



# 6 Misconceptions about Telehealth

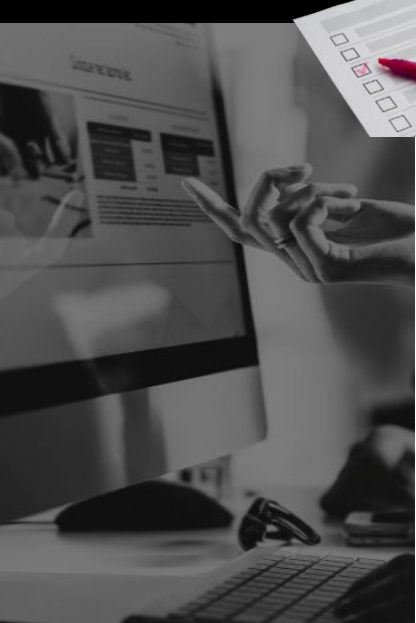
Christian Milaster  
Telehealth Strategy & Implementation Advisor




**Ingenium**  
Digital Health  
Advisors

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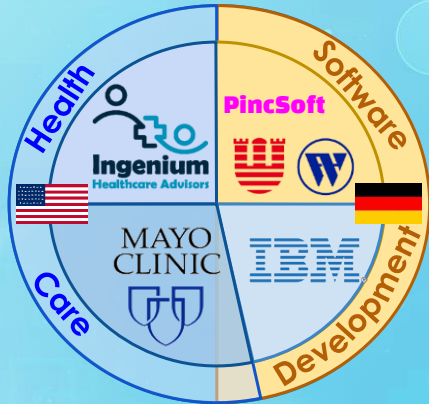
## Participant Poll

1. What type of organization do you represent?
2. What are your top challenges with telehealth? (select all that apply)

2

2

# About Christian



33 years



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# Dispelling 6 Common Misconceptions

-  **Telehealth Defined**
-  **The 6 Misconceptions**
-  **Dispelling the Myths**
-  **Q&A**
-  **Wrapup & Bonus**



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## Telehealth Defined

Everybody agreed, until somebody defined it.

Telehealth.Community

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*Everybody agreed, until somebody defined it...*

