

*Telemedicine  
Factors for Success in  
South Carolina*

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*Topics of Discussion*

- Technology Revolution & Healthcare
- Define the territory
  - What are we talking about?
  - Commodity
  - Goal
- Barriers
- Factors to consider for success
- Recommendations
- **Current opportunity**

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*What Are We Talking About?*

- Interactive health care over distance using information or telecommunications technology (IT/ICT)
  - Two types: mobile and stationary
    - Store-and-forward (SF)
    - Live-interactive (LV)
  - Infrastructure/ mechanism of transmission
    - Land-lines (fiber, T1 or partial T, ISDN, i.e. bandwidth), PDAs, cell phones, Internet, monitoring devices

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## *What's the Commodity?*

- Intellectual capital/ information
  - Access to needed expertise when and where needed
    - Specialty and sub-specialty opinion
    - Acute and on-going treatment
    - Management chronic disease states
    - Medication oversight
    - Medical team collaboration
    - Home based and mobile disease management
    - Disease prevention

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## *What is the Goal?*

- Equalization of access by removing time and distance barriers
- Improved quality of care and treatment
- Improving efficiency
- Saving lives
- Improving outcomes
- Transfer of knowledge
- Lowering the "Misery Index"
- Clinical Decision Support (CDS)

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## *Where is it used?*



- Worldwide
  - Hospitals
  - Clinics
  - SNFs
  - Homes
  - Schools, day care
  - Correctional facilities
  - Businesses
  - Emergency Consultation / Trauma Care
  - Remote monitoring
  - Disaster sites
  - Battlefields
  - Humanitarian efforts



[www.telemedicineinsider.com/.../Telemedicine.jpg](http://www.telemedicineinsider.com/.../Telemedicine.jpg)

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### *What you need to know*

- Using technology to provide remote clinical decision support / treatment/ management/ diagnosis is effective
- Not applicable to every situation
  - Need to know the difference
- Not replace the healthcare team
  - Broaden their reach
  - Change workflow
- Require some thought on policy side to account for broader dimensions

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### *Challenges: Are they real?*

Potential Barrier	Source	Reality
Licensure	States rights issue	Practice within State; Consultation may be recommended across state borders but primary care stays with the medical home practitioner
Malpractice	Liability; Risk Management	No identified cases to date Malpractice available Adhere to standards and guidelines
Reimbursement	Legislative Benefits/policy	<a href="http://www.hrsa.gov/telehealth/pubs/reimbursement.htm">http://www.hrsa.gov/telehealth/pubs/reimbursement.htm</a> Medicaid, Medicare, private insurance

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### *Barriers: Are they real?*

Potential Barrier	Source	Reality
Infrastructure development	Telcos Institutional	IT/ICT expertise is needed FCC funding available Light Rail being implemented Stimulus Bill Omnibus
Start-up costs	Grants Endowments State programs Legislature	Grants Stimulus Bill Omnibus IT opportunities for funding
Expertise	Current experts Education and Training	Needed Learn from Exemplary programs

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### *Critical Factors*

- Needs based
- Vision/ Organization/ Policy
  - Transparency/ access/ equity
  - Incorporate your culture
  - Legislation supporting reimbursement TM
- Collaboration/ planning
  - Develop Statewide Alliance for SC
  - Develop a roadmap for SC development based on priorities
  - Open access model - fosters innovation and development
  - Learn from other successful and failed programs
  - Communicate successes (newsletters, publicity, e-mail)
  - Identify strengths of each organization

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### *Critical Factors* Con't

- Match need and technology to meet/ exceed the Standard of Care
- Develop the business case/ strategies
- Training and Education (critical mass)
- Measure outcomes
- Support development in 3 areas
  - Technology
  - Expertise
  - Administration
- Identify human factors/ where are the bumps
- Sustainment

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### *Factors to Consider*

- Know the language and landscape
- Economic value to rural development
  - IT/ICT infrastructure will provide access and bandwidth to the communities where facilities are located
  - Employers in rural areas need health services
  - Rural economic development impeded without medical services
  - Infrastructure can augment education
    - Both critical issues in rural economic development, and both can be delivered over TM infrastructure

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## *A Vision for South Carolina*

“The sense of possibility so necessary for success comes not just from inside of us or from our parents. It comes from our time: from the particular opportunities that our particular place in history presents us with.”

Gladwell, Malcolm. "Outliers: The Story of Success". Little, Brown and Company, New York, 2008

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## *Current Opportunity*

- Stimulus Package
  - 2B grants for HIT; 300M to states
  - 500M community health centers
  - 500M SSA
- American Telemedicine Association; [www.atmeda.org](http://www.atmeda.org)
- DHHS/ Office of the National Coordinator (ONC); [www.hhs.gov/healthit/](http://www.hhs.gov/healthit/)
- Department of Commerce ; NTIA -4.7B must be spent by SEP 2010
- Department of Agriculture 2.5B; distance learning, TM, broadband grants
- Current appropriation bill

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## *Recommendations*

- Build a Foundation for the long-term
  - Technical
  - Legislative
  - Educational
  - Community-wide
  - Disaster preparedness
- Develop progressive steps in accordance with a collaborative master plan for the state
- Build on need, culture and with values of equitable distribution
- Include educational institutions in curriculum development

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### *Stimulus Package: To Dos*

1. Assess current or past proposals for submission
2. Identify 3 areas where a one time influx of grant funds would be beneficial and can be implemented quickly
3. Assign staff to monitor grant opportunities
4. Identify matching funds
5. Identify opportunities to mix existing funds with stimulus funds ex. FCC/ broadband
6. Identify partners
  1. Telcos
  2. CHCs, FQHCs
  3. RHIOs (HIE)
  4. SSA
  5. Educational institutions

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### *Contact Information*

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Thank you

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