

gpTRAC  
Great Plains Telehealth  
Resource & Assistance Center

## Are You Really Ready for Telehealth?

Identifying the Path, Step by Step

Mary DeVany, Director  
gpTRAC

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### Outline:

- Who is gpTRAC?
- What is going on in telehealth?
  - Nationally?
  - Regionally?
- Why “do” telehealth?
- How do we know if we are ready?
  - Strategic planning
  - Organizational implementation

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## Great Plains Telehealth Resource & Assistance Center

TelehealthResourceCenters.org

2 National Resource Centers

12 Regional Resource Centers

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### Who is the gpTRAC?

- One of several federally-recognized regional TRCs around the nation
- Established in 2006
- Located at University of Minnesota/IHI
- Extensive telehealth program development and implementation experience

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### What do we do?

- Provide guidance
- Gather information
- Answer questions
- Share tools and resources
- Provide education
- Encourage collaboration
- Gather regional information

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### Who do we serve?

- Hospitals
- Clinics
- Providers
- Safety-net Organizations
- Schools
- Nursing Homes
- Etc.

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# Telehealth?

**Providing/receiving health care services at a distance.**

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***“The general concept of health care quality does not change from urban to rural settings. The focus remains on providing the right service at the right time in the right way to achieve the optimal outcome.”***

National Advisory Committee on Rural Health and Human Services Report, **Health Care Quality: The Rural Context**

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## Telehealth as a “tool”:

- Not be viewed as a stand-alone service
- Incorporate into standard, daily practice
- Can improve resource utilization
  - Patients
  - Providers

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## National Snapshot?

- Specialty Services continue to grow
  - Companies (provider groups) offering services...independent of hospitals/systems
  - Healthcare systems now involved who haven't been before
- Stroke & Emergency are today's “flavor”
- Remote Home Monitoring is growing
- mHealth is here, but still maturing
  - Apps coming out our ears! (Remotoscope)
- Rules/Regulations behind technology

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## Common Applications

- In/Out Patient Specialty Services
 

– Dermatology**	– Pulmonology
– Mental Health**	– Oncology
– Cardiology	– Stroke Care
– Infectious Diseases	<b>...and more</b>
– Pediatric Services	
– Endocrinology	
– Wound Care	

\*\*Most requested – least capacity

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## Common Apps (cont)

- Telepharmacy
- TeleHome Health (home monitoring)
- Case/Disease Management
- Tele-Emergency
- Remote ICU Monitoring
- Family Connections
- Education
  - staff, provider, family, community

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### Other Applications

- School-based Care
- Dialysis
- Support groups
- Speech therapy
- Remote ultrasounds
- Pre-commitment assessments
- Sign Language interpretation
- Dietary counseling
- Rehab services
- Supervision
- PTSD/TBI

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### Regionally? A BIG Push!

- Midwest Rural Telemedicine Consortium (Mercy Des Moines)
- Iowa Health System
- University of Iowa
- Iowa City VA Health Care System
- Mayo (MN/IA/SD/ND...and more)
- Avera Health (SD/ND/MN/IA/NE)
- Sanford Health (SD/ND/MN/IA)
- Others:

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### Others:

- Iowa Chronic Care Consortium
  - Chronic Disease Management
- University of Nebraska Medical Center/Nebraska Medical Center
  - Growing their program
  - Has interest in expanding to Iowa
- Missouri
  - Expansion expected here too.

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**SAY, WHAT??!**

...Okay...

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### What are the challenges?

- Connectivity/Interconnectivity
- Long Term Care Services/Asst. Living
- Remote Home Health Monitoring
- Reimbursement/Regulations
- Provider Preparedness/Training
- Keeping Up
- mHealth

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### What are the expectations?

- Patients/Families
- Communities/Partner Facilities
- Graduates/In-coming Workforce
- Payers
  - Federal Government, etc.
- Healthcare Reform

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## What are the benefits?