# Telehealth

Delivering Care at a Distance

# Telemedicine

Practicing Medicine at a Distance

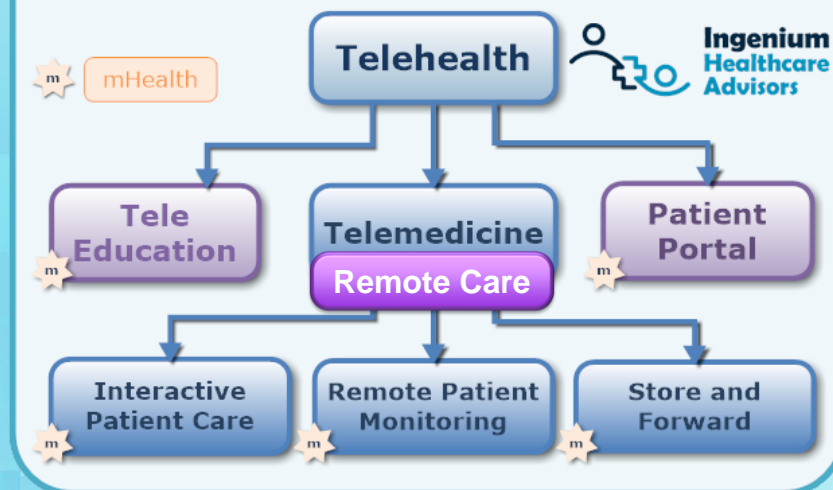
# Remote Care

Connecting with Patients at a Distance



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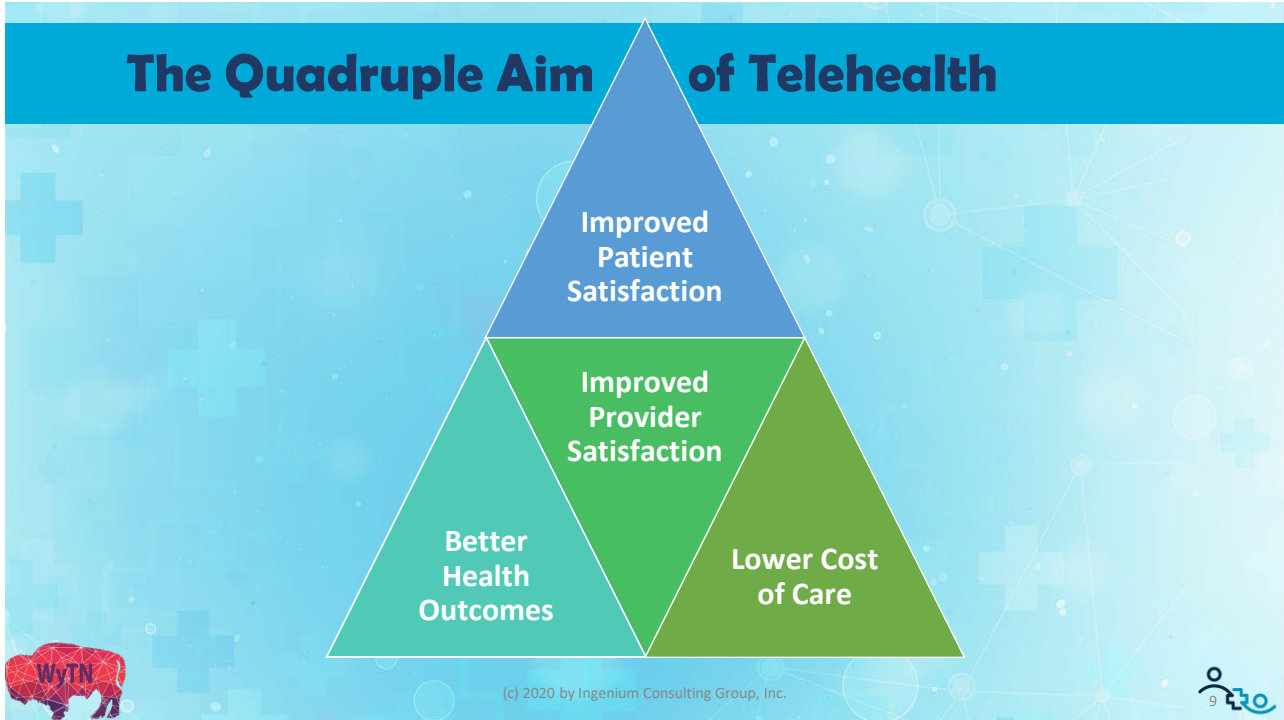
## A Telehealth Taxonomy



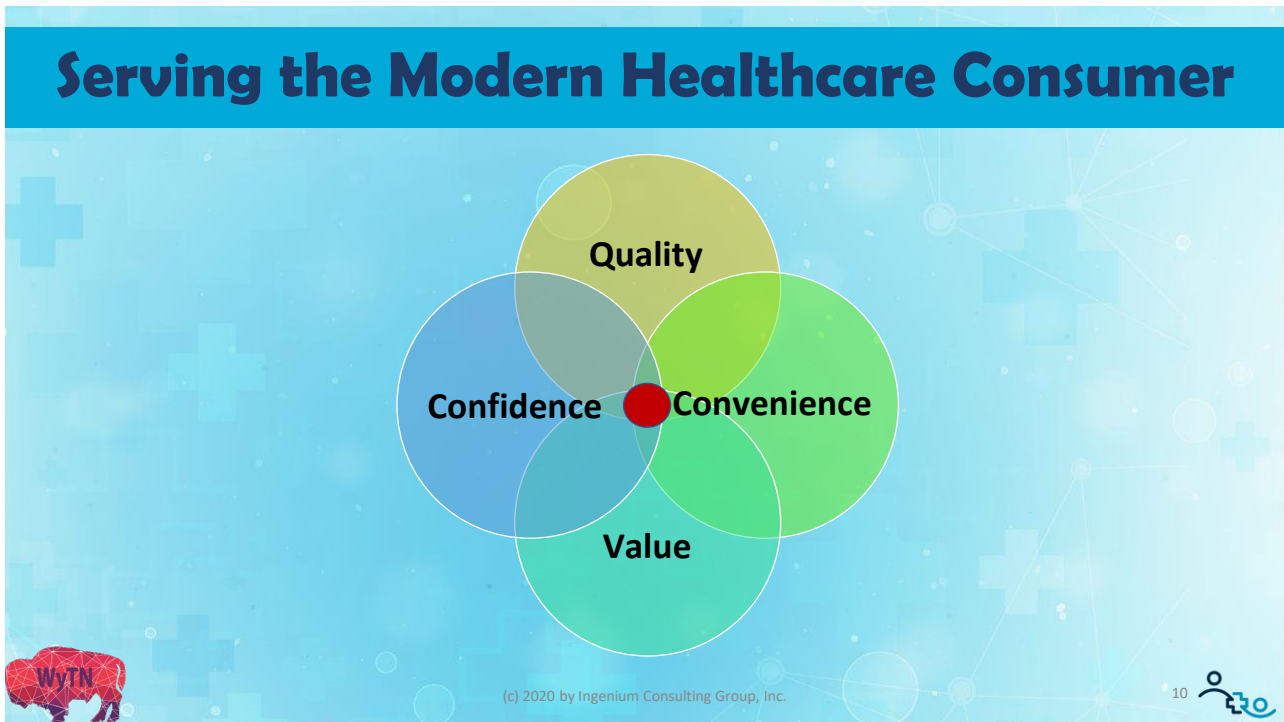
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10



