



The National Telehealth Webinar Series

Presented by
The National Network of Telehealth
Resource Centers

Telehealth Resource Centers

<http://www.telehealthresourcecenters.org>

- California Telemedicine & eHealth Center (CTEC)
- Great Plains Telehealth Resource & Assistance Center (GPTRAC)
- Heartland Telehealth Resource Center (HTRC)
- Mid Atlantic Telehealth Resource Center (MATRC)
- Northeast Telehealth Resource Center (NETRC)
- Northwest Regional Telehealth Resource Center (NRTRC)
- Pacific Basin Telehealth Center (PBTRC)
- South Central Telehealth Resource Center (SCTRC)
- Southeastern Telehealth Resource Center (SETRC)
- Southwest Telehealth Resource Center (SWTRC)
- Upper Midwest Telehealth Resource Center (UMTRC)

In partnership with: The Telehealth Technology Assessment Center (TTAC)



Step by Step: Starting a Telehealth Program

Produced by the
California Telemedicine and eHealth Center

March 15, 2012

(9:00AM HST, 11:00AM PST, 12:00AM MST, 1:00PM CST, 2:00PM EST)



Building Successful Telemedicine Programs Step By Step

National Telehealth Resource Centers
Webinar
March 15, 2012

Presented by:

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Executive Director

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Program Coordinator

California Telemedicine and eHealth Center

Western Regional Telehealth Resource Center



Telemedicine

Everyone Is Talking About It



Telemedicine

A Necessary
Solution
In Health Care
Transformation



Why Use Telehealth

- Reduces barriers to access
- Increases efficiency for providers
- Reduces overall health care costs
- Reduces delays in care
- Retains resources locally
- Reduces travel
- Increases patient satisfaction
- Supports Improved quality
- Improves health outcomes



Federal Vision for Telehealth



No matter who you are
or
where you are
you can get
the health care you need
when you need it

And That Means....



*The right care
at the right time
in the right location
by the right provider*

Telehealth Applications Are Growing

Across Levels
& Types of Service

Intensive Care Units

Inpatient Care

Emergency Departments

Emergency Vehicles

Skilled Nursing Services

Outpatient Services

Screening Services

Disease Monitoring

Clinical Education

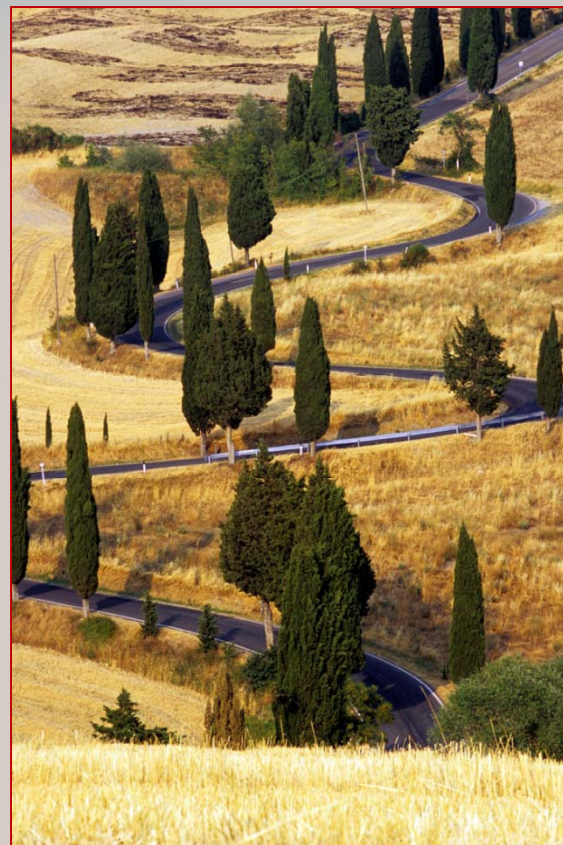
Patient Education



How Will You Get There?