### Organizational Perspective:

- Access to add'l care resources
- Staff competency
- Community perception
- Service stability
- Patient Experience
- Peer-to-peer interactions
- Tight Budget/Enhanced Revenue
- Market-Leader
- **PATIENT CARE**

## What is the cost of NOT having...

- Lost Market Share?
- Professional isolation/burn-out
- Loss of "hometown dollars"
- "Behind the Times"
- Patient Care Liability
- High Quality "patient experience"

## So...Why Telehealth?

- Strengthens relationships
- Builds competency
- Stretches budgets
- Expands services
- Increases access and availability
- Professional shortage
- Cost effective
- Enhances patient care
- Supports local facility and community
- Very accepted by the patients



## Don't Wait Any Longer!

- Take a step...even a small one!
- Figure out what makes sense for your organization
- If not...you'll only get further behind

## New Applications


- Are you ready?
  - mHealth
  - Business-based programs
  - "smart" homes
  - Medical Homes
  - Accountable Care Organizations
- *Are you doing something...NOW!?*

# READY!?!

## ARE YOU *REALLY* READY??

# PLANNING

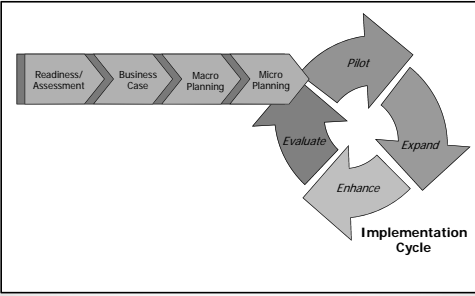
Needs/Readiness Assessments  
Business Planning/ROI  
Project Management



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## Planning Process



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## Steps to Implementation:

1. Determining Organizational Readiness
  - Identifying the need(s)
  - Identify stakeholders
2. Develop plan with program partners
3. Match technology to need/program
4. Identify the valued data to track
5. Initiate program/service
6. Evaluate and implement process improvement steps.
7. Expand to additional sites/services

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## 1. Determine Organizational Readiness

**Issues to Discuss:**

- Organizational mission and strategic goals
- Organizational structure and current partnerships
- Current IT infrastructure, connectivity picture, and future plans
- Current outreach being provided into the organization from other communities
- Current outreach being provided out to other communities
- Interest in additional outreach services
- Potential equipment and space needed to address interests
- Overall project goals and objectives

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### 1a. Identifying the need(s)/stakeholders

**Issues to Discuss:**

- FIRST: Is everyone at the table?
  - Org. leadership, admin, providers, IT, nursing, etc.
- Identify current referral patterns
  - facilities and specialists
- Identify current service deficits/requests
- Identify budgetary issues by service line
  - Can telehealth help reduce expenses?
- Educational needs
  - Hospital staff
  - Provider-focused
- Organizational management needs
  - multi-site campus, etc.
- Telehealth services provided (current and past)

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## 2. Develop Your Plan

- Who are your partners?
  - Outreach services
  - Referral pattern
  - Community partners
- What's your plan?
  - Write it out!
    - Define the Who, What, Where, When, Why, How
  - Share it with your stakeholders
    - Allow for input/comments
- Who is leading the charge?
  - Staff/Champions involved
  - ...at both "ends"

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### 3. Identify the technology

- What is your need? Example:
  - Accessing Specialty Services
  - Reducing CHF re-admissions
- Match the technology to the need
  - **NOT** the other way around!
  - Does it meet the need for today?
  - Future?
- Does it play well with others?
  - Who are today's partners?
  - What about tomorrow?
  - Compatibility across platforms?


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### 4. Success!! How will you know?

- What need were you trying to address?
- What information do you need to track?
- Are you able to collect the necessary information?
- Are you **ACTUALLY** collecting the necessary information?
- How will you share the results?

**Necessary to justify service continuation and expansion!**



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### 5. Program Initiation

- Prioritize sites/services
  - Where will you start?
- Establish patient care process
  - What is the work flow?
- Do the current processes support the addition of telehealth services?
  - What needs to be modified?
  - EHR? Coding? Scheduling? Labs? Other?
- Install equipment/technology
  - Test, test, test...
- Train users
  - On-going need...
- Initiate service(s)

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### 6. Evaluate

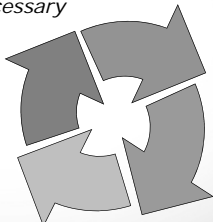
- What worked...what didn't?
- What needs to be fixed?
- Repeat:
  - Prioritize sites/services
  - Evaluate current processes
  - Install equipment/technology
    - Test, test, test...
  - Train users
    - On-going need...
  - Initiate service(s)

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### 7. Expand

- Repeat Steps 2-6
  - Repeat Step 1 if necessary



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### IMPORTANT:

- Remember why we are here...

