Lessons Learned:
Project Telemedicine Report and the future of Telehealth in Iowa’s hospitals

By the end of this presentation, you should be able to:

• Describe this year’s focus on Strategic Plans needed for a successful telehealth program: Vision Development, Mainstreaming Telehealth in the Standard Care Process, Long Term Planning & Other Considerations
• Describe key policies impacting telehealth growth in Iowa.
• Describe how telehealth technologies are being deployed by first responders, community paramedics and health workers to positively impact health outcomes.
Planning for a Successful Telehealth Program

Fundamental building blocks:

• Vision
• Financial Plan
• Work Flow
• Staffing & Telehealth Team
• Training
• Mainstream
• Manage Expectations
• Marketing

Strategically Planning for Long Term Success
Building Block 1: Vision

Successful telehealth programs present a clear vision of their program and clarifies how the program contributes to the overall vision of the organization.

**Adventist Health Vision Statement**
Support the mission, vision, and values of Adventist Health by creating enhanced and expanded access to care for the patients and populations we serve both in existing and expanded markets. Access between patients and providers will be delivered through innovative, efficient, reliable, and cost effective technologies.

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MUSC

**Mission Statement**
- MUSC’s purpose is to preserve and optimize human life in South Carolina and beyond

**Vision Statement**
- Leading Health Innovation for the Lives We Touch

MUSC Telehealth Center

**Mission Statement**
- Telehealth for efficient, effective care

**Vision Statement**
- Innovative telehealth approaches will be fully integrated into the delivery of high value, patient-centered care.
FY18 Telehealth Strategies

1. Deliver clinical services via telehealth that improve health, are financially sustainable and enhance the efficiency of the care system
2. Provide an innovative, high reliability telehealth infrastructure and workflow that promotes effective care delivery
3. Evaluate and disseminate evidence relating to the utility, effectiveness and efficiency of telehealth at a local, state and national level
4. Train MUSC's workforce of today and tomorrow about telehealth
5. Utilize telehealth to disseminate health education to patients and health professionals
6. Create ongoing integrated marketing communication to internal and external stakeholders for the Center for Telehealth and its specific programs and services
7. Actively pursue reimbursement models to sustain telehealth services

Building Block 2: Financial

- Develop Clear short and long-term financial goals.
- Financial Goals are developed by the Telehealth Governance Team Members.
- If starting with grant funding, see these dollars as short-term “seed” capital and not as a long-term revenue source.
Building Block 2: Financial
Developing Clear & Short Financial Goals

<table>
<thead>
<tr>
<th>Telehealth Business Model</th>
<th>Financial Goal Should:</th>
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</thead>
<tbody>
<tr>
<td>Access to Care Model</td>
<td>Show clear revenue management</td>
</tr>
<tr>
<td>Cost Savings Model</td>
<td>Show benchmarks &amp; develop measures to track savings</td>
</tr>
<tr>
<td>Access to Market Model</td>
<td>Show strategic contribution and track increased services.</td>
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Building Block 3: Workflow

- When implementing a telehealth program, many programs have found that the best bet for success is to work the new technology into the existing workflow.
- It's a lot easier to adapt current workflow to the new service than to create an entirely new productivity model.
Building Block 3: Workflow

Workflow Considerations:

- Referral Process
- Scheduling & Appointment Reminders
- Patient Information
- In-Take / Out-Patient Admitting
- Patient / Provider Logistics
- Medical Records
- Treatment / Follow Up Instructions
- Billing

Analysis of the Workflow

- After implementation, assess the adjusted workflow.
- Talk to your staff about the new workflow and be willing to adjust tasks accordingly.
- Flexibility will optimize the use of your telemedicine system and lead your team to success.
- Remember: The goal is to increase access to care while optimizing the workflow for your staff members.
Building Block 4: The Telehealth Team & Staffing

Don’t under-estimate the staffing needs for implementing a successful telehealth program.

From the Start:
Assemble a Telehealth Team That Addresses:
• Governance
• Implementation

Governance Considerations
• Vision / Mission Statements
• Development of policies and procedures
• Organizational buy-in and alignment
• Prioritization of activities and projects
• Oversight of technology purchases
• Legal and regulatory oversight
• Adopting and enforcing technology and procedural standards
Building Block 4: Telehealth Team & Staffing

Telehealth Implementation Staff

- Telehealth Coordinator
- Clinical Telehealth Presenter
- Medical Director / Clinical Champions
- Telehealth Technical Support

Building Block 5: Training

Training usually occurs:
1. During program development
2. Just prior to program kick off – initial launch of the telehealth services
3. Ongoing for new staff working in the telehealth program and refresher training for existing staff.
Building Block 5: Training

The staff filling the following roles will need to have telemedicine training:

- Telehealth Coordinators & Presenters
- Referring Site Clinicians
- Remote provider site clinicians
- IT Support Staff
- Support staff, including schedulers, front office / in-take staff, billing staff, medical records staff.

Building Block 6: Mainstream Telehealth

Continuous advancements in Telehealth Technologies are providing countless ways to improve both health and quality of life for people of all ages and states of health

Rapid expansion of telehealth applications:
- Virtual physician visits for acute, chronic, urgent & emergency care
- Remote Patient Monitoring for disease management
- Mobile apps for wellness promotion to disease management
- Direct to Consumer Care at home or the market place.
Taking Telehealth Mainstream

Telehealth’s capacity to improve care delivery and outcomes stands to benefit communities, health systems, doctors and patients. Common applications that have supported the evolution of telehealth as part of accepted mainstream healthcare:

• **Chronic Disease Management** – With diabetes, high blood pressure and heart disease (among many conditions) on the increase, the ability to monitor people in their homes – or anywhere outside the doctor’s office or hospital – is seen as an important step in reducing unnecessary healthcare costs.

