



2020 NRTRC TAO VIRTUAL CONFERENCE



Northwest Regional Telehealth Resource Center and the Telehealth Alliance of Oregon **Welcome You**

Bronze Sponsors:



Exhibitors:




Non-profit:

[Pacific Northwest University of Health Sciences](#)

[University of Utah Health Clinical Neuroscience](#)

VIRTUAL SESSION INSTRUCTIONS

- Audio and video are muted for all participants
- Use the Q&A feature to ask questions An icon consisting of two overlapping speech bubbles, one orange and one blue, representing a question and answer feature.
- Moderator will read questions to the speaker
- Presentation slides are posted at <https://nrtrc.org/sessions>. Recordings will be posted after the conference.



Telehealth 101 Workshop



- Moderator: Deb LaMarche
- Presenters:
 - Cindy Roleff, Telehealth Program Development Manager, Alaska Native Tribal Health Consortium
 - Cara Towle, Associate Director, Psychiatry Consultation & Telepsychiatry, University of Washington
 - Cathy Britain, Executive Director, Telehealth Alliance of Oregon
 - Deb LaMarche, Program Director & Principal Investigator, Northwest Regional Telehealth Resource Center
 - Jennifer Erickson, Acting Assistant Professor, University of Washington
 - Tammy Arndt, Director, Northwest Telehealth

START SPREADING THE TELEHEALTH NEWS: ENGAGEMENT, EVALUATION & REPORTING

Cara Towle MSN RN MA

Associate Director

Psychiatry Consultation & Telepsychiatry

University of Washington

NRTRC Telehealth 101 Workshop

April 2020



WWW.NRTRC.ORG | (833) 747-0643

Change Management

Five Essential Change Management Principles

- 1. Sponsorship**
The change program has the support of the organization and resources.
- 2. Planning**
Planning is conducted methodically. Plans are agreed to in writing. Plans are clear, concise, and risks are clarified.
- 3. Measurement**
Program objectives are monitored and communication is maintained.
- 4. Engagement**
Stakeholders are engaged in the process. Openness, mutual respect, and communication are essential.
- 5. Support structure**
Program implementation is supported by a system of resources and communication.

22 Change Management Principles

Change Alignment

1. Change management is critical to strategy & tactical objectives.
2. Change management is incorporated into decision making, program design and project planning across the organization.
3. Change management is a human activity that is aligned with our organization's culture, values and people.

Change Leadership & Ownership

4. Change requires the commitment of executive leadership.
5. Leaders are accountable for change.
6. Leadership will set clear direction for all changes.
7. Changes have owners.

Commitment & Buy-in

8. Leadership drives commitment to change.
9. Stakeholders are consulted.
10. Leaders address objections to change.
11. Change impact is assessed for each change.

Change Communication

12. Change is widely communicated to the organization.
13. Change communications are clear, comprehensive, candid, timely.
14. Over-communicating change is better under-communicating.
15. Change communication is two-way.

Change Processes

16. Change management is based on standardized processes.
17. Change management processes are continually improved.
18. Change requires planning due diligence.
19. Training requirements for each change will be developed and implemented.
20. Changes are continually re-evaluated.

Change Culture

21. Our corporate culture embraces responsible change driven by innovation.
22. Our culture rewards individuals who drive change.
23. Change management is a results focused activity.

