# Cultivating Physician Engagement while Transforming Rural Healthcare through Telehealth

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#### Avera Health

Avera's roots stretch back to the frontier of medicine of the Benedictine and Presentation Sisters; who began providing health care in Dakota Territory in 1897. Avera is still sponsored by these same Sisters today, which helps lead to our mission:

"Avera is a health ministry rooted in the Gospel. Our mission is to make a positive impact in the lives and health of persons and communities by providing quality services guided by Christian Values."

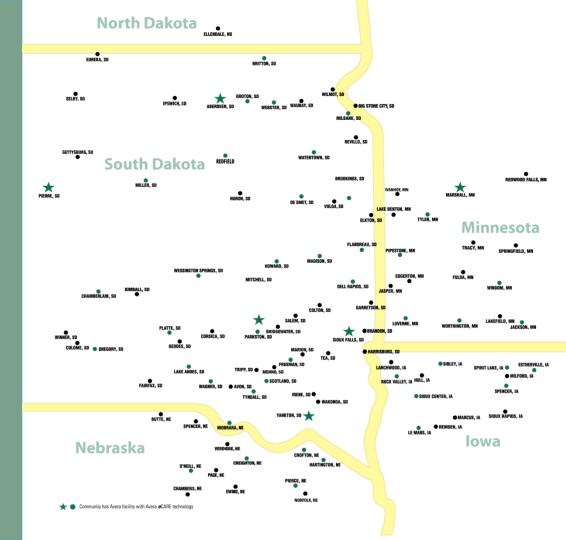
#### Avera Health



#### HOSPITALS

CRITICAL ACCESS

80%



#### Frontier and Remote (FAR) Level 1 ZIP Code Areas, 2010



60 million rural Americans scattered over 95% of US landmass

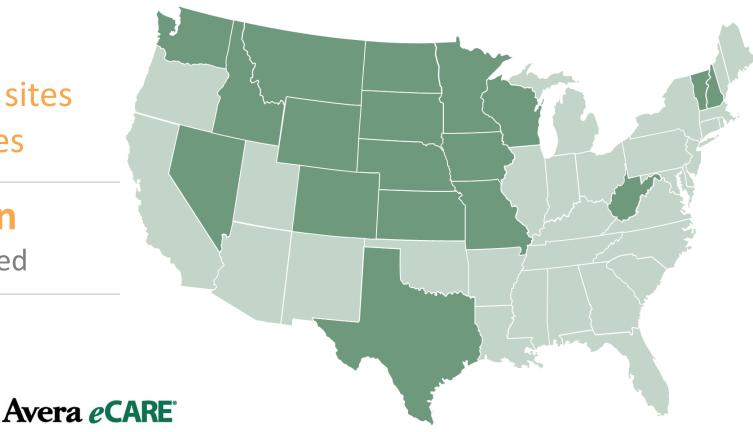
#### Avera eCARE

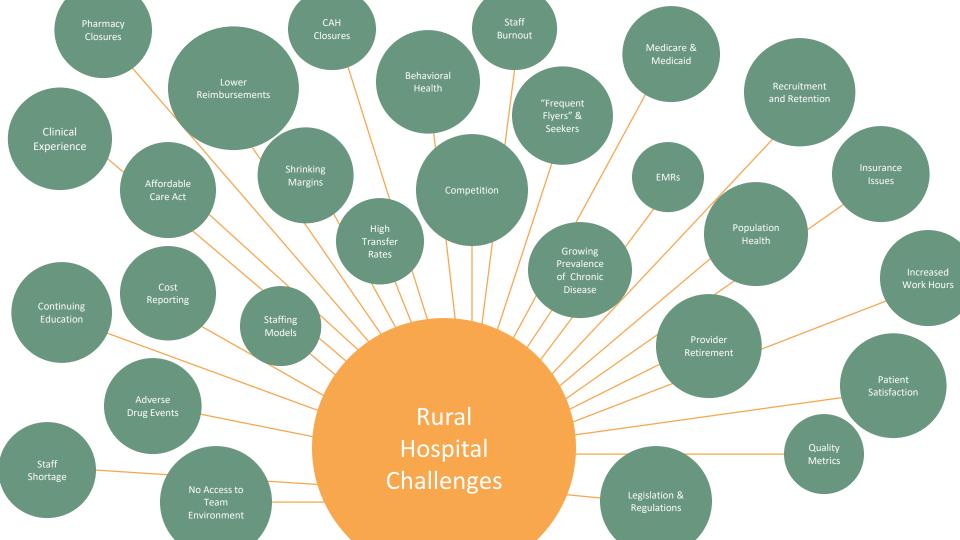
# Over **400** sites in **18** states

#### 1+ million

lives impacted

Discover







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# Virtual Care & Telemedicine

