

# Northwest Regional Telehealth Resource Center

## Work Plan for OAT grant funding cycle 2009-2012

<b>WORK PLAN: Goals, Objectivities and Activities</b>			
<b>GOAL 1: UTILIZE EXPERTISE AVAILABLE THROUGH THE NRTRC MEMBERSHIP TO PROVIDE EDUCATION AND TRAINING FOR INDIVIDUAL PROGRAM DEVELOPMENT.</b>			
<b>Objective 1.1: Develop a standardized Marketing protocol and delivery mechanism for education and training programs (e.g. 84% of Market Survey respondents identified education and training as important)</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
1.1.1 Research options to make delivery mechanism available to the partners to use within their own organizations. <ul style="list-style-type: none"> <li>• Developing go to links</li> <li>• Link to existing toolkits</li> </ul>	Exec Director; Project Manager, Admin Assist; Consortium Members	1 <sup>st</sup> Quarter and continual updates throughout the 3 years	Go to links completed Linking existing toolkits
1.1.2 Pre-presentation Marketing Activities: <ul style="list-style-type: none"> <li>• Website Promotion:               <ul style="list-style-type: none"> <li>✓ Through NRTRC website</li> <li>✓ Promote linkages on other organizational websites</li> <li>✓ Make website “transaction based” so users will continue to access the website</li> <li>✓ Post education materials in advance for download.</li> <li>✓ Develop links to journal articles and other reading materials.</li> </ul> </li> <li>• Electronic flyers, brochures, newsletters               <ul style="list-style-type: none"> <li>✓ Develop distribution list for marketing of programs &amp; services,</li> <li>✓ Identify/market to organizations not currently engaged in telehealth</li> </ul> </li> <li>• Supporting documentation for education modules (Toolkits, journal articles, threaded discussions, sharing contact information)</li> <li>• Through marketing efforts, focus on “branding” of programs and services as the “go to” or “trusted source” of information</li> <li>• Provide a catalog of trainings and seminars that are being offered across the region</li> <li>• Partner with sponsoring organizations to assist with marketing efforts which may include a discount for NRTRC consortium members.</li> </ul>	<div>Project Manager, Admin Assistant Web Contractor</div> <div>Admin Assistant</div> <div>Exec Director; Project Manager, Admin Assist; Consortium Members</div> <div>Exec Director; Project Manager, Admin Assist;</div> <div>Exec Director; Project Manager, Admin Assist;</div> <div>Exec Director; Project Manager, Admin Assist; Consortium Members</div>	<div>1<sup>st</sup> Quarter and continual updates throughout the 3 years</div> <div>2<sup>nd</sup> Quarter and (2) each quarter of year one. Six total for year one.</div> <div>2<sup>nd</sup> Quarter and (2) each quarter of year one. Six total for year one. 1<sup>st</sup> Quarter and on-going</div> <div>1<sup>st</sup> Quarter and on-going</div> <div>1<sup>st</sup> Quarter and on-going</div>	<div>Milestone Tracking</div> <div>Materials are posted on web site</div> <div>Distribution list completed Organizations identified</div> <div>Topic specific toolkits and journal articles on web site Similar look and feel for all products so users know it is the NRTRC Catalog completed online Partnership relationships developed</div>