Two Roads



Successfully Developing A Telemedicine Program

- Commitment
- Support
- Knowledge
- Persistence
- Process

Some First Considerations Is Your Organization Ready?

- Organizational Readiness – key indicators
 - Alignment with Mission
 - Alignment with strategic plan
 - Other areas to look
- Assessing Organizational Readiness
Can Start A Conversation

Obtain Organizational Buy-In

- Administrative Approval
- Budgetary Support
- Clinical Leadership
- Departmental Participation
- IT Support and Involvement

Create A Team

- Why Is This A Best Practice
- Team Members

Presenting & Providing Site

- Project Manager
- Clinical
- Executive
- Administrative - fiscal
- Operations
- Technical
- Public Relations
- HR



Use A Process



- Replicable process & steps
- Applies Best Practices
- Incorporates Lessons Learned

What Is Applied Telehealth

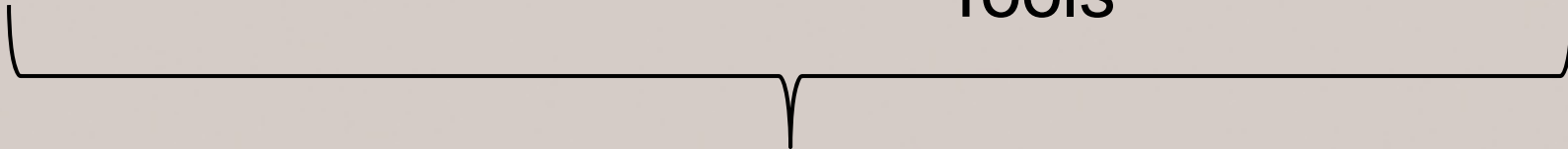
Best Practices

Structured Approach

Lessons Learned

+

Project Management
Tools



Successful Telehealth Programs

CTEC Program Developer

A Three Part Roadmap

Assess

1. Determine Need and Demand
2. Define & Specify Program Model
3. Develop Business Case

Develop & Plan

4. Plan Program & Technology
5. Develop Performance Monitoring Plan

Implement & Monitor

6. Implement Telemedicine Program
7. Evaluate & Improve Program (Ongoing)



Define – Develop - Do

Experience Shows



Assess

1. Determine Need and Demand
- 2 . Define & Specify Program Model
- 3 . Develop Business Case

First Define – Why This Project?

1. Look at Needs

- What problems are you solving
- What services are needed
- What solutions can be provided by telemedicine
- Quantify

Next – What Program Model

2 . Define & Specify Program Model

- Determine telemedicine model that is best fit
- Is it feasible?
- What result do we want?
- What are the boundaries?

And A Business Case

3 . Develop A Business Case

- Not entirely about revenue
- Use reasons for service as foundation
- Consider sustainability



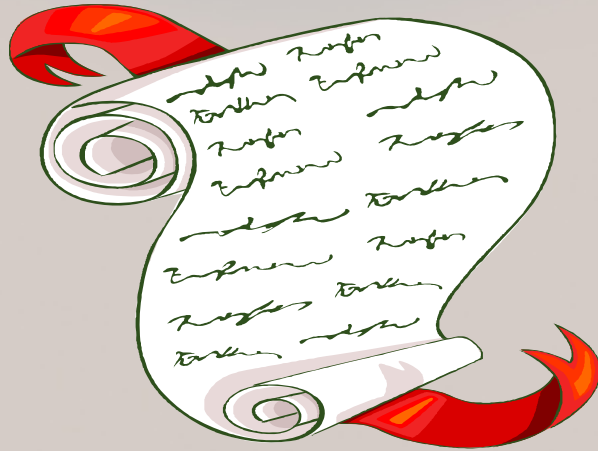
Uncover The Reasons

- Return on Investment
- Access To Needed Services
- Relationships with World Class Providers
- Support for Clinical Staff
- Improve Skills
- Up To Date
- Value to Community
- Improve Patient Experience