Change Management
Companies transform quickly.
Matthew Calderone
systematically

<https://www.strategy-business.com/article/rr00006>

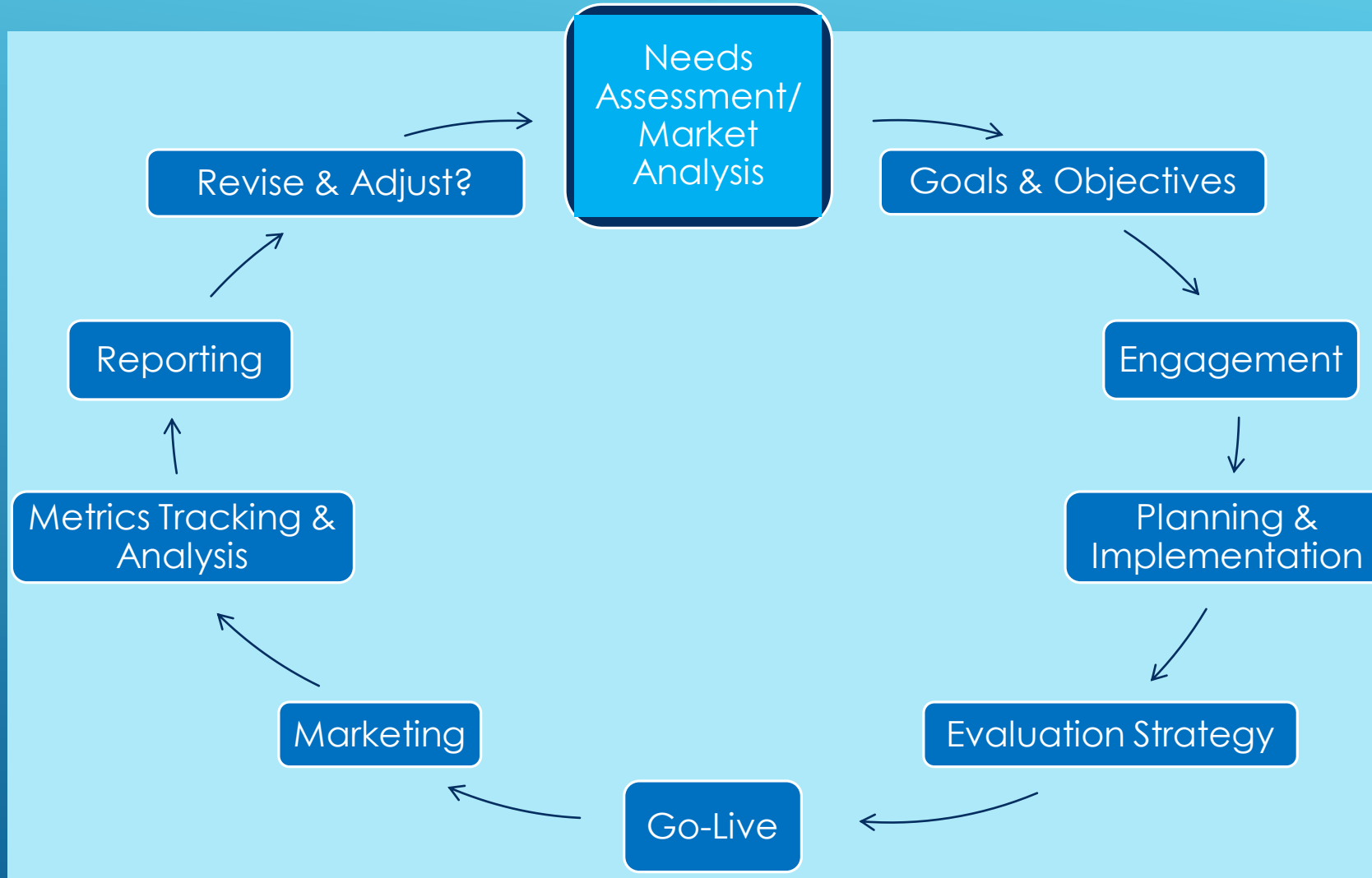
http://www.businessperform.com/change-management/change_management_principles.html

<https://management.simplicable.com/management/new/22-change-management-principles>

Change Management

- Methodical planning
- Informing & engaging
 - at every level
 - early and often
- Defining measurable objectives
- Monitoring and analyzing data to...
 - inform/enable strategic decision-making
 - maintain momentum & drive results
- Preparing for the unexpected...
 - Continually reassess and adapt