<p>1.1.3 Education/Training Program Delivery – Develop and distribute training content on available telehealth technologies.</p> <p>Choose six topics of general interest:</p> <ul style="list-style-type: none"> <li>✓ Desktop videoconferencing solutions</li> <li>✓ VTC basics – controllers and gatekeepers and what they do</li> <li>✓ Media tools that people can use to deliver educational programming</li> <li>✓ Stethoscopes and telehealth</li> <li>✓ Digital Cameras – What’s New</li> <li>✓ How to build a videoconferencing room</li> <li>✓ Getting started in corrections telemedicine</li> <li>✓ Getting started with TeleStroke</li> <li>✓ Setting up remote providers for telehealth services</li> <li>✓ Utilizing internet technologies to deliver services</li> <li>✓ Current technology evaluations (sharing lessons learned)</li> <li>✓ Telemedicine 101 <ul style="list-style-type: none"> <li>▪ General telemedicine overview</li> <li>▪ Develop topic introductions for different telehealth user types on website (basics) <ul style="list-style-type: none"> <li>○ New to telemed</li> <li>○ Providers</li> <li>○ Nursing</li> <li>○ Operational</li> </ul> </li> </ul> </li> <li>• Explore Web 2.0 communications tools delivery mechanism to recruit new participants</li> <li>• Post education materials in advance for download, etc., develop read a heads, Link to journal articles and other reading materials</li> <li>• Establish a semi monthly schedule through contacts with regional vendors and experts <ul style="list-style-type: none"> <li>✓ Comprehensive reading materials</li> <li>✓ Prints</li> <li>✓ Live webinars</li> <li>✓ Use of toolkits that are available</li> </ul> </li> </ul>	<p>Exec Director; Project Manager, Admin Assist; Consortium Members</p> <p>Con.Memb. &amp; Vendors (Tandberg &amp; Polycom) Con.Memb. &amp; Vendors (Tandberg &amp; Polycom) Con.Memb. &amp; Vendors</p> <p>AFHGAN AFHGAN Con.Memb. &amp; Vendors</p> <p>Consortium Members</p> <p>Consortium Members Consortium Members</p> <p>Project Manager, Consortium Members Project Manager, Consortium Members Exec Director; Project Manager, Consortium Members, Vendors</p> <p>Exec Director; Project Manager, Consortium Members</p> <p>Project Manager, Contract Web designer</p> <p>Project Manager, Admin Assistant</p> <p>Exec Director; Project Manager, Consortium Members, Vendors</p>	<p>1<sup>st</sup> Quarter and continual updates throughout the 3 years</p> <p>2<sup>nd</sup> Quarter and bi monthly throughout three years</p> <p>1<sup>st</sup> Quarter and on-going</p> <p>1<sup>st</sup> Quarter and on-going</p> <p>1<sup>st</sup> Quarter and on-going</p>	<p>Milestone Tracking</p> <p>Six education/ training programs completed in year one</p> <p>New communications tools developed Educational materials posted on web site</p> <p>Schedule established</p>
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1.1.4 Post-presentation Program Evaluation & Post Marketing <ul style="list-style-type: none"> <li>Evaluation of programs, responses to questions, requests for other related topics</li> <li>Toolkits, journal articles, threaded discussions, sharing contact information</li> <li>Make website “transaction based” keep users coming back to the NRTRC website</li> <li>Market/publish successes (successful projects, testimonials)</li> </ul>	Exec Director; Project Manager, Consortium Members Exec Director; Project Manager, Consortium Members Project Manager, Web Contractor  Exec Director; Project Manager, Consortium Members	Same day or within one week of presentation  Same day or within one week of presentation 2 <sup>nd</sup> quarter and ongoing throughout 3 years  2 <sup>nd</sup> quarter and ongoing throughout 3 years	Milestone Tracking Participant satisfaction/course evaluation  Course evaluation by participants  Website dashboard statistics Gather participant testimonials
<b>Objective 1.2. Develop a database of telehealth experts willing to share expertise.</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
1.2.1 Catalog/Market directory of telehealth experts on web site (may include brief overview of programs/services and contact individual) <ul style="list-style-type: none"> <li>Post identified persons to website</li> <li>Develop list of links to consortium member programs and key contacts</li> </ul>	Exec. Dir., Proj. Man.  Proj. Manager, Web Contractor Exec. Dir., Proj. Man., Admin Assist.	1 <sup>st</sup> quarter and on-going	Catalog posted on web site  Persons on Website Links on Website
<b>Objective 1.3. Develop comprehensive educational modules on the implementation of specific clinical telehealth applications</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
1.3.1 Identify people with very specific expertise and have them develop educational modules/class (select 6 from list): <ul style="list-style-type: none"> <li>Teleaudiology/teleENT Presentation</li> <li>Telepharmacy</li> <li>Remote monitoring or home care</li> <li>Remote Trauma Care</li> <li>Telestroke</li> <li>Teledermatology</li> <li>Store &amp; Forward Applications</li> <li>Digital retinopathy</li> </ul>	Exec Director; Project Manager, Consortium Members  AFHCAN NIRHC (ID) REACH (MT) PHTN (MT) UTN (UT) Consortium Members AFHCAN Consortium Members	2 <sup>nd</sup> quarter and bi monthly	Six educational modules/classes completed in year one