Before You Move On

Write A Charter



- Save Time
- Keep On Target
- Documents Your Baseline

Write It Down



Early Predictors of Success

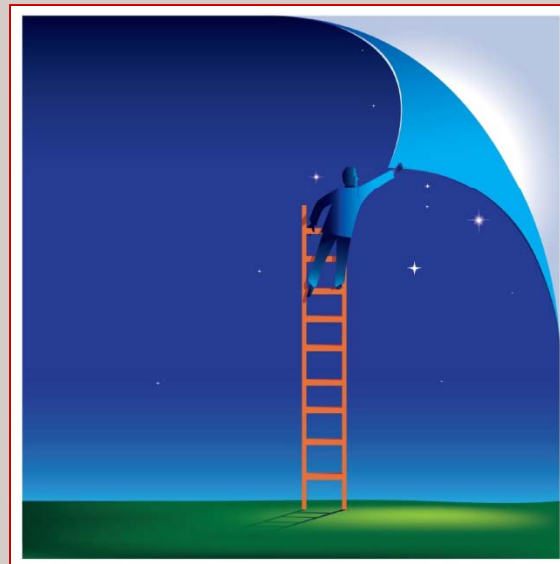
- High level organizational support
- Champions
- Needs defined
- Program model that meets application
- Business Model
- Sustainability Is Considered



Minnesota Telehealth Network Wadena

Develop & Plan

4. Plan Program & Technology
5. Develop Performance Monitoring Plan



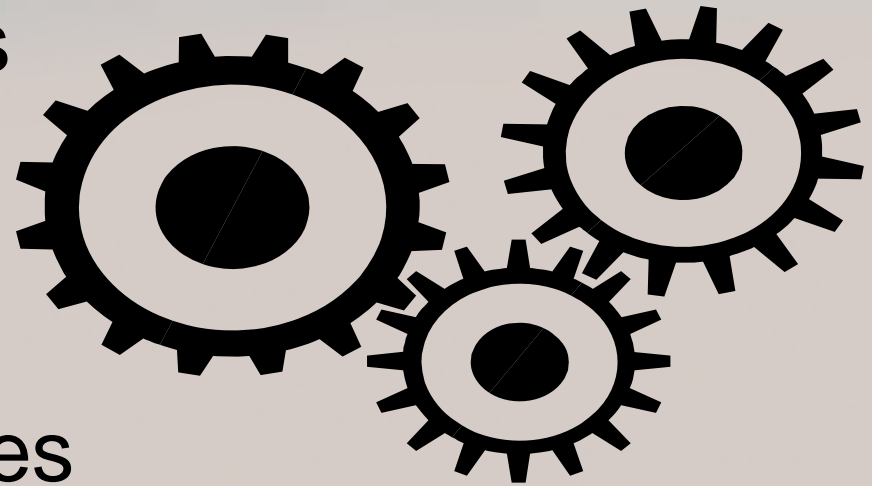
Develop The Program

- Identify best program model & technology
- Create a Plan
- Arrange for what will be needed
- Lots to learn



Many Moving Parts To Consider

- Equipment & Technology
- Telecommunications
- Clinical
- Legal
- Operations
- Policies & Procedures
- Human Factors
- Data
- Training & Skill Building



Let's Move Ahead

- Balancing urgency to proceed vs. time to research and plan
- Is It All Much To Do?

Is Close Enough Good Enough?



