

Is Your Rural Hospital Ready for Telemedicine?

What You Need to
Know and How To
Learn It

Telemedicine in Rural Hospitals

- Many rural hospitals throughout the U.S. today are benefiting from the use of telemedicine to improve patient access to care
- Patients receive care from primary care clinicians or physician specialists without having to travel or wait for the physician to travel to them.

How Does That Benefit Rural Hospitals?

- Hospitals retain patients, clinicians, and revenues
- Hospitals can provide specialty physician consultation and care to their patients
- Hospitals can offer clinician care to area clinics when on-site clinicians are not available reducing the use of the hospital ER for non-emergent services.

How Do Rural Hospitals Use Telemedicine?

- Physician coverage for EDs
- Coverage for physician vacation
- Surgical consultation and support
- Specialist evaluation of digital images - pathology, radiology, etc.
- Follow-up care with specialists after patient discharge from larger hospital.
- Training and education for staff and patients

Is Your Hospital Ready for Telemedicine? The Assessment Tool

- The California Telemedicine and eHealth Center (CTEC)

Assessing Organizational Readiness

Experts estimate that 50 percent of all change efforts fail because leaders do not sufficiently assess organizational readiness for change.

Is Your Hospital Ready for Telemedicine? The Assessment

- Identify the anticipated or desired change.

“Implementing a telemedicine program in our hospital will...”

What do you want or need to accomplish with telemedicine?

Ex - Provide faster access to care for stroke patients

Ex – Provide access to neonatal consultation for premature infants born in the hospital.

The Assessment

- Determine the current state of the hospital in relation to the desired change
 1. Does the proposed project align with the hospital's current vision, mission, and strategic plan?
 - support the hospital's vision, mission, and strategic plan
 - align itself with the hospital's belief of who it is, what it does, and how it serves
 - support the hospital's approach to achieving its goals and objectives

The Assessment

- Determine the current state of the hospital in relation to the desired change
 2. Is the proposed project consistent with the hospital's values and culture?
 - Consistent with the hospital's guiding principles
 - Aligns with the hospital's existing beliefs, assumptions, and expectations
 - Hospital's culture supports innovation and clinical technology applications

The Assessment

- Determine the current state of the hospital in relation to the desired change
- 3. Are resources available to begin development of the proposed project?
 - Funding is available for initial planning activities
 - Staff is available to work on the project
 - There are no other initiatives competing against the project

The Assessment

- Determine the current state of the hospital in relation to the desired change
- 4. Does the proposed program have a champion?
 - There is a clinical champion
 - There is an administrative champion
 - There are leadership groups in place to foster support

The Assessment

- Determine the current state of the hospital in relation to the desired change
- 5. Do stakeholders support the program?
 - What perceptions do stakeholders have about the proposed program
 - Stakeholders educated about the proposed program

The Assessment

- Determine the current state of the hospital in relation to the desired change
- 6. Who has authority over the proposed program?
 - Who has to approve the project?
 - Are they supportive of the project?

The Assessment

- Determine the current state the hospital in relation to the desired change
- 7. What does a SWOT analysis reveal about your hospital's successes and potential barriers?
 - What are the hospital's strengths?
 - What are the hospital's challenges or weaknesses?
 - Where are the hospital's business opportunities?
 - Are there any barriers to the hospital's success?

Evaluating the Assessment

- The answers to each question in the assessment are scored as:
 - A major barrier
 - Substantial barrier
 - Significant changes needed
 - Minimal changes needed
 - Full support

Next Steps

- The answers provided to the questions will help your hospital determine whether is fully ready to move forward with telemedicine
OR
- Give you a clear picture of specific areas that require attention before proceeding with telemedicine program development

Next Steps

- If you have areas identified in the assessment that need attention, develop a plan to address each one.
- Re-do the assessment periodically to determine progress toward readiness
- When your hospital is ready it can begin a structured program development process including a business plan for telemedicine

Need Help With the Assessment?

- Levels of Support Offered by TAO
 - I. Provide you with the Assessment Tool and get the heck out of the way.
 - II. Provide you with the tool, and help you review the outcomes and develop a plan of action
 - III. Provide you with full support to do the assessment, review the outcomes, develop a plan of action, and review progress.

To Get the Tool or More Information

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Telehealth Alliance of Oregon Annual Meeting

Beyond Reimbursement: Issues Facing Telemedicine Providers in Oregon

When: October 16th

Where: Sacred Heart Medical Center Riverbend
Campus, Springfield, Oregon

For more information and to register:

www.ortelehealth.org