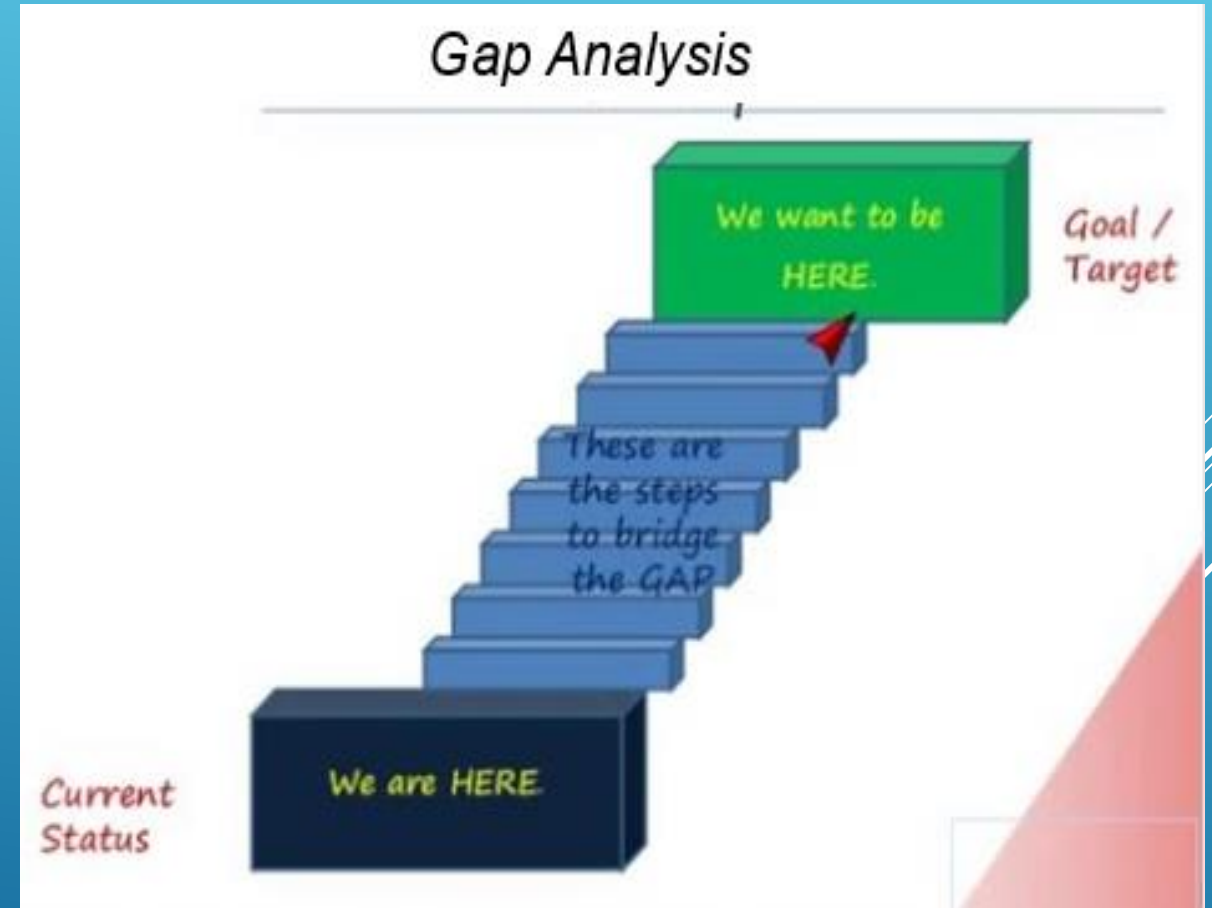
Telehealth Implementation



Needs Assessment/Market Analysis

Needs Assessment:

- Patients
- Clinicians
- Healthcare facilities
- Payers
- Healthcare system
- Society



Needs Assessment/Market Analysis

Market Analysis

- Service providers:
 - Know your market and your competitors
- Services seekers:
 - Know the market and the competitors

Goals & Objectives

- Goals
 - What are you trying to accomplish?
 - Anticipated ROI
 - Alignment with organizational mission?
- Objectives
 - How will you accomplish?
 - How will you evaluate?
 - Measurable
 - Milestones
 - Timeline

Engage Leadership & Key Stakeholders

- Engage Leadership:
 - Gives approval & \$upport
 - Provides ongoing \$upport
 - Prioritization and motivation
- Engage Key Stakeholders
 - Internal
 - External
- Communications plan: who-what-when
- Engagement → Buy-in → Ownership

Project Planning & Implementation



Evaluation Strategy & Metrics

- ◉ Review your objectives
- ◉ Consider:
 - ◉ Who will the TM service impact?
 - Patients
 - Clinicians
 - Providers of TM services
 - Users of TM services
 - Healthcare Facilities
 - Providers of TM services
 - Users of TM services
 - Payers
 - Healthcare system
 - Society-at-large

Evaluation Strategy & Metrics

- ◉ Review your objectives
- ◉ Consider:
 - ◉ Who will the TM service impact?
 - ◉ How will the TM service impact?
 - Access
 - Efficiency
 - Satisfaction
 - Patient satisfaction
 - Provider/clinician satisfaction
 - Clinical Processes or Outcomes
 - System of Healthcare
 - The Bottom Line....\$\$\$

Evaluation Strategy & Metrics

- ◉ Review your objectives
- ◉ Consider:
 - ◉ Who will the TM service impact?
 - ◉ How will the TM service impact?
 - ◉ How you will measure impact?
 - Track telemedicine utilization
 - Clinical Processes or Outcomes
 - Satisfaction surveys
 - Address money matters.... because money matters!
 - Other financial benefits

Evaluation Strategy & Metrics

PATIENT STORIES:

WE DID IT!

