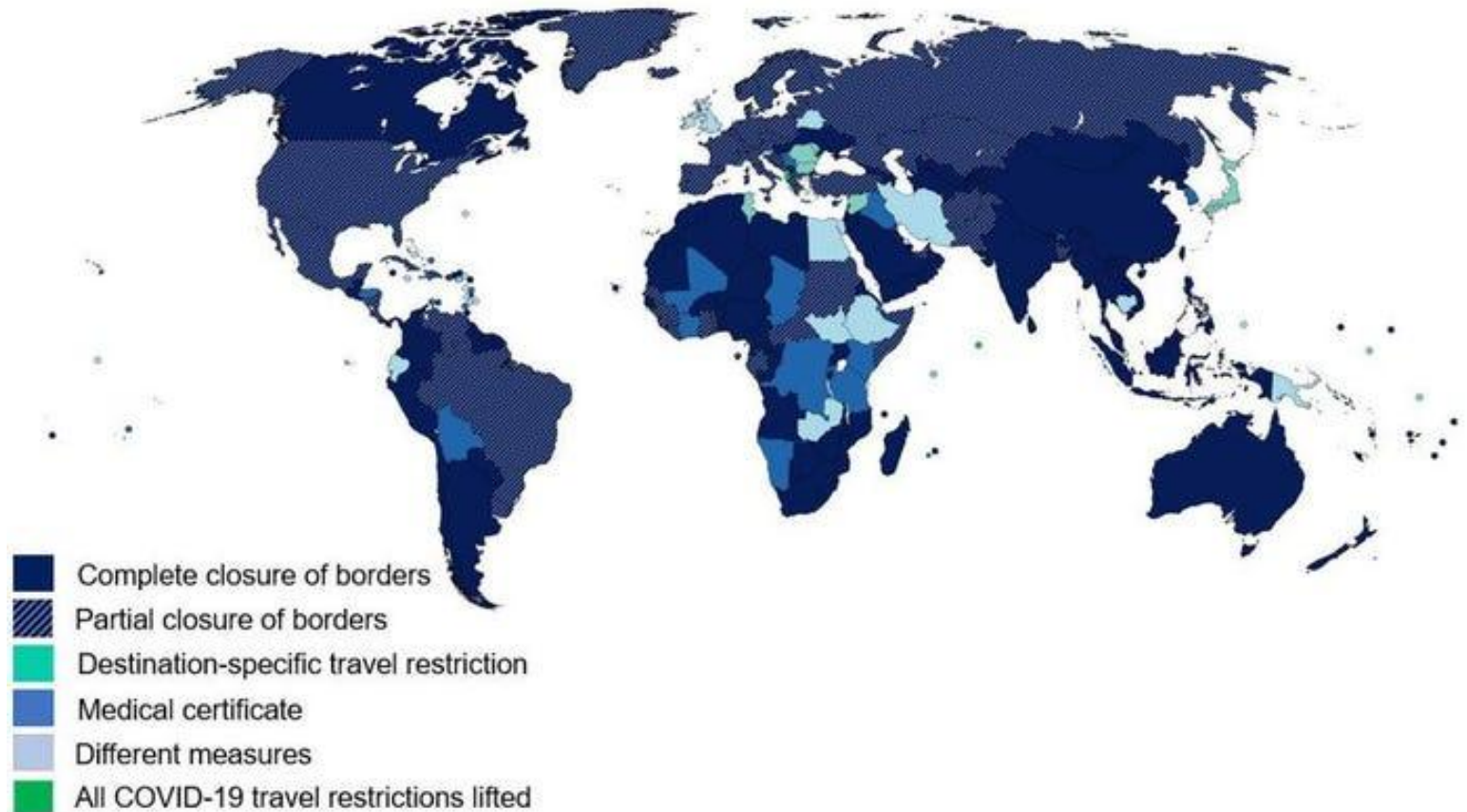


Cross-Border Telehealth

Background

For patients seeking care abroad, this period has proven to be complex and confusing

Due to global travel restrictions and regulatory uncertainties around conducting telehealth across borders



