What Does it Take to Run a Successful Telemedicine Program?

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Discuss some telehealth principles

Look at:

- Challenges faced by telehealth programs
- Attributes of successful telehealth programs
- Key elements to running a telehealth program

Discuss new occupational roles emerging to support telehealth programs
A Philosophy-

- It is not about the technology
- If it isn’t easier/more efficient it probably isn’t working
- It is about filling a health care need
- It is all about the patient
Challenges:

- **Tradition**
  - the tried and true way of doing things...

- **Change**
  - *Who Moved my Cheese*, by Spencer Johnson

- **Choices**
  - A kid in a candy store...
Success-

$$$ MONEY $$$
Success-

- Clear picture of their health care environment
- Clear goals & strategy
- They have a plan (intentional & thorough)
- Dedicated staff
- Written policies & procedures
The one thing...

- NEEDS BASED
So how do you actually do it...

- It takes a village...
  - Build your telehealth team
- Take advantage of all the resources out there
  - Telehealth Resource Centers
  - Learn more
  - Network
Build your team-

- Cross functional
- IT/IM, providers, nurses, managers, administrators, billers, coders, medical records, finance, legal, and more
- The more our team reflects the affected health care environment, the better our chance of success
Plan, plan & plan...

- Establish your business case
- Build your business plan
- Be flexible...
- Monitor (and adjust)
Dedicate staff -

- Not a collateral duty
  - Researchers
  - Project managers
  - Trainers
  - Technicians
  - Consultants
Anticipate, Monitor & Adjust-

- Change is good... right?
- Be proactive-you’re in control
  - Reactive – they’re in control
- It’s all good
  - Be flexible and understanding
New Occupational Roles-

- Telehealth Coordinators
- Telemedicine Facilitators
- Nurse Presenters
- And more
Telehealth Coordinator & Program Manager Certification programs

Telemedicine Facilitator Certifications

Nurse Presenter Programs

http://afhcan.org/training.aspx

http://www.nationalschoolofappliedtelehealth.com

http://www.cce.umn.edu/School-of-Nursing-Telehealth-Nurse-Presenter
And don’t forget about these great resources!
Pulling it all together

- Keep an eye on “The one thing…”
- Don’t go it alone
- Enjoy the ride
Thank you

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