



# **Implementing a Telehealth Program**

**Jolene Davidson, MPT**

**Coordinator of Telehealth**

**Madonna Rehabilitation Hospital**

**[jdavidson@madonna.org](mailto:jdavidson@madonna.org)**

**402-486-9022**



# Uses of Telecommunication Technology in Health Care

- ∩ **Clinical Applications**
- ∩ **Administrative Applications**
- ∩ **Remote Medical Instruments**
- ∩ **Educational Applications**



# Business Development Plan

- ∞ = Manageable Milestones
- ∞ = Reasonable Expectations
- ∞ Solid Project Plan
- ∞ Do NOT over plan
- ∞ Keep management simple
- ∞ Include a program evaluation mechanism



# **Understand the overall organizational mission and goals.**

- Ω Make sure the services are in line with the overall values and strategies of the organization.**



# Identify needs and the specific services to be delivered

- ∞ Conduct a needs assessment to determine which services are in demand.



# Do your research

- ∩ **Interview developers**
- ∩ **Conduct a thorough review of literature**
- ∩ **Identify revenue sources**
- ∩ **Draw from a variety of information sources**
  - **community members**
  - **local businesses**
- ∩ **Available personnel to carry a program**



# Identify the target audience

- Ω **Identify the audience that needs (and will pay for) the services**



# Identify the resources you need.

- ∩ **Personnel**
- ∩ **Equipment**
- ∩ **Transmission Channels**
- ∩ **Consultation Services**
- ∩ **Miscellaneous**



# Build a Long Term Financial Plan

- Start with a business model that gives clear short and long-term financial goals.
  - Revenue model
  - Cost savings model
  - Strategic model
- Define and set your financial measurements or someone else will set them for you.



# Build a Long Term Financial Plan

## ∞ Identify Funding Resources

- **Grants**
  - Government--OAT, RUS, TOP
  - Private
  - Community
- **Foundation**
- **In-kind**
- **Community**



# Design an effective organizational structure

- Ω Established organizations should determine where the programs will fit into their structure.



# User Friendly

- ∞ **Create a convenient and effective work environment**
- ∞ **Mainstream telehealth into the standard care process**
- ∞ **Plan and Assure Effective Training**





# Identify Accountability

⌚ **Telehealth needs champions who will fight to make it survive.**



# Questions?

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# Resources

## Ω **American Telemedicine Association (ATA)**

- [www.americantelemed.org](http://www.americantelemed.org)

## Ω **American Telehealth Service Providers**

- [www.atasp.org](http://www.atasp.org)

## Ω **Office for the Advancement of Telemedicine (OAT)**

- <http://telehealth.hrsa.gov/>





# Long Term Care

- ∩ **Reimbursement**
- ∩ **Challenges**
- ∩ **Opportunities**