Implement & Monitor

6. Implement Telemedicine Program
7. Evaluate & Improve Program
(Ongoing)

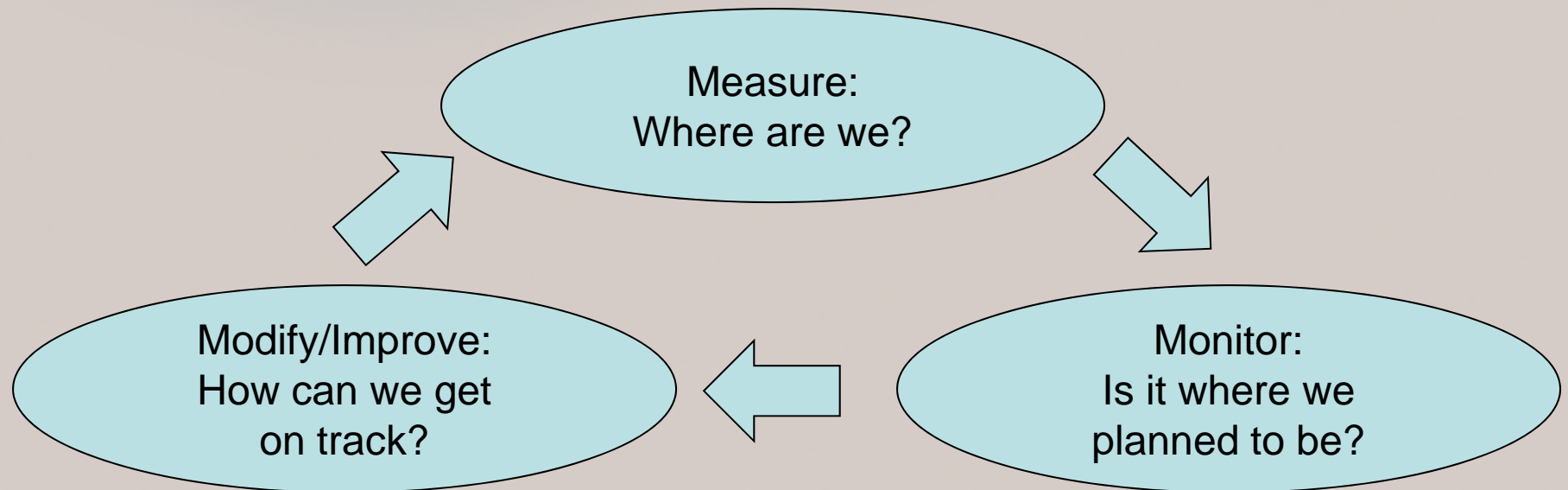


Let's Do It - Implement

- Implement Telemedicine Program -
Work Your Plan
 - Your Team Is Your Best Asset!
 - Your Telehealth Coordinator Is
critical for success
- Monitor and Improve

Implement & Improve

- Execute the plan
- Control and adjust







Predictors of Success

- High Level Support – Consistent With Organizational Mission
 - Administrative Champion
 - Development funding
 - Staffing
- Understand Needs and Demand
 - What need is being filled
 - Is there a demand for service

Predictors of Success

- Clinical Champion – Clinical Support
- Team Approach
- Telemedicine Coordinator