# 6 Common Misconceptions About Telehealth

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11

## 6 Common Misconceptions about Telehealth

Telehealth is (NOT!)

- A Healthcare IT Project
- One technology for all of Telehealth
- Best run by IT leadership
- Vendors are best suited to help us launch
- All telehealth services are similar
- Just a different way to deliver care

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12

## Misconception #1

**Telehealth is a Healthcare IT Acquisition and Deployment Project**

### Reality

**Telehealth is the design, development and launch of a new Clinical Service offering.**  
(that includes the acquisition and deployment of technology)



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13

## Misconception #2

**There is one technology solution for telehealth that everyone will use.**

### Reality

- 1. Telehealth includes Telemedicine, TeleEducation and the Patient Portal**
- 2. There are dozens of types of Telemedicine Services**



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14

## Misconception #3

**Our IT staff is best suited to run our telehealth program.**

### Reality

**Technology contributes only 10% to the successful creation of a telehealth service. The other 90% are workflow and managing the organizational change**



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15

15

## Misconception #4

**Telehealth Vendors will help us to properly setup our telemedicine services.**

### Reality

**Great vendors are involved in ensuring the proper configuration and training of users. They are not positioned to define workflows, policies, billing, licensing, etc.**



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16

16



## Misconception #5

**Once we've established one telehealth service, we can quickly roll it out to others.**

### Reality

**One swallow does not a summer make.  
If you've established one telehealth service,  
you've established one telehealth service.  
Every new service requires a new launch.**



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17

## Misconception #6

**Telehealth is just a different way of delivering care.**

### Reality


**Telehealth will be *the* way to deliver care.  
Leading organizations are using it to  
achieve their strategic objectives.**



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18



**Dispelling the  
Telehealth Misconceptions**

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This slide features a blue background with a network of white lines and nodes, and several white plus signs. The title is centered in a dark blue banner. At the bottom, there is a small logo of a person with a plus sign and a speech bubble.

19



  
**“It’s very clear,  
Telehealth  
is here to stay,  
not for a year,  
but ever and a  
day”**

**Christian Milaster**  
Telehealth Strategy & Implementation Advisor  
[IngeniumDigitalHealth.com](http://IngeniumDigitalHealth.com)



The slide features a portrait of Christian Milaster, a man in a dark suit and blue tie, smiling. The background is a blurred office setting. The quote is in large, bold, blue text. The Ingenium logo is in the bottom right corner.