Cross-Border Telehealth

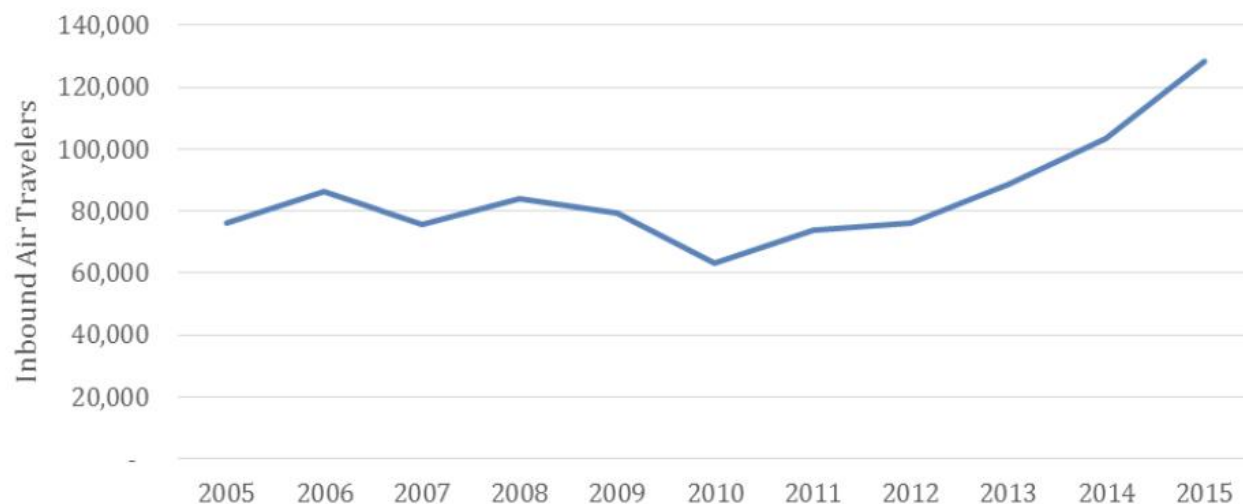
Background



International Patients travelling to the U.S.
= 100,000 to 200,000 / year

Overseas (non-Resident) Air Travel to the U.S. for Health Treatment

*Excludes Travel from Canada and Mexico



* USCIPP - United States Consortium for International Patient Programs

Most common service lines for International patients:

Adult	Pediatric
Cancer care	Cancer care
Cardiology	Cardiology
General surgery	Neurosciences
Orthopedics	Orthopedics

Top 5 countries of origin for International patients:

Adult	Pediatric
Saudi Arabia	UAE
Kuwait	Kuwait
UAE	Saudi Arabia
China	Qatar
Bermuda	Mexico

Cross-Border Telehealth

Legal Considerations for International Telehealth

Medical Licensure

How far can telehealth services be provided before becoming the “practice of medicine”

Reimbursement/Payment

- Payment for foreign unlicensed practitioners
- Lack of coverage for telehealth

Relationships with Local Practitioners

- Prescribing requirements
- Potential liability of local physician

FCPA

Prohibits bribes/kickbacks to a “foreign official”

Privacy and Security

Different laws on patient information and collection/management of health data

Issues need to be assessed on country-by-country basis.

Cross-Border Telehealth

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Cross-Border Telehealth

General Telehealth Laws and Medical Licensure

- Generally, no specific regulator or legislation regarding telehealth global
- However, regulatory frameworks governing traditional “practice of medicine” and physician codes of conduct generally apply
- Cross-border telehealth is often not addressed
- Countries generally tolerant of MD-to-MD (i.e., peer-to-peer) vide consults and written remote second opinions

Cross-Border Telehealth

Data Privacy Laws



China's National Privacy Laws (2021)



EU General Data Protection Regulation (2018)

