

The Basics of Telehealth: Developing a Sustainable Program

Wednesday, November 4, 2009

- 8:00a **Registration**ODCHC Staff
Participant check-in, materials distribution and informal introductions with a hearty continental breakfast buffet provided.
- 8:30a **Presenter and Participant Introductions** Christopher Peters
In addition to a brief overview of the focus and goals of this-two day workshop, introductions of presenters and resource experts will explain the opportunities for individual and small group consultation and the opportunities to have hands-on experience with various telehealth equipment throughout the two days (see column to the right). Participants will have the opportunity to briefly introduce themselves. Christopher Peters is the ODCHC Development and Legal Affairs Director.
- 9:15a **The ABCs of Telehealth Technologies and Applications** Frank Anderson
To create a common knowledge base and conceptual understanding, this session will provide a brief history of telehealth, definitions of telehealth, its related equipment and methods of delivery, typical applications and common implementation strategies with a focus on Community Health Centers and safety net patients. Frank Anderson, R.N., is the ODCHC Telehealth Development Director.
- 10:30a Break
- 10:45a **Implementing and Maintaining Telehealth in a Rural Community Health Center** Herrmann Spetzler
The practical side of the Open Door Community Health Centers story from its Chief Executive Officer: how ODCHC initially implemented and continues to expand its telehealth services, from its early vision to needs assessment to equipment selection and financing to identifying providers, engaging patients and testing potential applications, with an emphasis on effort and financial sustainability and some visions for the future.
- 11:45p Break
- 12:00p **Providers' Perspectives** Panel
We bring together ODCHC providers to share their experiences with and perceptions of telehealth as a practical and effective means of service delivery for acute, chronic, diagnostic, and specialty consultation, treatment and education. The panel will include Linda Cade, FNP, diabetic educator, Sean Egan, PA-C, family practice provider, David Ploss, MD, cardiologist, Amy Riese, MD, psychiatrist, and Alexander Wade, MD, pediatrician. There are a variety of considerations when providing patient services remotely; there are also some very exciting opportunities not otherwise available. These providers represent a vast wealth of practical experience, with different perspectives and concerns for their specific practices. Moderated by Christopher Peters. Lunch and a chance to stretch your legs will be provided during this session.
- 1:45p **Access and Integration – Part 1** Darlene Coop, Frank Anderson, Audrey Miranda-Tuter, Tim Rine
The process of identifying, referring, scheduling, connecting, supporting and completing patient appointments between hub sites (providers) and spoke sites (patients) – and making it work within a busy primary care setting - will be the focus of Part 1 of this session. We will also discuss identifying and accessing specialty care virtually anywhere in the world. Audrey Miranda-Tuter is the Telemedicine Manager at UC Davis Health Systems in Sacramento, CA; Darlene Coop is the telehealth services coordinator for the ODCHC Telehealth & Visiting Specialist Center. Tim Rine is Executive Director of North Coast Clinics Network.

CONSULTATIONS AND CONVERSATIONS

While we expect that our main presentations will address most of your questions and provide you with a firm understanding of the basics of implementing a successful telehealth program, we understand that our general sessions may not be able to address those issues unique to your situation. We don't want you to go away with your questions unanswered.

Our presenters will be on-site and available during both days of the workshop. If you have specific questions, or want to pursue an idea or issue in more detail, we encourage you to take the time for individual or small group consultation. You may have to miss one of the general session presentations, but we also recognize that some of our sessions may not be of interest to some of our participants. Use this time to consult with the many experienced people who are available during these two days.

We have reserved a number of small rooms so you'll have a chance to sit down and discuss in detail topics and questions that were not covered in the larger workshop sessions.

Wednesday, November 4, 2009 - Continued

3:00p Break

3:15p **Access and Integration – Part 2**Darlene Coop, Frank Anderson, Audrey Miranda-Tuter, Tim Rine
Part 2 will focus on developing the necessary acceptance of telehealth activities among your providers, support staff and patients. Such acceptance may not happen overnight – and it certainly won't happen by magic. Here is a session on lessons learned regarding the integration of telehealth services into routine clinic practice.

4:15p Shuttle to Telehealth & Visiting Specialist Center

4:30p **Experiencing Telehealth**

This visit to ODCHC's Telehealth & Visiting Specialist Center will include hands-on demonstration and experience of store and forward as well as live-broadcast exam room equipment. Participants will have the opportunity to experience various telehealth technologies from both the provider and patient perspective. This session will also include a demonstration of telehealth in connection with electronic health record and special presentations regarding innovative uses of telemedicine technology. A reception featuring some of Humboldt County's tastiest goodies will be provided. Scheduled events include:

- *Experiencing Telemedicine from the Patient's Perspective (Linda Cade, FNP; Sean Egan, PA-C)*
- *Home Monitoring (Bonnie Britton, RN, MSN, Telehealth Clinical Network Director/Development Director, Roanoke Chowan Community Health Center, Ahoskie, North Carolina)*
- *Tele-Dentistry (Paul Glassman, DDS, MA, MBA, Professor of Dental Practice, Director of Community Oral Health, Arthur A Drugoni School of Dentistry, University of the Pacific, Stockton, California)*
- *Sexual Assault Response Team (Cassie Burgess, RN, Humboldt County SART, St. Joseph Health System, Eureka, California)*
- *Demonstration of Retinal Scanning and Dermatology Examination Store & Forward Technologies (Darlene Coop and Ramona Pantoja, Telehealth and Visiting Specialist Center, Eureka, California)*
- *EHR and Store & Forward Interfaces (Frank Anderson)*
- *EHR and Telemedicine Compatibility (Willard "Bill" Hunter, MD, Medical Director, Open Door Community Health Centers)*

6:45p Shuttle to Dinner

7:00p **Informal Networking Dinner**

Here is a chance to talk with workshop presenters, get to know other workshop participants and discuss your ideas, needs and opportunities in an informal and relaxed environment.

