



Growing your Telehealth Program

A Technical Approach

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Disclosures

- None

Discussion Topics

- Introduction
- Key fundamentals
- Operational considerations
- Technology strategy
- Wrap-up & questions

But first, some assumptions

- A basic understanding of telehealth operations
- Today's discussion point of view is from an urban hub site
- Advice given is to promote best-practices
- Money is an available but finite resource

OHSU Hospital Stats:

Licensed Beds: 578

2016 Patient Visits: 1,065,800

Employees: 15,642

Students: 3,454

Square Feet of Building Space: 7.8 million

Annual Operating Budget: \$2.8 billion



OHSU Technology Stats:

Unique Networked Devices: 98,498

Wireless Access Points: 2,673

Petabytes of Storage: 8

Email Accounts: 26,600

Data Centers: 2



Acute Care & Ambulatory Telemedicine Network

The OHSU Telemedicine Network

Contact us: 800 648-6478

www.ohsuhealth.com/telemedicine

EMERGENCY DEPARTMENT CONSULTS:

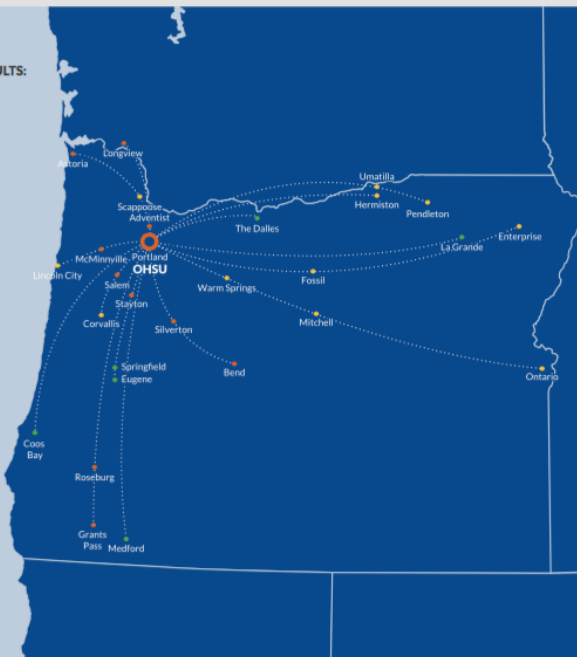
Astoria
Bend
Eugene
Grants Pass
Longview, Washington
McMinnville
Roseburg
Salem
Silverton

OUTPATIENT CONSULTS:

Corvallis
Fossil
Enterprise
Hermiston
Lincoln City
Mitchell
Ontario
Pendleton
Scappoose
Umatilla
Warm Springs

EMERGENCY DEPARTMENT AND OUTPATIENT CONSULTS:

Coos Bay
The Dalles
La Grande
Medford
Springfield
Stayton



DOERNBECHER
CHILDREN'S
Hospital



OHSU

2007 – PICU pilot

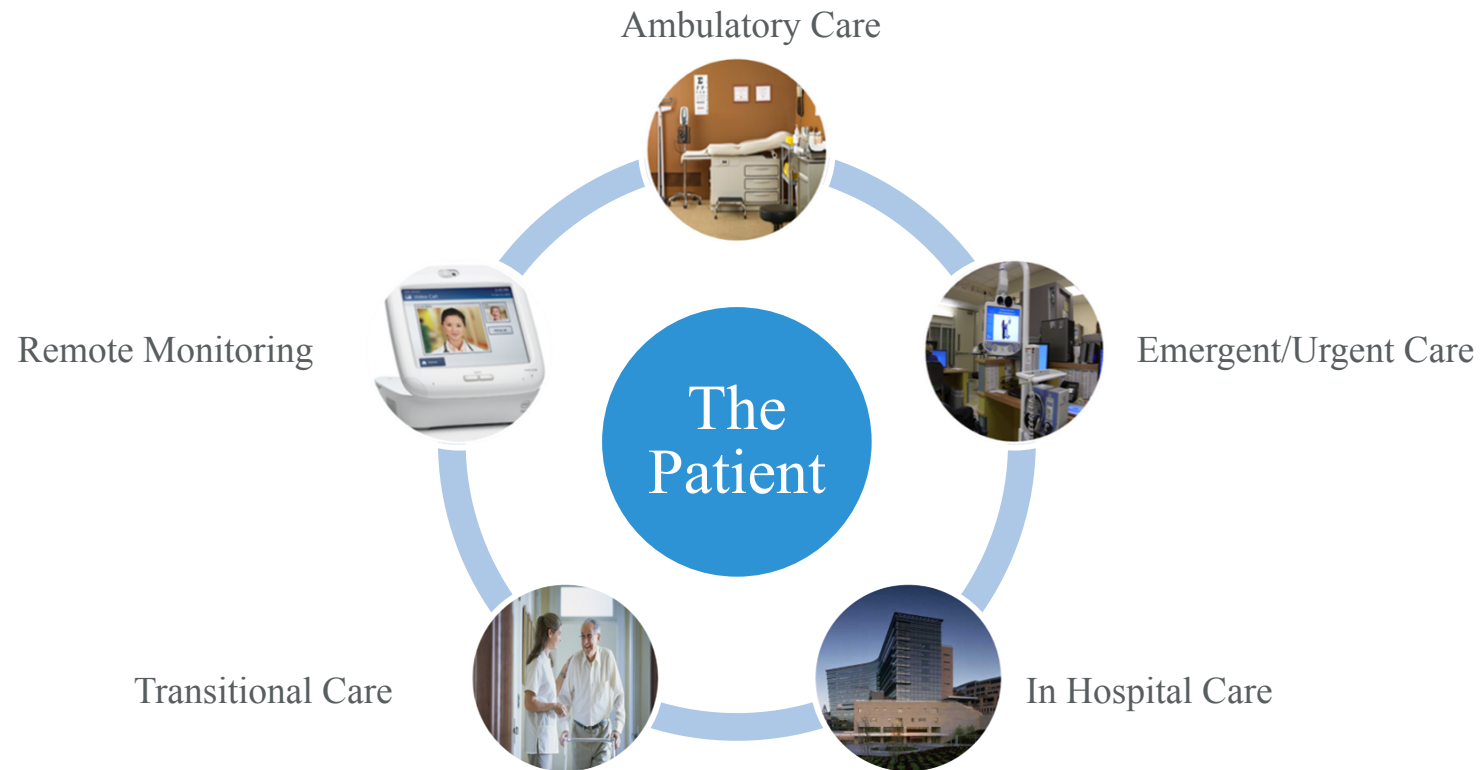
2010 – Network with
acute care focus

- PICU
- Stroke
- NICU
- Genetics

Since – Ambulatory
care

Multiple service lines

OHSU Telehealth Across the Care Continuum



Key Fundamentals

- Be mindful of existing workflows
- Design for simple replication
- Keep tools easy to scale



Existing Workflow Integration

- Typically they have precedent
- They make or break growth
- Key to non-champion buy in
- Need to demonstrate value
- Can lead to institutional barriers and speedbumps
- Overly complicated integration can lead to HIPAA violations
- 20-60-20 Rule



Simple Replication Techniques

- Define program's reach and boundaries
- Use pre-defined processes/workflows
- Use standardized tools and technology
- Know the reimbursement model
- Work in consistent EHRs when possible
- Define the support plan



Ensuring Scalability

- Workflow automation
- Define scope and service
- Make sure infrastructure can grow with demand
- Design services to be modular
- Standardize the user experience

Operational Considerations

- Current evolution of telehealth
- Telehealth's position in the strategic plan
- Service line demand and impact



Current Evolution of Telehealth

- Becoming a component of all clinical departments
- Deeper systems integration
- Mirroring user-experience with traditional care models
- Licensing/credentialing barriers trending down but still present and time consuming. (OR SB 569)
- Organizational footprint growth



Telehealth in the Strategic Plan

- Need greater administration backing
- Providing technology and support to existing departments
- Acting as gatekeepers
- Managing expectations



Predicting Demand and Impact

- New deployments have gotten easier but are still complex and time-consuming
- Take a critical look at new proposals
- Time to reevaluate loss-leader projects
- Clinical and financial ROI

Technology Strategy

- The one-app toolbox myth
- Maintaining nimble technology
- RFI/RFP tactics
- Legal, security, and privacy concerns
- Operational outreach

The One-App Toolbox Myth

- Very few groups will benefit
- Interoperability is essential
- Hub vs. spoke equipment variations
- Turn-key vs. integration



Use of Nimble Technology

- Technology should match workflows
- Good vs perfect tools
- Multi-use technology
- Balancing cutting-edge tech with user acceptance
- Increases the range of technical capabilities



RFI/RFP Tactics

- Define the organization's ideal high-level workflow prior to submittal
- Go beyond the boilerplate
- Drill down on the buzzwords
- Conduct deep dives
- Be mindful of ecosystem restrictions
- Know the licensing, utilization, and growth options
- You want to be a vendor's #1 customer but not customer #0001: how many of these have they done before?

A photograph of a modern building with a glass facade and a person walking on the stairs. The building has a distinctive white 'V' shaped structure on the left side. The person is walking down a set of concrete stairs. The sky is clear and blue.

Legal, Security, and Privacy

- People are cautious of what they do not understand
- Telehealth is disruptive by nature
- Develop an organizational BAA
- Early participation in product evaluation
- Resources to balance risk with user-experience



Operational Outreach

- Advisory board for stakeholders
- Use of metrics for the C-suite
- New business assessment workgroup
- Involvement with design/construction
- The purchasing department is your ally

Closing Thoughts

- Be intra-organizational telehealth evangelists and diplomats
- Target the middle 60%
- Audit workflows for ease of scalability and replication.
Adapt where needed
- Chances are that other organizations have been here before. Learn from them.

Questions and Comments



Thank You

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