Predictors of Success

- Mentors / Program Assistance
- Technical Support
- Realistic plan

Predictors of Success

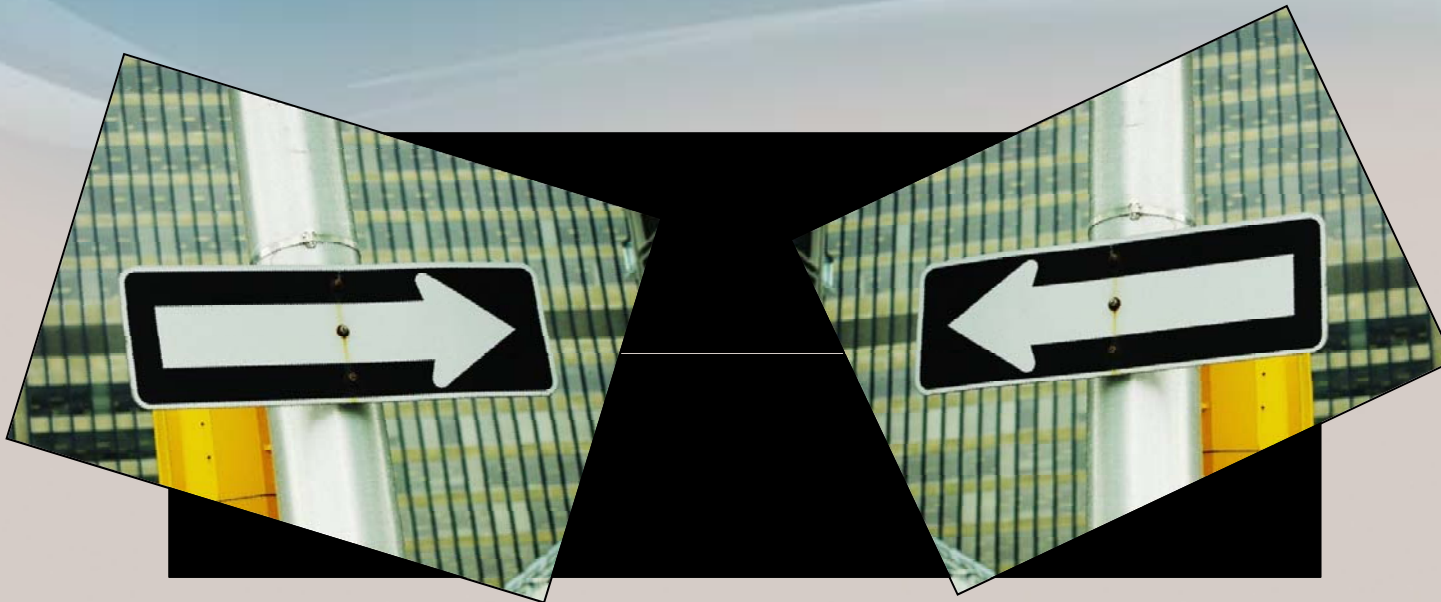
- Training
- Maintaining Skills
- Performance Measures
- Data Collection

Development Can Be Challenging

- Reimbursement / payment strategies
- Organizational strategic integration
- Program development
- Funding for development
- Obtaining support
- Operational models
- Sustainable business models
- Program costs
- Credentialing, privileging & accreditation



It Can Be Difficult to Find Answers!



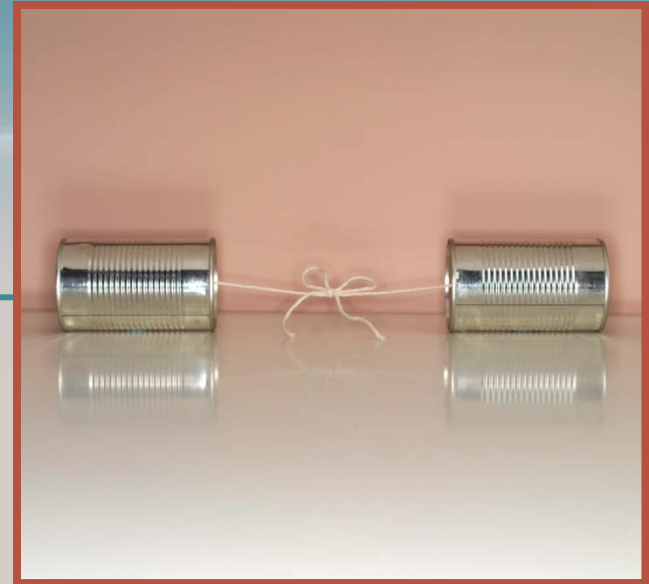
Many Ideas and strategies

Find the one that is best for you

Consult with the Telehealth Resource Centers



Questions Discussion



Please feel free to contact me:

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The National Telehealth Resource Center Webinar Series

3rd Thursday of every month

Next Webinar:

Telehealth Topic: *Emergency Care*

Presenter: South Central Telehealth Resource Center

Date: Thursday, April 19, 2012

Times: 11:00 A.M. Pacific (1:00 P.M. Central, 2:00 P. M. Eastern)



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<http://www.surveymonkey.com/s/NationalTRCWebinarSeries>

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