



What Does it Take to Run a Successful Telemedicine Program?

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Overview -

- 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

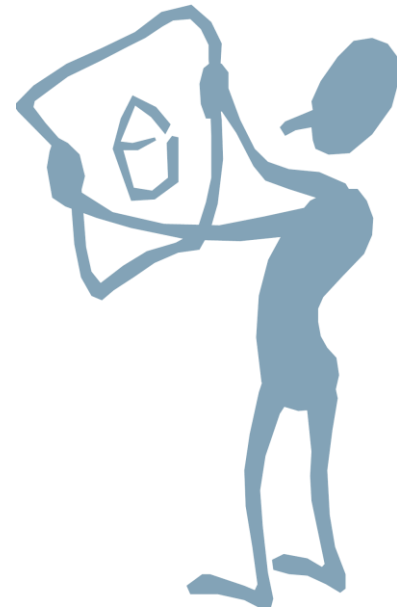
Build your team-



- Cross functional
- IT/IM, providers, nurses, managers, administrators, billers, coders, medial 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



Back to resources-

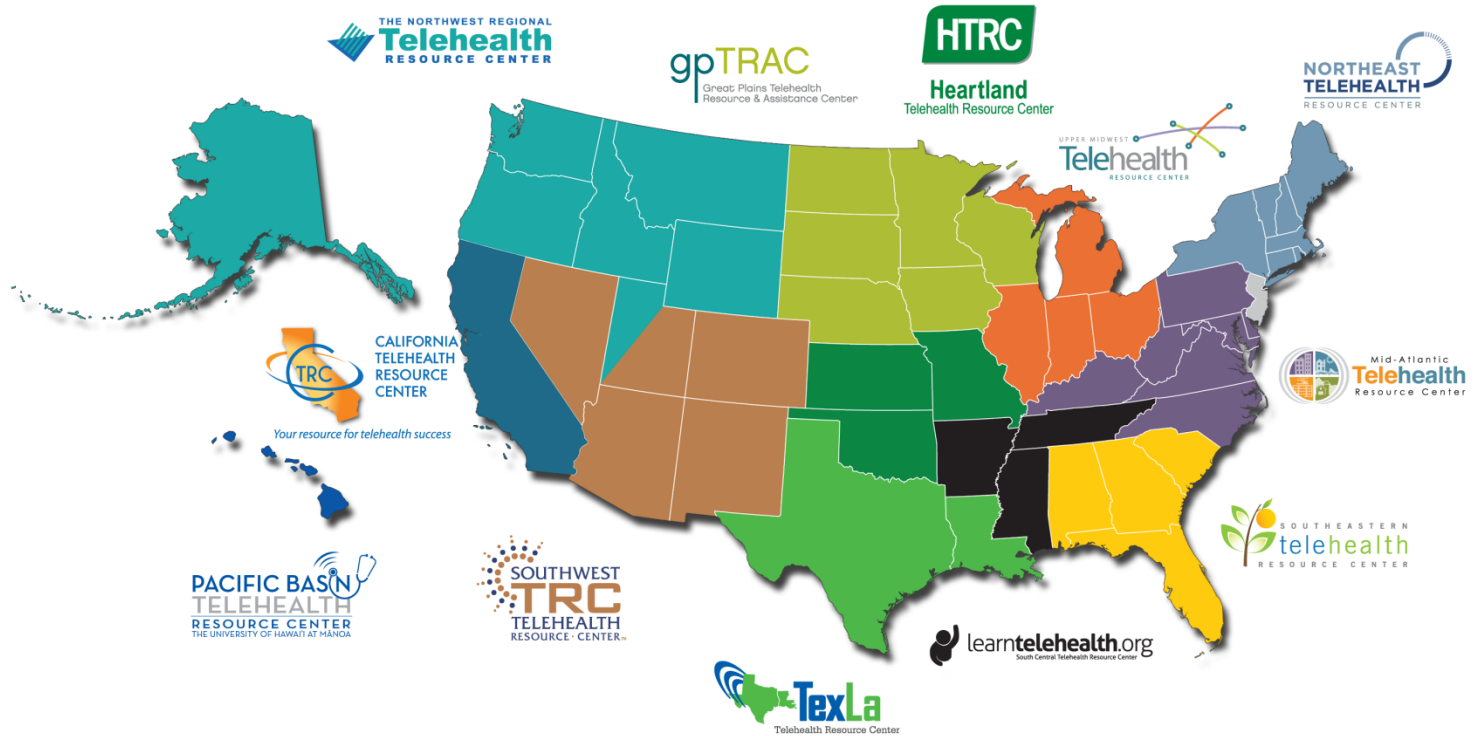
- Telehealth Coordinator & Program Manager Certification programs
- Telemedicine Facilitator Certifications
- Nurse Presenter Programs

<http://afhcan.org/training.aspx>

<http://www.nationalschoolofappliedtelehealth.com>

<http://www.cce.umn.edu/School-of-Nursing-Telehealth-Nurse-Presenter>

TelehealthResourceCenters.org



2 National Resource Centers



NTRTC	gpTRAC	NETRC
CTRC	HTRC	UMTRC
SWTRC	SCTRC	MATRC
PBTRC	TexLa	SETRC

12 Regional Resource Centers

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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