

STI Services Telemedicine ECHO Series

Session 4

Program Goals & Measuring Success in STI Services Telemedicine

Elizabeth A. Krupinski, PhD FSPIE, FSIIM, FATA, FAIMBE, Associate Director Assessment Arizona Telemedicine Program

April Boyd, Director of Telemedicine, Texas Health Action (Kind Clinic)

Brandon Wollerson, Director of Clinical Operations, Texas Health Action (Kind Clinic)

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.

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the California Medical Association (CMA) through the joint providership of Cardea and UT Health San Antonio. Cardea is accredited by the CMA to provide continuing medical education for physicians.

Cardea designates this live activity for a maximum of 1.5 *AMA PRA Category 1 Credit(s)*TM. Physicians should claim credit commensurate with the extent of their participation in the activity.



DISCLOSURES

COMPLETING THIS ACTIVITY

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

- Attending the entire CE activity;
- Completing the online evaluation;
- Submitting an online CE request.

Your certificate will be sent via email.

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



DISCLOSURES

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



Acknowledgement

This presentation is funded by:

Texas Department of State Health Services



Agenda

- **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



<https://www.ama-assn.org/system/files/2020-04/ama-telehealth-playbook.pdf>



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

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	PARTICIPANTS	CONTEXT
<ul style="list-style-type: none"> Gather information from state or community needs assessments or other sources. <ul style="list-style-type: none"> 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 services and what specific laws or regulations may impact the issue you are addressing? For example, some states have specific privacy laws that relate to mental health. 	<ul style="list-style-type: none"> Identify and assemble a team of stakeholders. <ul style="list-style-type: none"> 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 local stakeholders to participate from the client population. Their support can determine whether the program succeeds. 	<ul style="list-style-type: none"> Identify available resources such as funding, staff, and facilities. <ul style="list-style-type: none"> 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 technologies. Location: Consider the security and privacy of identified areas. Legal considerations. <ul style="list-style-type: none"> Understand telehealth standards, guidelines, and federal and state policies, including both licensure and reimbursement.

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

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.