<b>Objective 1.4. Provide value added services to telehealth programs using existing toolkits</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
1.4.1 Promote the existing toolkits created through the initial OAT TRC funding, put links on the NRTRC website, promote the toolkits through our marketing plans: <ul style="list-style-type: none"> <li>• Operations: Great Plains Telehealth Resource &amp; Assistance Center</li> <li>• Performance and Evaluation: Midwest Alliance for Telehealth &amp; Technology Resources</li> <li>• Reimbursement: Northwest Regional Telehealth Resource Center</li> <li>• Technical: Northeast Telehealth Resource Center</li> <li>• Legal: Center for Telehealth and E-Health Law</li> <li>• Training/Marketing: California Telemedicine and eHealth Center</li> </ul>	Exec Director; Project Manager, Admin. Assist., Consortium Members, Web contractor	1 <sup>st</sup> quarter and on-going	Links to website completed
1.4.2 Create an opportunity for the developers of the toolkits to present their toolkit (give them a platform for presentation) to NRTRC membership <ul style="list-style-type: none"> <li>• Twice a year offer educational programming regarding toolkits</li> <li>• Develop on-line calendar of shared educational opportunities</li> <li>• Conduct virtual visits (blogs or other social networking tools) to help people with toolkit and inform toolkit developers of satisfaction, etc.</li> <li>• Create value added services for NRTRC resource users               <ul style="list-style-type: none"> <li>✓ Develop resources for purchase (sustainability)</li> </ul> </li> </ul>	Exec Director; Project Manager, Consortium Members  Exec Director; Project Manager  Proj. Manager  Exec Director; Project Manager, Consortium Members  Exec Director; Project Manager, Consortium Members	1 <sup>st</sup> quarter and on-going  Bi-annually  1 <sup>st</sup> quarter and on-going  1 <sup>st</sup> quarter and on-going  1 <sup>st</sup> quarter and on-going  1 <sup>st</sup> quarter and on-going	Conduct two sessions per year per toolkit Participant satisfaction Course evaluation          Track services purchased
<b>GOAL 2. INCREASE COLLABORATIVE PARTNERSHIPS AND OPPORTUNITIES ON A REGIONAL AND NATIONAL BASIS</b>			
<b>Objective 2.1. Create peer community groups for people of like fields in telemedicine (e.g. technical, clinical, educational, etc.) to engage in dialogue and information sharing.</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
2.1.1 Create online community forums with moderator <ul style="list-style-type: none"> <li>• Blogs or interactive forums               <ul style="list-style-type: none"> <li>✓ Technical</li> <li>✓ Clinical</li> <li>✓ Education</li> <li>✓ Business</li> </ul> </li> </ul>	Exec Director; Project Manager, Consortium Members	3 <sup>rd</sup> quarter and on-going	One active/interactive forum in year one

2.1.2 Host teleconference/ videoconference for forum groups <ul style="list-style-type: none"> <li>• Discussion groups <ul style="list-style-type: none"> <li>✓ Open Mike Night</li> <li>✓ Structured agendas</li> </ul> </li> </ul>	Exec Director; Project Manager, Consortium Members	1 <sup>st</sup> quarter and on-going	(16) teleconferences conducted in year one
2.1.3 Develop focus groups on topics to create and increase a sense of community <ul style="list-style-type: none"> <li>• Utilize Wiki's, lists serves, etc. which can host notes and related informational articles</li> <li>• Identify barriers and challenges from lessons learned and address them in a focus groups</li> <li>• Survey potential and existing customers through brief customer satisfaction question at end of session</li> </ul>	Exec Director; Project Manager, Consortium Members  Proj. Manager  Exec Director; Project Manager, Consortium Members  Exec Director; Project Manager, Admin. Assist	3 <sup>rd</sup> quarter and on-going  3 <sup>rd</sup> quarter and on-going  3 <sup>rd</sup> quarter and on-going  Completed following session	(2) focus groups in year one, six per year in years two and three  Track # of users(dashboard)  SWOT Analysis conducted by focus group and recommendations shared with members  Customer satisfaction survey Course evaluation
<b>Objective 2.2. Create opportunities for multi regional outcome based studies regarding patient management using telehealth technologies</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
2.2.1 Identify a group of interested members that would form a regional partnership to develop a diabetes disease management research project	Exec Director; Project Manager, Consortium Members	4 <sup>th</sup> quarter and on-going	Applied for a grant to implement project
2.2.2 Promote cross regional research collaboratives through mini-grants or assistance with collaborative grant writing or industry test beds utilizing the NRTRC member networks	Exec Director; Project Manager, Consortium Members	4 <sup>th</sup> quarter and on-going	(2) Mini-grants given by end of year two Assistance given with (1) collaborative grant
<b>Objective 2.3. Provide members with information about state regulations throughout region</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
2.3.1 Create an on-line database of : <ul style="list-style-type: none"> <li>• State specific telehealth regulatory information</li> <li>• Current legislative initiatives</li> <li>• Cross state licensure</li> </ul>	Exec Director; Project Manager, Admin. Assist. Consortium Members	4 <sup>th</sup> quarter and on-going	Database completed Dashboard statistics reflect usage
<b>Objective 2.4. Maintain current market knowledge of regional needs and opportunities</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>