20

## Misconception #1

**Telehealth is a Healthcare IT Acquisition and Deployment Project**

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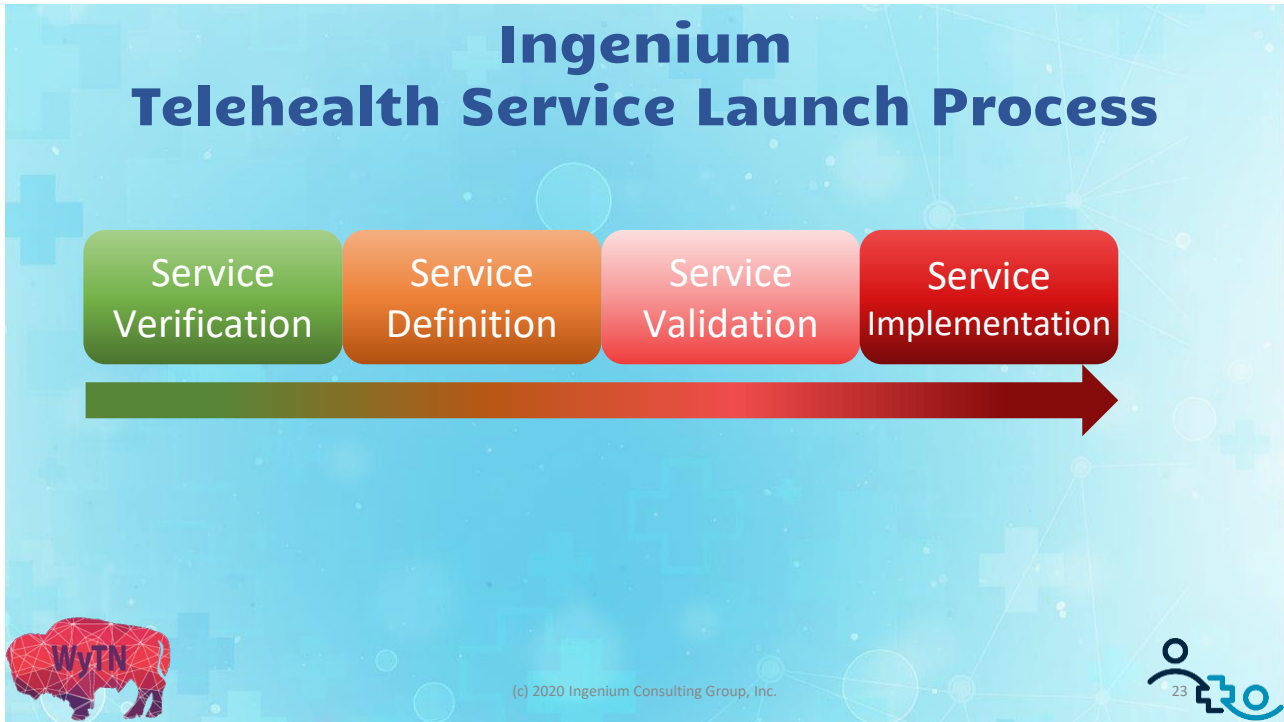
**Launching Telemedicine  
is**

**Launching a new  
Clinical Service Offering  
not the deployment  
of video chat technology.**

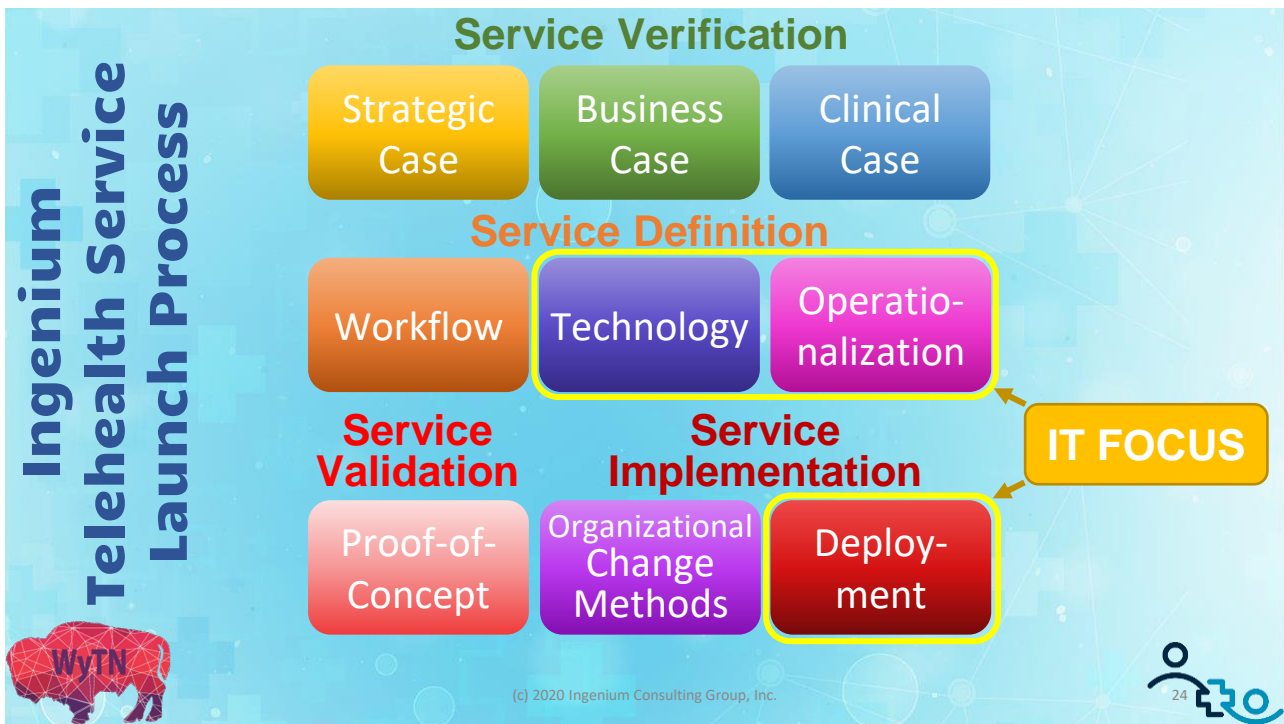
**Christian Milaster**  
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22



