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 (GPTAC)
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- 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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Telemedicine
Everyone Is Talking About It

www.cteconline.org
Telemedicine

A Necessary Solution In Health Care Transformation

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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

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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
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
- Lessons Learned

+ Structured Approach
  - Project Management Tools

Successful Telehealth Programs

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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

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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

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Before You Move On

Write A Charter

- Save Time
- Keep On Target
- Documents Your Baseline
Early Predictors of Success

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

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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

Measure: Where are we?

Modify/Improve: How can we get on track?

Monitor: Is it where we planned to be?
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

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Questions
Discussion

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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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