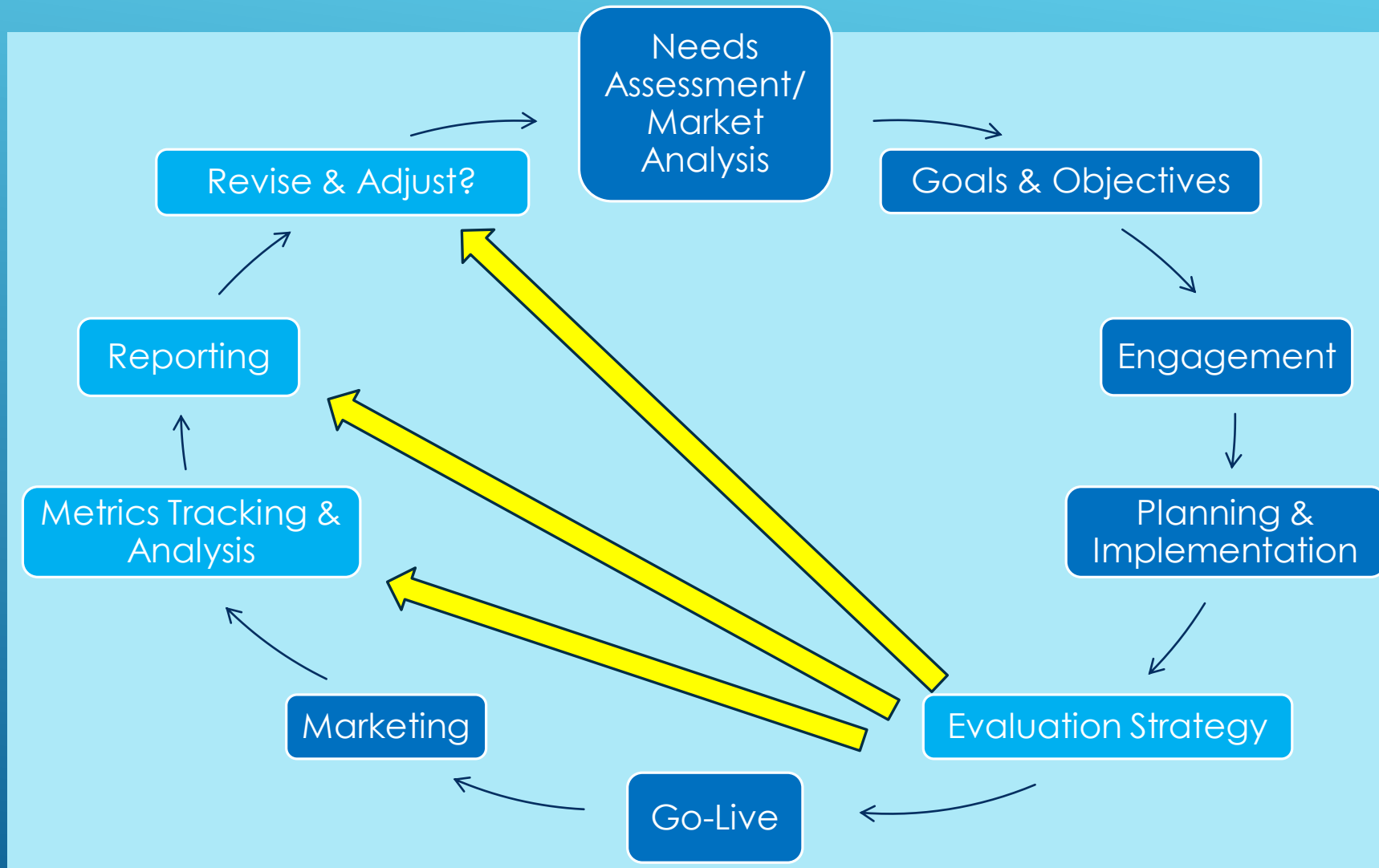
Thanks to a small army who got all of this together, my deepest appreciation to everyone involved.

I think Joseph started to cry at the end of the session when he found that the non-invasive breathing was going to work for him. He didn't sleep last night worrying about everything from if the van would start (we have -10 below temperature here without the wind chill factor) to worrying that the doctor would say it's a "no-go" on the external ventilation!

I want to thank the doctors for their patience and thorough explanations of everything. Thank you to everyone involved, from a mother's heart. I probably will never meet most of you, but please know my eternal gratitude.

Happy Holidays to each of you for giving the gift of breathing to my son.

Evaluation Strategy & Metrics



Evaluation Strategy & Metrics

- Sharing/Reporting results

- Audience

- Clients
 - Team
 - Leadership
 - Funders
 - Public

- Content

- Method/Format

- Frequency

**Post
Covid19?**



- Who will it impact?