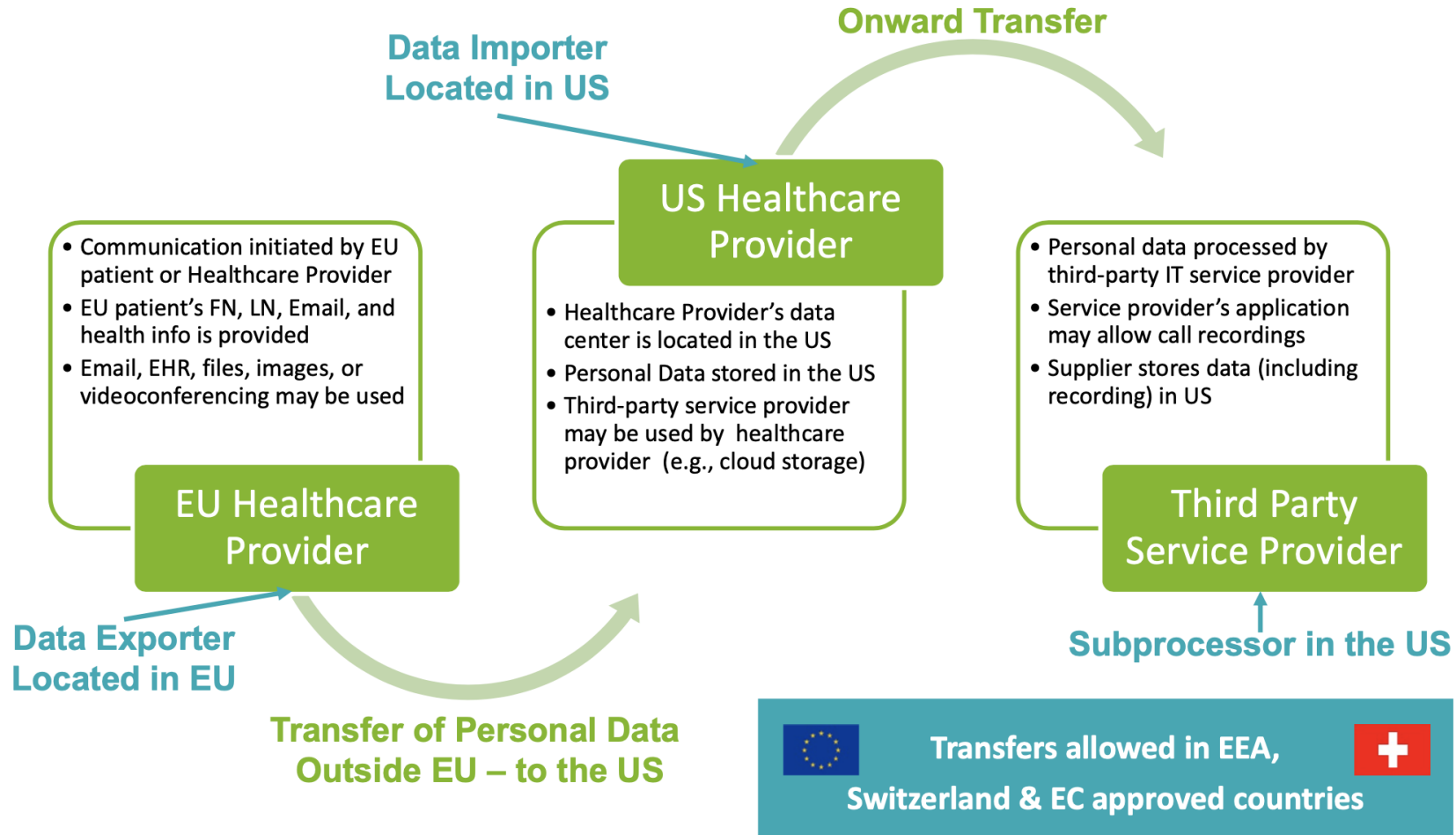
World's most robust framework for online privacy protections.

Requires organizations or individuals handling these citizens' personal data to minimize data collection and to obtain prior consent.

PERSONAL DATA | PROCESSING | CONSENT REQUIREMENTS | DATA TRANSFERS

Cross-Border Telehealth

Cross-Border Data Flow Example



Know dataflow involved and any possible cross-border transfer of personal data to prepare adequately for any compliance obligations

Future Opportunities

1

National and
International
Differentiator



Supports
Connectivity to
Referring
Providers



Enables Right
Patient, Right
Place, Right Time



Extends Specialist
Capacity Across
Broader Target
Geography



Improves Access
and Convenience
for Distant
Patients



Enables Efficient
Pre-and Post-Visit
Services



THANK YOU!