23



24

# Let the Workflow drive the Technology

- ☑ Don't put the horse behind the cart



Everybody Practices  
on Top of their License

- ☑ First, design your clinical, operational, and financial workflows
- ☑ Then select the technology that best fits your needs



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25

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## Reality

1. Telehealth includes Telemedicine, TeleEducation and the Patient Portal
2. There are dozens of types of Telemedicine Services



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26

26





**Would you use a  
bone saw  
when you need a  
scalpel?**

**Then why only use  
one technology  
for telehealth?**

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Telehealth Strategy & Implementation Advisor  
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27

## The Origin of this Misconception

### Healthcare IT in the 1990s: The Wild West

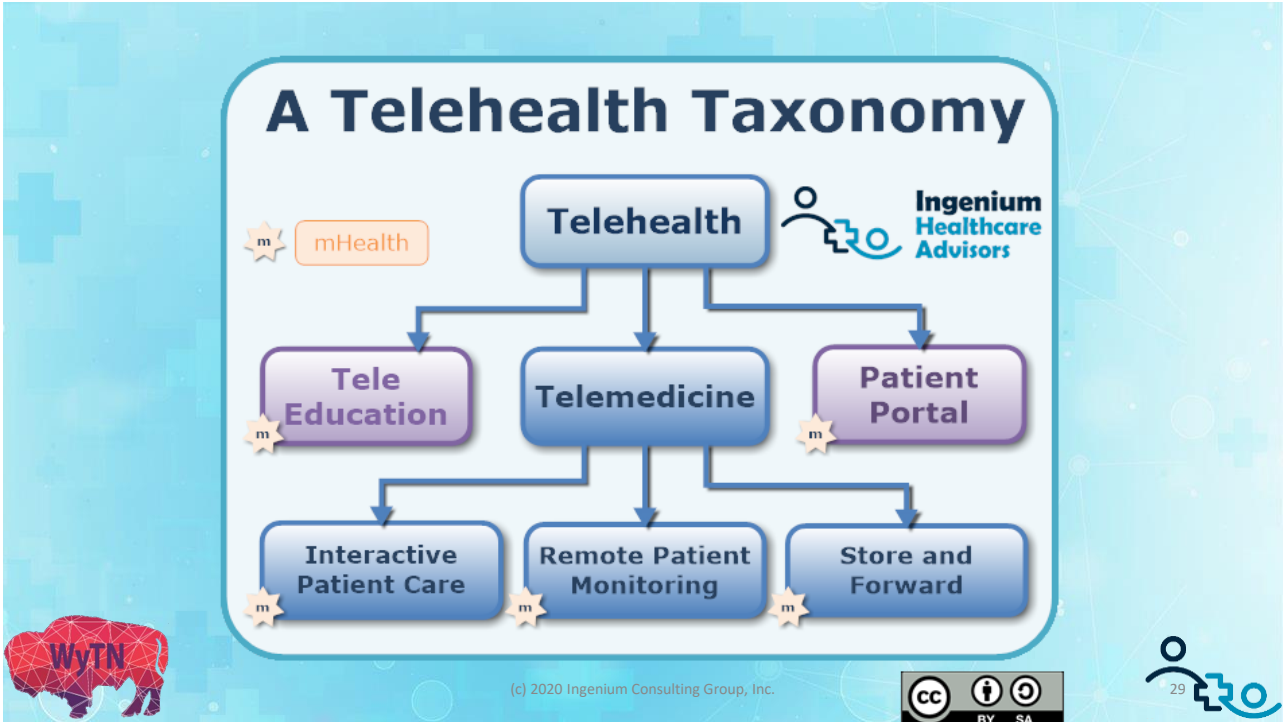
unmitigated use of multiple technologies  
no integration • no support