2.4.1 Conduct a telehealth summit/meeting in each of the states served by the NRTRC: <ul style="list-style-type: none"> <li>To develop linkages,</li> <li>To identify barriers to telehealth implementation,</li> <li>To discuss regional regulation and licensure issues</li> <li>To promote the NRTRC and services it provides</li> <li>Marketing Survey utilized as a resource for meeting agenda</li> </ul>	Exec Director, Consortium Members	1 <sup>st</sup> quarter and on-going	(8) per year  Participant satisfaction surveys completed  Collect and report new data gleaned from meetings
2.4.2 Maintain current knowledge of regional needs and opportunities <ul style="list-style-type: none"> <li>Conduct follow up market analysis to identify marketing progress from the original market plan conducted in 2009, and to identify expertise, needs and areas of interest</li> </ul>	Exec Director; Project Manager, Admin. Assist. Consortium Members	3 <sup>rd</sup> quarter of year two	Market Survey completed
<b>GOAL #3. IMPROVE COMMUNICATION AND ACCESS BETWEEN INDIVIDUAL PROJECTS AND NATIONAL HEALTHCARE LEADERSHIP.</b>			
<b>Objective 3.1. Raise the visibility of individual projects through regional and national exposure.</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
3.1.1 Identify enthusiasts in each state who would be willing to work on this initiative. Individuals who are passionate about telehealth.	Exec Director; Project Manager, Consortium Members	1 <sup>st</sup> quarter and on-going	List of individuals completed
3.1.2 Identify people with very specific expertise and highlight them on the web site (information about their programs, etc.). <ul style="list-style-type: none"> <li>Each board member will identify people in their region</li> <li>Contact “best practice” programs to determine interest in providing expertise.</li> </ul>	Exec Director; Project Manager, Consortium Members, Web contractor  Consortium Members  Exec Director; Project Manager, Consortium Members	1 <sup>st</sup> quarter and on-going monthly (12 profiles per year).  1 <sup>st</sup> quarter and on-going monthly 1 <sup>st</sup> quarter and on-going monthly	Profiles posted monthly  All members provide profile annually List of best practices generated
3.1.3 Produce annual report with information about all members and their programs and expertise	Exec Director; Project Manager, Admin. Assist. Consortium Members	4 <sup>th</sup> quarter annually	Annual report posted on website and electronically delivered

<b>Objective 3.2. Provide a mechanism for programs to work at the national policy level through regional aggregation.</b>			
<b>Activities</b>	<b>Responsible persons</b>	<b>Timeline</b>	<b>Evaluation</b>
3.2.1 Identify current issues: <ul style="list-style-type: none"> <li>• New CMS interpretation of licensure</li> <li>• Specific reimbursement concerns</li> </ul>	Exec Director; Project Manager, Consortium focus groups	1 <sup>st</sup> Quarter and on-going	Support white papers produced
3.2.2 Advocate for standards, by working through American Telemedicine Association (ATA) and Health Information Management Systems Society (HIMSS) and other national organizations <ul style="list-style-type: none"> <li>• Develop workgroups to provide input through white papers and other forms of communication</li> </ul>	Exec Director; Project Manager, Consortium Members  Exec Director; Project Manager,	1 <sup>st</sup> Quarter and on-going	Develop white paper or advocate for current white paper(s)
3.2.3 Participate in state and/or regional telehealth educational summits to include related regional and national organizations: <ul style="list-style-type: none"> <li>• Hospital Associations</li> <li>• Primary Care Associations</li> <li>• Clinic Systems</li> <li>• Payors</li> <li>• Department of Health</li> </ul>	Exec Director Consortium Members	1 <sup>st</sup> Quarter and on-going	Participate in (1) educational summit annually
3.2.4 Highlight and engage some of the best of breed telehealth programs internationally. Examples: <ul style="list-style-type: none"> <li>• Ontario Telehealth Network</li> <li>• JVN Program Nationally</li> <li>• Norwegian Center for telemedicine</li> </ul>	Exec Director; Project Manager, Consortium Members	1 <sup>st</sup> Quarter and on-going	Virtual meeting between NRTRC and national/international group held at quarterly board meet or other venue