- Patients
 - Clinicians
 - Providers of TM services
 - Users of TM services
 - Healthcare Facilities
 - Providers of TM services
 - Users of TM services
 - Payers
 - Healthcare system
 - Society-at-large

Right information @ Right People @ Right Time

Go-Live



Go-Live



Outreach & Education



Outreach & Education...

Engagement & Marketing

Methodology

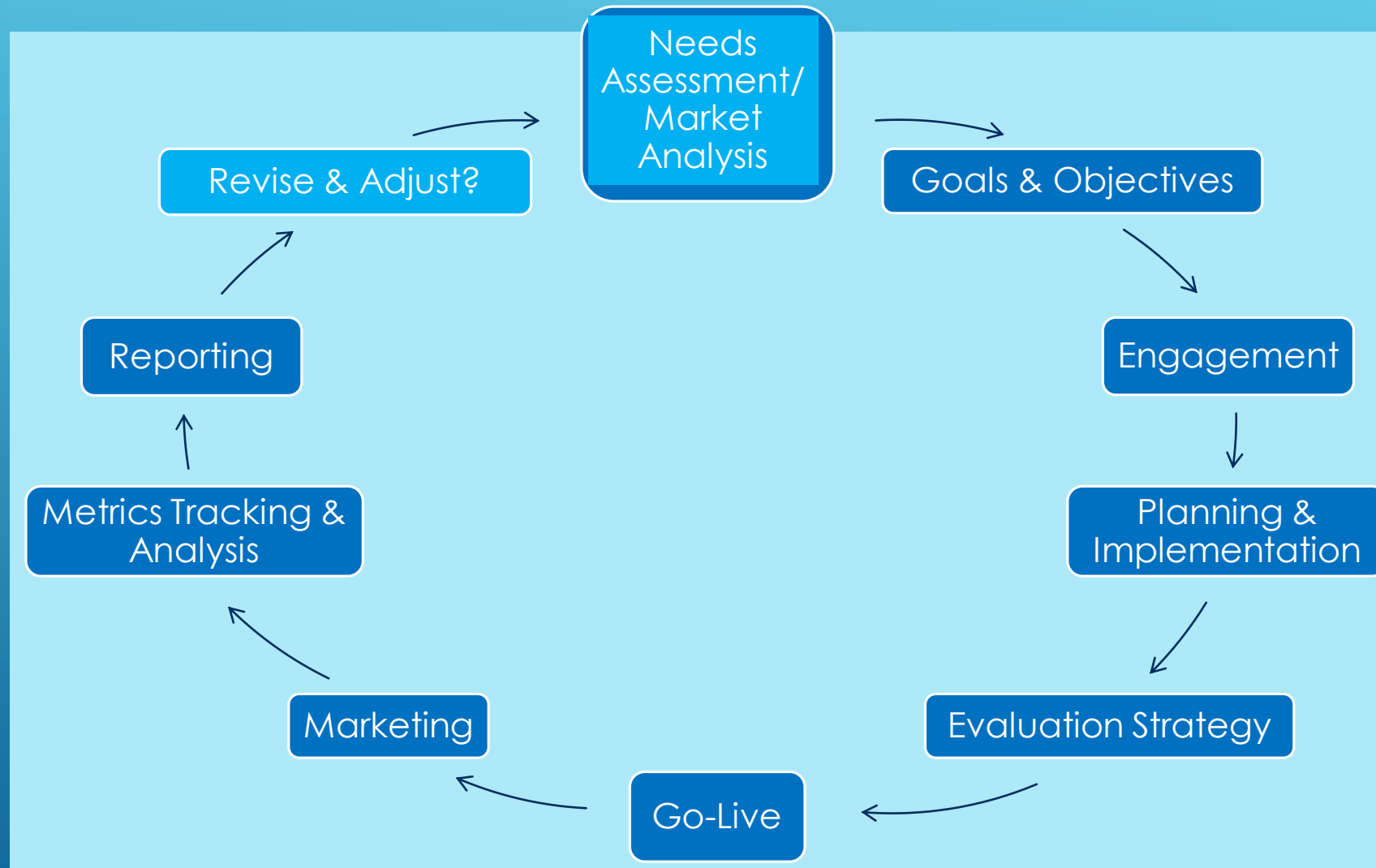
- Email blasts
- Social media
- Tweets
- Websites
- Site visits
- Conferences
- Speaker engagements
- Webinars
- Media engagement
- Leverage existing communications
- Cross-marketing
- Newsletters
- Postcards/Flyers
- Open enrollment
- Swag
- Surveys
- Focus Groups

Know your audience

- How will they best receive it?
- What is important to them?

Internal Audience!

Telehealth Implementation



Questions?