### Solution: Centralized Decision Making

IT decision authority: pick the best vendor,  
One solution for all




28



29

Clinical Specialty	Telehealth Modality	Patient Location	Expertise/ Direction	Scheduling Type
<ul style="list-style-type: none"> <li>Behavioral Health</li> <li>Primary Care</li> <li>Pediatrics</li> <li>Urgent Care</li> <li>Critical Care</li> <li>Infectious Disease</li> <li>Neurology</li> <li>Cardiology</li> <li>Endocrinology</li> <li>Dermatology</li> <li>Ophthalmology</li> <li>Rheumatology</li> <li>Etc.</li> </ul>	<ul style="list-style-type: none"> <li>Interactive A/V                             <ul style="list-style-type: none"> <li>TeleVisit</li> <li>TeleExam</li> </ul> </li> <li>Remote Physiological Monitoring</li> <li>Store &amp; Forward</li> <li>TeleEducation</li> <li>Patient Portal</li> </ul>	<ul style="list-style-type: none"> <li>Clinic</li> <li>Emergency Rm.</li> <li>Hospital</li> <li>Home</li> <li>Work</li> <li>School</li> <li>College</li> <li>Skilled Nursing</li> <li>Assisted Living</li> <li>Hospice</li> <li>Out of State</li> <li>Abroad</li> <li>Etc.</li> </ul>	<ul style="list-style-type: none"> <li><b>Internal:</b> Your MDs to Your Patients</li> <li><b>External:</b> Contracted MDs to Your Patients</li> <li><b>Outbound:</b> Your MDs to Others' Patients</li> <li><b>Inbound:</b> Specialist MDs to Your Patients</li> </ul>	<ul style="list-style-type: none"> <li>Ad Hoc/ On Demand</li> <li>Same-day (semi ad hoc)</li> <li>Prescheduled</li> </ul> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center; background-color: #ffcc00; margin: 0;"><b>Scheduling</b></p> <p style="text-align: center; background-color: #ffcc00; margin: 2px 0;">pre-scheduled</p> <p style="text-align: center; background-color: #ffcc00; margin: 2px 0;">on demand</p> <p style="text-align: center; background-color: #ffcc00; margin: 2px 0;">same-day scheduled</p> </div>
12	6	12	4	3

## 12 x 6 x 12 x 4 x 3: 10,368 telehealth services

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30

## Misconception #3

**Our IT staff is best suited to run our telehealth program.**

## Reality

**Technology contributes only 10% to the successful creation of a telehealth service. The other 90% are workflow and managing the organizational change**



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31

**Telehealth is  
NOT  
the CIO's job.**

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32

# Telehealth involves the whole Organization

It takes a village...

33

33

# Key Elements of Telehealth Success

Management of Organizational Change 50%

Workflow 40%

Technology 10%

Inefficient Progress

Disciplined Chaos

Unfulfilled Potential

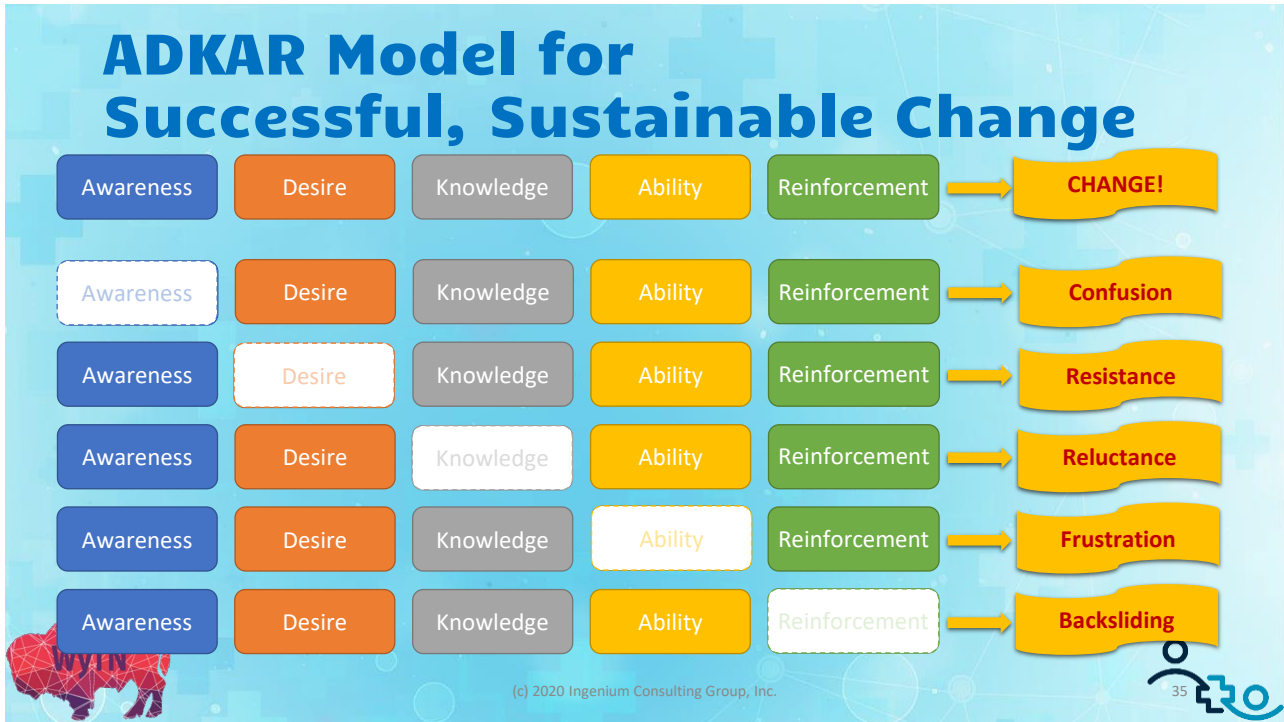
Success!