Shuttle to Hotels

THURSDAY, NOVEMBER 5, 2009

8:00a **Clinical & Legal Considerations**.....Christopher Peters
We need to cover the fine print, so here is a session on the clinical, legal and "risk management" issues unique to telehealth, from contracting and credentialing to consultation and treatment to insurance and inter-state jurisdictional questions. Breakfast will be served.

EXPERIENCING TELEHEALTH TECHNOLOGIES

Throughout the two-day workshop we will use various telehealth technologies to augment the session presentations – some for hands-on activities, some for demonstrations and some to “beam-in” our remote presenters.

This equipment will be available at the workshop site at the Aquatic Center and we encourage you to take the time to experience this equipment.

During our time at the ODCHC Telehealth & Visiting Specialist Center, you will have the opportunity to be a patient in a telehealth center – retinal scanning, dermatology imaging and connecting to a provider for a face-to-face consultation. We will also be able to demonstrate the interaction between our telehealth connections and ODCHC's electronic health records system (but this is not an EHR workshop).

The same technology used for primary and specialty care delivery is also invaluable for patient education and administrative purposes. We will demonstrate the flexibility and multiple applications of the technologies used by ODCHC.

Thursday, November 5, 2009 - Continued

8:45a Break

9:00a **Building a Sustainable Telehealth Program** Frank Anderson
This session will discuss the nuts and bolts of establishing a telehealth program – whatever its components and whatever its specific applications – within the context of creating a sustainable, revenue generating service delivery model. This discussion will include equipment financing, external support, four-walls billing issues, primary and specialty care delivery, the relationship between hub and spoke sites, provider productivity and how telehealth can actually maximize provider time and patient involvement. There will be plenty of time for questions, answers and discussions among participants and resource experts about how you can maximize the sustainability of your specific telehealth applications.

10:00a Break

10:15a **One Provider's Experience** Norman Bell
Norman Bell, MD, pediatrician and veteran ODCHC provider (the first MD ever hired by Open Door) uses telemedicine to create and work with an entire system (school nurses, teachers, administrators, parents, and primary care providers) to address significant pediatric behavioral problems. His approach – and the use of technology – makes better use of everyone's time, increases clarity of information, and keeps everyone working toward the same goals and the child's best interests.

11:00a **It's Not Just the Equipment** Joe Lewis, Eric Strawn
As much as we might wish it, telehealth is not plug, play and forget. There are significant investments to be made in infrastructure, telehealth equipment and technical training and support to maintain reliable, high-quality connectivity and broadcasts. We'll talk about the behind the scenes needs, costs, vendor selection, equipment, and human support necessary for effective telecommunications. Joe Lewis is the ODCHC IT director and Eric Strawn is our IT go-to-person for telemedicine.

11:45a Break

12:00p **The Courage to Innovate** Margaret Laws, Christine Martin and Dena Puskin
Not all telehealth initiatives and applications are appropriate in all situations or for all clinics. Some have been wildly successful in one setting and dreadful in another. Some ideas haven't really been fully tested yet. This session, offered by Dena Puskin, ScD, Director, Office for the Advancement of Telehealth, OHIT, HRSA, Margaret Laws, MPP, Director, Innovations for the Underserved, California HealthCare Foundation (CHCF) and Christine Martin, MBA, PMP, Executive Director, California Telemedicine and eHealth Center (CTEC), will discuss the sometimes trial, error and success process of introducing telehealth applications, and encourage participants' in their attempts to find innovative means of service delivery, education and communication using telehealth technologies. Moderated by Christopher Peters. Lunch and a chance to stretch your legs will be provided.

1:45p **It's Not Just The Money** Frank Anderson
A continuation of the morning's session regarding the significant investments to be made in infrastructure, telehealth equipment and technical training and support to maintain reliable, high-quality connectivity and broadcasts. This session will include a discussion of how human factors facilitate and hinder telehealth adoption.

2:30p Break

2:45p **Resources and Technical Assistance** Dena Puskin and Christine Martin
So where do you turn after this workshop when you need resources, technical assistance and support? Dena Puskin and Christine Martin will discuss regional and national resources to help you implement or expand your telehealth program.

4:00p **Famous Last Words** Frank Anderson
4:15p Adjourn

HOSPITALITY AND TRANSPORTATION

We will be providing a hearty continental style breakfast both mornings at the workshop site featuring fresh rolls and pastry, fruit, yogurt and juices. Coffee, tea, water and simple snacks will be available throughout the day. Buffet lunches featuring local specialties and treats will be served both days at the workshop site as part of our working lunch sessions.

During our visit for a hands-on experience of telehealth equipment at the Telehealth & Visiting Specialist Center on Wednesday afternoon, we will provide a reception featuring some of Humboldt County's best foods and the opportunity for informal conversation.

The Networking Dinner on Wednesday night will be held at one of the area's better restaurants. We don't have a program planned for the evening. This is a time for you to relax, chat, eat and enjoy.

Both the Carter House Inn and the Quality Inn are located only a short walk from the Humboldt Bay Aquatic Center, site of the workshop.

For your convenience, we will have available on-demand shuttle service throughout the day so you won't be stranded.

And let us know if you will need transportation to and from the airport. We'll be happy to pick you up upon your arrival on Tuesday and drop you off for your departing flight on Thursday or Friday.