Telehealth Workforce Offers Unique Competencies & Opportunities

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Speaker Introduction

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Conflict of Interest

Jay Weems

Has no real or apparent conflicts of interest to report.
Agenda

Objectives
Identification of needs
Developing telehealth IT structure
Challenges/barriers faced
Outcomes achieved
Assess key processes
STEPS
Learning Objectives

1. Describe the unique challenges and opportunities of developing a telehealth IT team within a health system
2. Explain the approach to mentoring rural originating sites in building their own telehealth proficiencies
3. Share our experience and evolution of supporting a 13-state, multi-system, multi-specialty telehealth network
Introduction to HIMSS IT Value STEPS™

Satisfaction
- Customer satisfaction by having immediate access to IT assistance and expertise

Treatment/Clinical
- IT services provides physicians & other clinicians immediate access to specialists
- Increases access to care to rural hospitals

Savings
- Saves costs to rural hospitals by having access to IT telemedicine experts
- Explores innovative ways to provide telemedicine and reduce costs
Telemedicine: B2B vs. D2C Models

**Business-to-Business (B2B) Models:**
- eEmergency
- eICU
- eConsult
- School Health
- Senior Care
- ePharmacy
- Correctional Health

**Direct-to-Consumer (D2C) Models:**
- Retail Health
- Urgent Care
- Employer Health
- Coordinated Chronic Care
- Senior Care
- Concierge Services
- School Health

*Note: AveraNow is a specific service mentioned in the D2C model.*
Identified Needs for Dedicated Health IT

- Multiple Vendors
- Meaningful-use with Multiple EMR’s
- Supports Several Use Cases
- Connectivity & Equipment
- Troubleshooting of Equipment Across Miles

- Improve Implementation Process
- Ongoing Innovation of New Services
- Multiple PAC & EMR systems
- Ecosystems with external structures (security models)
- Gain independence from health system’s IT

Identified Needs for Dedicated Health IT
Telemedicine Transition

Information Technology
- Support driven
- Strict discipline on all platforms

Quality Driven
- Demand for robust platforms
- Quality measures and data tracking

Workforce Expansion
- Dedicated workforce for all departments
- Growing workforce
How Telemedicine is Supported

**IT Service**
- Coordinated IT support internally & externally
- Dedicated team for each department

**Departmental Focus**
- Dedicated department teams
- Departmental collaboration

**Strategic Focus**
- Work together to come up with growth plan
- Focus on how to further support growing industry
Telemedicine Support

1. Establish dedicated hub of IT professionals
2. Focus on training and mentoring as key elements for success
3. Leadership structure and team approach is effective
4. End-user support for clinical team
Troubleshoot

Provides technical training on how to troubleshoot basic audio/video problems

Workflow

Helps determine exact workflow required to make video visit a success

IT Infrastructure

Coordination of all equipment to support telemedicine services
Training & Mentoring

• Work with local IT staff to mentor and educate on technical support

• Use a standard implementation strategy
  • Ensure consistency and reliability of equipment
  • Improve physician satisfaction by streamlining the process for quicker implementations

• Train the telehealth providers to be the first line of IT defense
  • Builds trust & ensures high-quality video interaction
Training & Mentoring
Go-Live Preparation

✓ Pre-implementation meetings
✓ Conduct on-site assessments
✓ Checklists to ensure timeframes are being met
✓ Diagrams to simplify processes
✓ Post-implementation meetings
eEmergency brought a high degree of organization to the pre-implementation process. Weekly meetings were scheduled to ensure tasks were completed prior to go-live and checklists were followed to keep everyone on track.

— David Espeland, CEO
Fallon Medical Complex
Baker, MT
Notes

The video units will be directly connected to the router and video traffic will be routed back to the eER workstation via the dedicated circuit.

The phone will be mounted on the wall at the ER room and it will connect to the phone controller (usually located in the data closet) and the phone controller will connect directly to the router.

The cameras and the phones will NOT connect to the customer’s network.
Leadership Structure/Team Approach

Key for future growth: Hiring a CIO with industry experience and an innovative vision to provide liaison services between Avera Health Information Technology and eCare operations.

Collaboration with the health system IT team is important when working through documentation needs and medical record capabilities.

Cross-functional team approach between the eCARE IT hub, and the Avera security team, network engineers and interface team contribute to the success of a health system telehealth program.
Support for end-user clinical team

Maintains connectivity – allowing originating site providers to see & hear hub providers

Provide assistance with remote connections
  – ex. Access to originating site EMR’s

Ensure secure networks and maintain secure information
Role of Chief Information Officer

Facilitates communication between the partner’s IT staff and Avera IT for co-location activities

Acts as an Avera IT Technology representative to eCare for functional network design considerations during network design and implementation activities

Meet established service levels and conforms to Avera IT policy and good engineering practice

Responsible for medical staff communications, ensuring functional design, implementation and operation of eCARE related IT activities
## Dedicated IT Benefits

<table>
<thead>
<tr>
<th>Customer Service</th>
<th>Purchase ‘turn key’ Services</th>
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<tbody>
<tr>
<td>Provides exceptional customer service to current and external facing customers</td>
<td>Allows customers to purchase ‘turn key’ services and receives personal support throughout implementation and beyond</td>
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<tr>
<th>Vendor Relations</th>
<th>Provides Guidance &amp; Direction</th>
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<tr>
<td>Works with multiple documentation software systems, telecommunication companies &amp; EMR vendors to enhance and improve systems throughout service lines</td>
<td>Guidance and direction provided to customers on specific connectivity questions, suggestions on USAC support, firewall barriers, etc.</td>
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1. **Explosive growth.** Experts are predicting that by 2020, the use of telehealth will double among consumers and the number of video consultants will reach close to 27 million
   a. Equipment & Vendor challenges
   b. Staffing challenges

2. **Each service line has specific IT needs.** Managing 8 service lines and working with the innovation team on new service lines stretches the IT team to its capacity

3. **Documentation Challenges**
   a. Custom developed documentation and workflow systems
   b. Use of multiple EMRs and password security systems
   c. Privacy and security
   d. Maintain access to EMR through updates or network problems
Keys to growing telehealth services

- Hire dedicated team of professionals with focus on end-user workflow and clinical assessment needs.
- Train/mentor each site and service line hub to be first line of defense for technical issues.
- Continue to assess innovative ways to deliver high-quality healthcare at lower cost.
- Obtain TJC Accreditation & SOC 2 Certification.
Virtual Physician Staff
Land Mass Comparison

Europe
Landmass represents 700,000 square miles

United States
eCARE covers approximately 714,000 square miles
STEPS: Satisfaction

**INCREASES**

Customer satisfaction
By successful connections & making access to telemedicine services easy

**DECREASES**

Demand for IT resources
By creating a reliable network for connectivity
STEPS: Treatment/Clinical Graphic

**INCREASES**
Access to healthcare by providing care to 1,324,696+ patients

**DECREASES**
Physician Turnover by creating a collaborative environment and providing access to specialists in rural hospitals
STEPS: Savings

**INCREASES**
Access to highly trained IT experts who are competent in telemedicine

**DECREASES**
Costs by assessing innovative ways to provide telemedicine at a lower cost
Questions

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Thank-you for completing online session evaluation!