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34

34





35



36



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38

**“If you don't know where you're going”**

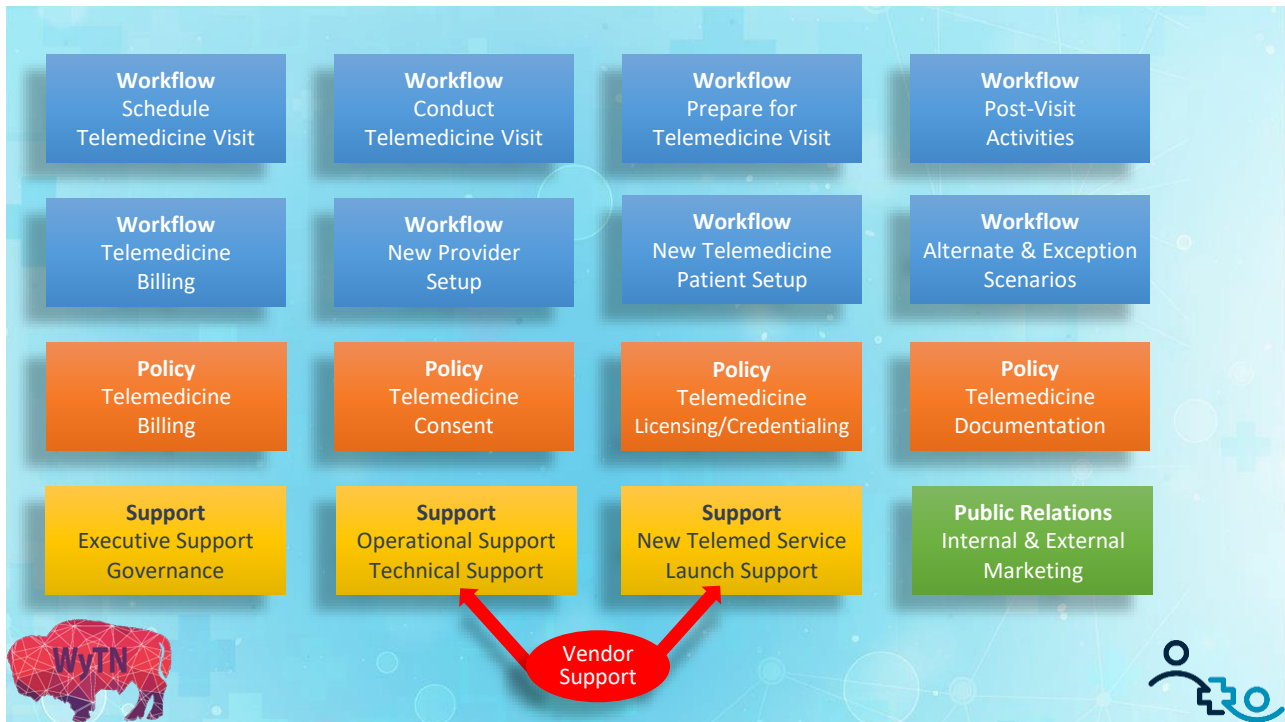
**any vendor will gladly take your money.**

**#RequirementsEngineering**

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[IngeniumDigitalHealth.com](http://IngeniumDigitalHealth.com)