**Supporting and improving the care and health of our patients!**

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## Resources:

- Great Plains Telehealth Resource & Assistance Center (GPTRAC)  
[www.gptrac.org](http://www.gptrac.org)
- Additional Telehealth Resource Centers  
[www.telehealthresourcecenters.org](http://www.telehealthresourcecenters.org)
- Center for Telehealth & e-Health Law  
[www.ctel.org](http://www.ctel.org)
- American Telemedicine Association  
[www.americantelemed.org](http://www.americantelemed.org)

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## On-Line Resources

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Information Library  
Regional Telehealth Resource Centers  
Guides and Funding  
10 Top 100 e-Health Grant Applications  
Webinars, Reports, and White Papers  
Additional Resources  
gpTRAC Toolkit

Proven Practices and Models  
As you create or expand your telehealth program, you may want to consider what others have done, and what the experts recommend for your stage in development. The gpTRAC Toolkit provides examples and illustrations that can help you find the right path—and avoid costly and time-consuming errors.

Clinical  
Tools, guidelines, templates, forms and other guidance that we hope is helpful to you as you begin to develop your telemedicine activities.

Education  
Information, samples/templates, guidelines, presentation materials, training materials and other helpful information as you consider your distance education opportunities.

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## AccessTelehealth.org

Access Telehealth

Improved access. Lower costs. Better care.

Changing the face of healthcare  
Health is a game-changer in healthcare. It offers a new paradigm for delivering care and the way we think about it. It's not just about the patient, but also about the provider and the system. It's about the future of healthcare.

Benefits  
Improved Access: Telehealth offers improved healthcare services to patients in rural and underserved areas. It provides a secure, convenient, and cost-effective way for patients to consult with their healthcare providers. It also allows for better coordination of care and more efficient use of resources.

Post Headline  
Monday, 2010-10-08  
Set of physicians with over 400 years of combined experience at telemedicine resource center.

Post Headline  
Monday, 2010-10-08  
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## CTel

www.ctel.org

CTel  
Center for Telehealth

Home About Expertise Events Publications Membership Contact

Physician Licensure  
Healthcare professionals must obtain a medical license in the state where they wish to administer care. States are granted the right to regulate the practice of medicine in order to ensure that those administering care within the state's boundaries are fully competent. For decades, the issue of licensure was simple, meaning that if a physician wished to practice medicine within a specific state, they would first need to seek medical licensure.

READ MORE

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## ATA

www.americantelemed.org

- American Telemedicine Association

American Telemedicine Association  
Quality healthcare through telecommunications technology

About ATA About Telemedicine Join ATA ATA Members Public Policy Meetings & Education Marketplace Member Groups Professional Development

About Telemedicine  
Telemedicine is the use of medical information exchanged from one site to another via electronic communications to improve patients' health status. Closely associated with telemedicine is the term "telehealth," which is often used to encompass a broader definition of remote health care that does not always involve direct services. Telehealth includes, telemedicine of all stages, e-health including patient portals, remote monitoring or vital signs, continuing medical education and training of care providers are all considered part of telemedicine and telehealth.

Telemedicine is not a separate medical specialty. Products and services related to telemedicine are often part of a larger investment by health care institutions in other information technology in the delivery of clinical care. Even in the sophisticated tele-procedure, there is usually no distinction made between services provided on site and those provided through telemedicine and often no separate coding required for billing of remote services.

Below are links to reports and other information about telemedicine and telehealth. Other important information can be found in the "For the Media" and "Sick & Chasing" sections of the website.

- **Telemedicine Defined** - A brief definition of telemedicine and its applications
- **Telemedicine: A Brief Overview** - A three page primer describing remote health care services as they exist today.
- **Telemedicine: A Brief Overview** - A three page primer describing remote health care services as they exist today.
- **Telemedicine: A Brief Overview** - A three page primer describing remote health care services as they exist today.

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## Other Helpful Links:

- Nat' Organization of State Offices of Rural Health  
[www.nosorh.org](http://www.nosorh.org)
- Health Resources Services Administration/Telehealth  
[www.hrsa.gov/telehealth](http://www.hrsa.gov/telehealth)
- National Rural Health Association  
[www.nrharural.org](http://www.nrharural.org)
- Rural Health Resource Center  
[www.ruralcenter.org](http://www.ruralcenter.org)
- Rural Assistance Center  
[www.raconline.org](http://www.raconline.org)

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# Questions?

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