Access to Expertise

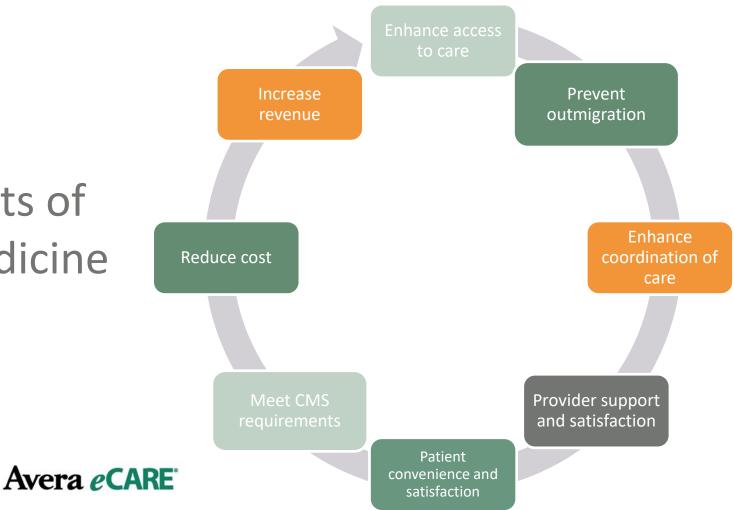
24/7 Collegial Support

Improve Quality & Patient Outcomes

Avera *e*CARE

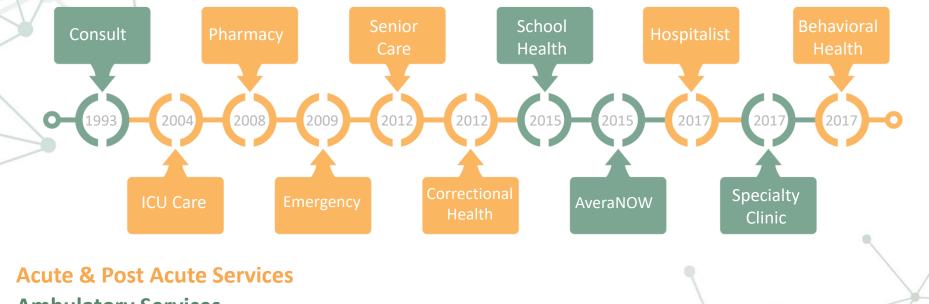
# Benefits of Telemedicine

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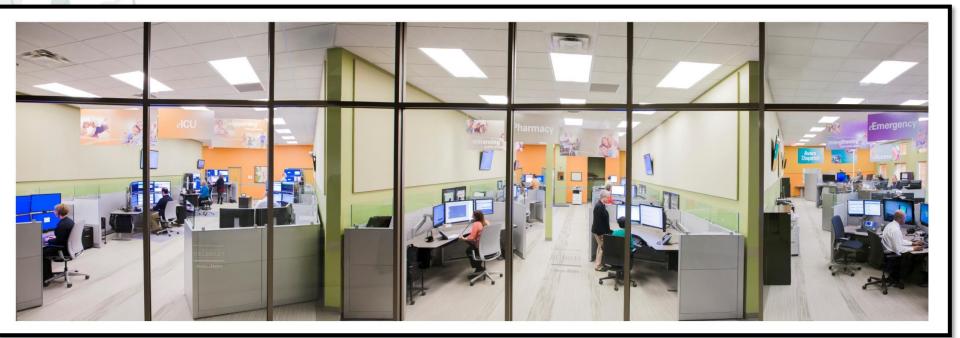
#### **Service Line Expansion**



**Ambulatory Services** 

Discover Avera eCARE

#### sioux falls, south dakota View from the Bridge



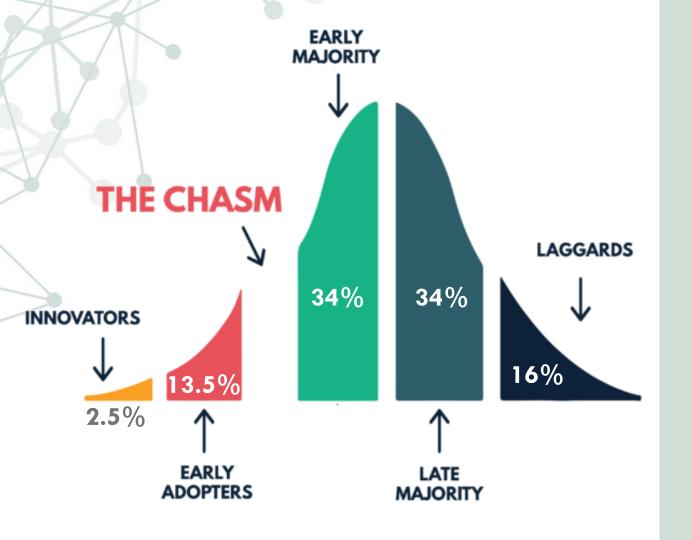


### eCARE Emergency The Process



When your team needs emergency assistance, simply push a button to connect 24/7/365 and our staff will respond immediately from our virtual hospital hub





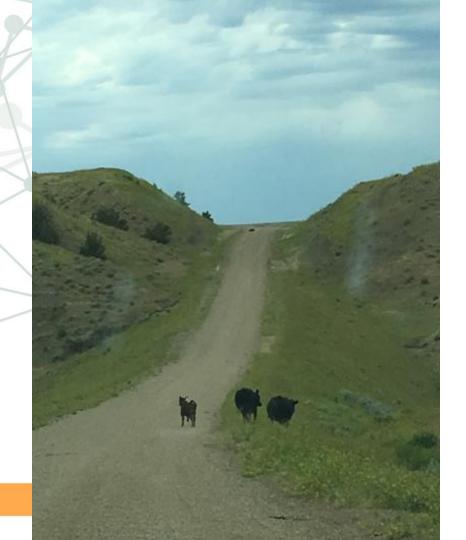
Law of Diffusion of Innovation



#### Make Lives Easier











### Be An Example





## Keep it Simple







#### **Customer Service**







### **Simulation Events**





**Medical Students** 

## Recruitment





#### Research: Recruitment & Retention

**Finding:** 81.5% of clinicians believe that eCARE Emergency has helped with recruitment and retention

**Conclusion:** Results indicate that, all other factors being equal, tele-emergency increases the likelihood of physicians entering and remaining in rural practice.



#### ORIGINAL RESEARCH

Effect of tale-emergency services on recruitment and rotention of US rural physicians.

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ABSTRACT

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Hospital CEO: "I've got to admit, the two docs I've got on right now, [...] both have made the statement to me directly that if it wasn't for [tele-emergency], they would not have come out here because they were not comfortable with it."



#### **QUESTIONS?**



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