## **STI Services Telemedicine ECHO Series Session 4**

**Program Goals & Measuring Success** in STI Services Telemedicine

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Thursday, December 10, 2020 1:00 p.m. – 2:15 p.m. CST



# DISCLOSURES

# This activity is jointly provided by Cardea Services and UT Health San Antonio

Cardea Services is approved as a provider of continuing nursing professional development by Montana Nurses Association, an accredited approver with distinction by the American Nurses Credentialing Center's Commission on Accreditation.

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Upon successful completion of this activity <u>1.5</u> contact hours will be awarded Successful completion of this continuing education activity includes the following:

- Attending the entire CE activity;  $\bullet$
- Completing the online evaluation;
- Submitting an online CE request. lacksquare

Your certificate will be sent via email.

If you have any questions about this CE activity, contact Mary Joncas at mjoncas@cardeaservices.org







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The planners and presenters of this activity have no relevant financial relationships with any commercial interests pertaining to this activity.







# Acknowledgement

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- Welcome and Introductions
- **Review of Telehealth Implementation Tools & Guides**
- Session 4 Learning Objectives
- Didactic Elizabeth A. Krupinski, PhD FSPIE, FSIIM, FATA, FAIMBE, Associate Director Assessment Arizona Telemedicine Program
- Case Presentation April Boyd, Director of Telemedicine, Texas Health Action; Brandon Wallerson, Director of Clinical Operations, **Texas Health Action**
- Discussion
- **Resources and Peer to Peer Date**



## **Telemedicine Implementation Tools & Guides**

### **GUIDE FOR IMPLEMENTING** A TELEHEALTH PROGRAM

What public health problem are you attempting to address and how can telehealth scale up or maintain relevant programs to address this challenge?

To answer these questions, follow the steps to 1. Assess, 2. Define, 3. Plan, and 4. Implement your telehealth program.

## 🗕 1. ASSESS 🗟



### NEEDS

- Gather information from state or community needs assessments or other sources.
- Collect data quantify needs to create measurable objectives.
- Prioritize needs to focus restricted resources where they will be most effective.
- Analyze the scope of the population for whom you are trying to provide services for, such as what health insurance plan or type of insurance will cover the rvices and what s regulations may impact the issue you are addressing? For example, some states have specific privacy laws that relate to mental health.

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### PARTICIPANTS

- Identify and assemble a team of stakeholders.
- Engage clinical, technological, administrative, and legal staff in the process from the beginning to build sustainability and support
- Identify a telehealth champion or specialized champions to spearhead different elements of the development.
- · Consider whether there is a willingness to collaborate from irs to p from the client population. Their support can determine whether the program succeeds.



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### CONTEXT

- Identify available resources such as funding, staff, and facilities.
- Conduct a preliminary technology assessment to evaluate existing resources and availability to participants to determine if updates or access is needed in the facility before adding telehealth
- Location: Consider the security and privacy of identified areas.
- Legal considerations standards, guidelines, and including both licensure

https://www.astho.org/ASTHOBriefs/Guide-for-Implementing-a-Telehealth-Program/

## Telehealth Implementation Playbook



https://www.amaassn.org/system/files/2020-04/amatelehealth-playbook.pdf

**DIGITAL HEALTH IMPLEMENTATION** PLAYBOOK SERIES

**Key Steps for Creating a Business** Proposal to Implement Telemedicine



### **JTIVE SUMMARY**

verview (1-2 paragraphs max) of key elements: written after all the other steps completed telemedicine needed at this time & institution? initial target stakeholders fer & patient groups)? is the main goal that will be ved (outcomes)?

will it cost & what will expected ROI be?

### JDUCTION & BACKGROUND

- a. Why does your institution need telemedicine now? Discuss gaps in patient care that can be addressed with telemedicine.
- b.Identify key players/stakeholders providers, patients, finance, technical, admin, legal etc.
- c. Goals & metrics what do you hope to accomplish if telemedicine implemented?

### 3. NEED & DEMAND ASSESSMENT

- a. All stakeholders who needs &/or wants
- telemedicine & why? b.Surveys, focus groups can be used to capture
- this information.
- c. Buy-in is critical from all stakeholders need commitment to change current processes.

### 5. SERVICE PLAN ASSESSMENT

- a. Delivery mode(s) store-forward, real-time, remote monitoring, ECHO, hybrid
- b.Reimbursement who are your payors & do/will they reimburse for telemedicine? Will you choose a direct-to-consumer model where patient pays directly?
- c. Technology platform depending on your delivery model(s) what technology will be required? What are you willing to invest? Who will maintain? Will you invest in a commercial platform or build in-house? Consider both
- sides of the connection provider & patient/other client. d.Champions - not just providers, but patients, C-suite, IT, finance, administrative, legal etc.

### 6. MARKETING

- a. Market segmentation, targeting, positioning, share availability, growth - are there others in your area providing similar services that will compete for your clients? Do you currently have enough clients that are likely candi dates for telemedicine? Will they be enough to generate needed ROI or will you need to grow your client base?
- b.Brand name what will you call your program to set it apart from everyone else? Will it convey what you want to the audience you hope to capture? Think about a name, logo, hashtag, tag line.
- c. Promotion how will you advertise your program & Concendence and

https://www.telehealthresourcecenter.org/wp-content/uploads/2019/01/15-Steps-Jan.-2019.pdf

# **Key Themes**

- Establishing telemedicine program goals and measuring success
  - Measuring successes now as evidence and support for continued use of telemedicine
  - Measuring and enhancing patient participation and satisfaction
- Sustaining portions of the telemedicine programs developed during COVID-19
- Linking telemedicine efforts/activities into overall programmatic/organizational goals
- **ROI**/cost effectiveness measures
- The future of telemedicine





# Learning Objectives

By the end of this session, you will be able to:

- Identify at least two best practices for developing sustainable telemedicine program goals; and
- Name at least one resource to use as a model for measuring telemedicine program successes and challenges.