• **Wellness/Preventive Health** – Health plans are pushing telehealth resources on such issues as smoking cessation, exercise and weight loss programs, while senior centers, schools and prisons are all exploring the benefits of remote consults.

Telehealth Goes Mainstream

• **Replacing the ER Trip or Non-Acute Visit to the Doctor’s Office** – Hospital emergency rooms are closing down, and those left open are often overcrowded. Providing online contact between a physician and a patient is seen as a way of reducing unnecessary trips to the ER, as well as giving busy families an easy alternative to the time-consuming trip to the doctor.

• **Emergency Care** – Accident victims, as well as those suffering a stroke or heart attack, need quick access to healthcare. Giving physicians a means to diagnose a patient in the field – either through a video connection or by receiving vital signs – could mean the difference between life and death.
Building Block 6: Mainstream Telehealth

Entities / Groups Influencing Telehealth Mainstreaming

The Feds & Policy Makers
From Congress to the Veterans Administration
Medicare / Medicaid
Insurers
Employers
Consumers

Consumers & Telehealth

• In this age of consumerism, retail competition, and high deductibles, there is little doubt that direct-to-consumer telehealth shows tremendous promise.
• A Harris poll of 2,025 US adults revealed that 62% of those polled agreed that they would like to have access to virtual care treatment options as an alternative to traditional doctor’s visits, primarily for convenience.
• However, the poll also showed that few of these consumers have access to virtual care offerings.
• Consumers, particularly younger ones, increasingly expect healthcare to work the way other digital markets work, with user-friendly interfaces, clearly defined pricing and a wide selection of product options designed to meet their needs.

Employers & Telehealth

- According to the Large Employers’ 2018 Health Care Strategy and Plan Design Survey by the National Business Group on Health, 96 percent of employers are set to offer telehealth services. Many employers have realized that telemedicine represents an opportunity to reduce costs, keep employees healthier, and provide an attractive benefit.

- There are many reasons that telemedicine is beneficial for both employers and employees, but it is clear that cost is a driving factor. There has been a significant rise in overall healthcare costs for employers and many are looking for alternatives that bring costs down without sacrificing employee wellbeing.

- Company executives say telehealth is a win for the companies and the employee. If a worker gets sick with a minor illness when the doctor’s office is closed, or if the employee doesn’t have a primary care doctor, telehealth is an alternative to an urgent care facility or emergency room. Resulting in less time away from work, and cost savings for the company, the insurers and the employee.


Building Block 7: Manage Expectations

- Telehealth can mean different things to different people so it is important that the vision, objectives, and expected outcomes of the program are established during the planning phase.

- Once these key elements are established, effectively disseminate this information to all telehealth stakeholders in the organization prior to launching telehealth services.
Building Block 8: Marketing

Market to Everyone!

- Your Organization, Staff & Administration
- Your Community of Physicians / Clinicians
- Your Current Patients
- Your Community

By failing to plan, you are planning to fail!
Thoughts About Telehealth Policy in Iowa

American Telemedicine Association State Report Card

FIGURE 1 – Map of Composite Grades by State

Composite Grades by State:
- A (8 states)
- B (17 states)
- C (4 states and DC)
- F (1 state)

Policy Landscape Supporting Tele-Mental and Behavioral Health
The Future of Telehealth in Iowa & Beyond

- Mainstreaming Telehealth as a Standard of Care
- Reduced Reliance on Reimbursement
- Mobile Devices using mobile communication devices, such as smart phones mobile phones, tablets and wearable devices such as smart watches for, information, and data collection
- Employer Telehealth
- Retail Telehealth
- Home-Based Telehealth – Direct to Consumer
- Home-Based Telehealth - Community Paramedicine
COMMUNITY PARAMEDICINE

- **Community paramedicine** is an emerging healthcare profession. It allows paramedics and emergency medical technicians (EMTs) to operate in expanded roles to provide routine healthcare services to underserved populations, and helps to improve rural emergency medical services (EMS).

- Community paramedicine helps fill gaps in local healthcare by using existing providers in expanded roles.

**Community paramedics generally focus on:**
- Providing primary care
- Post-discharge follow-up care
- Integration with local public health agencies
- Providing education and health promotion programs

Source: Rural Health Information Hub  [www.ruralhealthinfo.org](http://www.ruralhealthinfo.org)
Case Discussion:
Satellite Beach, FL
Fire & Rescue Para-Medicine Program

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Questions? Comments?

Resources / Sources

The National Consortium of Telehealth Resource Centers
www.telehealthresourcecenter.org


The National School of Applied Telehealth
www.nsat.us


Mordor Intelligence
https://www.mordorintelligence.com/industry-reports/global-telemedicine-market-industry

Office of the Assistant Secretary for Planning and Evaluation

Telehealth and Telemedicine Today

Future of Telemedicine/ eVisit
https://evvisit.com/future-of-telemedicine-7-trends-shaping-the-future-of-telehealth/

American Telemedicine Association
www.americantelemedicine.org
He who refreshes others, will himself be refreshed!

King Solomon