Building a Telemedicine Program From Scratch

Telemedicine for the Rest Of Us

Matt Shafer, RN
Administrative Director- Telemedicine
Erlanger Health System
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- No Budget
- No Technology
- No Physician Champions
- No Telehealth On Campus

Correlation with Success: Dedication of Program Manager

Degree of Focus of Telemedicine Program Manager

- 100% dedicated to managing our telemedicine program: 38%
- Partially dedicated – 50% or greater: 38%
- Partially dedicated – less than 50%: 24%
# Erlanger Virtual Care

<table>
<thead>
<tr>
<th>Virtual Care Initiative</th>
<th>Service Lines</th>
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<tbody>
<tr>
<td><strong>Direct-to-Consumer</strong></td>
<td>Family Medicine, Internal Medicine, Pediatrics</td>
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<td><img src="#" alt="Erlanger Virtual Care" /></td>
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<td>Pediatrics, Family Practice</td>
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<tr>
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<td>Wound Care, Acute Neurology, Behavioral Health, Respiratory Care, Nutrition</td>
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<tr>
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Sole Provider of Essential Services to the Region

- Founded in 1899
- Only Academic Medical Center within 100 miles
- Only Children’s Hospital within 100 miles
- Only Level I Pediatric and Adult Trauma Center in Southeastern Tennessee
- Comprehensive Regional Pediatric Center with pediatric ER, PICU and only Level IV NICU
- Region’s only emergency Cardiac and Stroke Center
  - 4th Largest interventional stroke program in U.S. (MEDPAR data)
  - Only Accredited Comprehensive Stroke Center in East Tennessee by the Joint Commission
- 7th Largest Public Hospital in U.S. (Modern Healthcare)
- 8th Largest Emergency Department in U.S. (Beckers Hospital Review)

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<tr>
<td>Erlanger University Hospital</td>
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<td>Erlanger East Hospital</td>
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<tr>
<td>Erlanger Behavioral Health Hospital</td>
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<tr>
<td>Erlanger North Hospital</td>
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<tr>
<td>Erlanger Murphy Medical Center</td>
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<td>Erlanger Bledsoe Hospital</td>
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Stroke Death Rates, 2014 - 2016
Adults, Ages 35+, by County

Rates are spatially smoothed to enhance the stability of rates in counties with small populations.

Data Source:
National Vital Statistics System
National Center for Health Statistics
Artificial intelligence will improve medical treatments

It will not imminently put medical experts out of work

New Technology Promises to Speed Critical Treatment for Strokes

Several young companies are introducing methods to quickly and precisely address severe blockages in major arteries caused by blood clots.
Telemedicine Continuum

1. Resource Allocation
2. Executive Support
3. Integration with Org. Strategic Plan

“ALL IN”

“Dippin’ Your Toe In”
The Obvious

Physician Engagement

Executive Buy-In

Resource Allocation
Not So Obvious.............

• Pick an Early Winner
• Push the Technology for MORE than just virtual care
• Don’t concentrate on the SHINY
• Be Careful Who you Sleep With
• Beware of the Earnest
• Stop Comparing Your Program
Pick a Winner

Flexible Technology

Shiny ≠ Effective
Beware Of Bad Actors

Beware the Earnest

Stop comparing your Program

DON'T CARE HOW
I WANT IT NOW!
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