39



40

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43

43



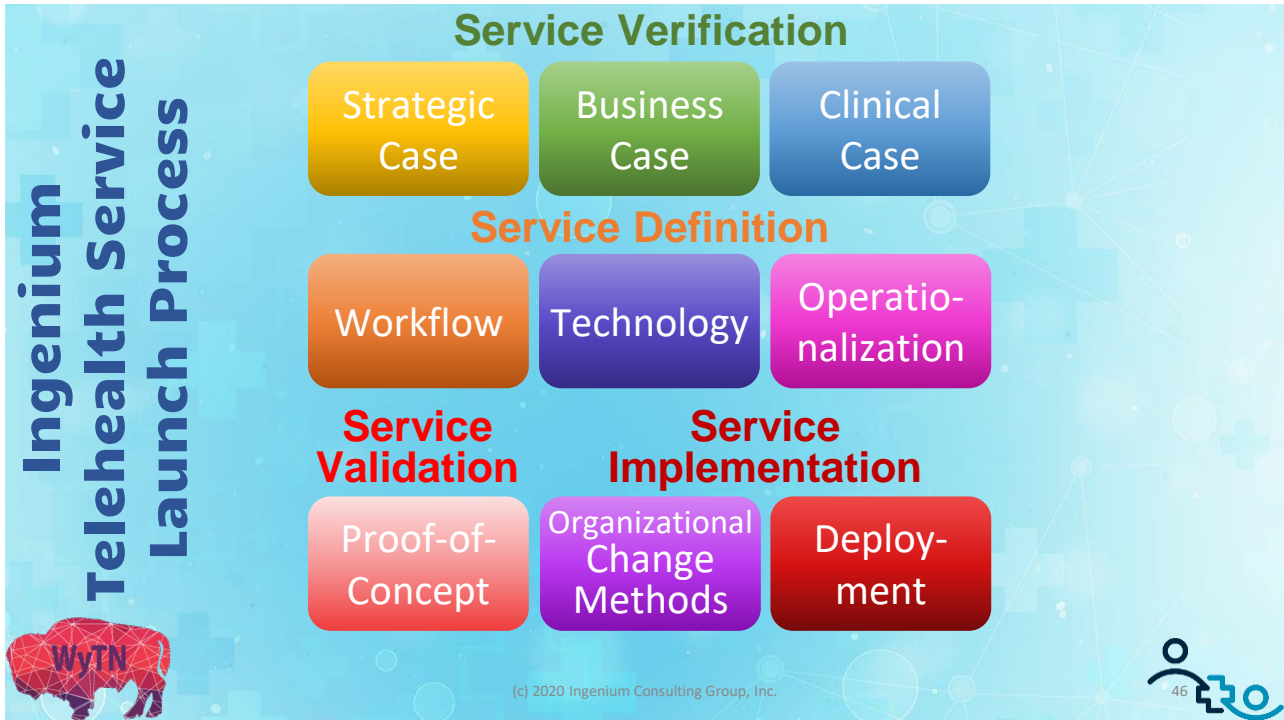
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**12 x 6 x 12 x 4 x 3: 10,368 telehealth services**

45





46

## Misconception #6

**Telehealth is just a different way of delivering care.**

## Reality

**Telehealth will be *the* way to deliver care.  
Leading organizations are using it to  
achieve their strategic objectives.**



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47

47



## Telehealth Supports Healthcare's Strategic Objectives

Service	Quality	People
Improved Convenience "One-stop shopping" Additional Service Lines	Timelier Access Improved Care Transitions Improved Continuity of Care	Attract & Retain Talent Practice on Top of License Work Schedule Flexibility
Finance	Growth	Community
Increased Revenue Reduced Cost (e.g., ReAdx) Reduced Penalties	Expanded Geographic Reach Competitive Advantage Increased Pt. Retention	Reduced Travel Chronic Dx Management Health Education



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48

## Telehealth Program Maturity Levels



49



### Telehealth Program Maturity Level 6: Transformative

- The organization is developing their own telehealth solutions and services
- The organization is leveraging telehealth to innovate the delivery of care, e.g., through virtual hospitals.
- The organization is constantly reviewing and improving its telehealth capabilities.
- The organization is moving towards enabling “Empowered Wellness” by delivering truly connected care.

### Telehealth Program Maturity Level 5: Strategic

- New telehealth services are selected and launched based on their ability to fulfill the organization’s strategic objectives.
- The organization is embracing telehealth to reinvent its relationship with their patients.

### Telehealth Program Maturity Level 4: Integrated

- Telehealth services are fully integrated with the traditional healthcare delivery services.
- Patients can access multiple specialties remotely with a seamless user experience.
- Telehealth-generated data, including data from patient-provided wearables and apps, are transmitted into the medical record and available for analysis and to support diagnosis and treatment.

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50



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## 6 Common Misconceptions about Telehealth Free White Paper



*Send me an email to request your free copy!*

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51



52

**Key Takeaways  
Dispelling Misconceptions**

Telehealth is not an IT Project.  
It is the development of a **new Clinical Service**.

Telehealth requires **multiple technologies**,  
so clinician can deliver care at a distance well.

Telehealth must be **clinician led**, have **executive ownership** and adequate operational support.

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53

53



# Key Takeaways Measuring Success

Telehealth Vendors cannot help you much.  
**You must develop** the workflows, policies, etc.

Each new Telemedicine service  
requires a **new launch plan.**

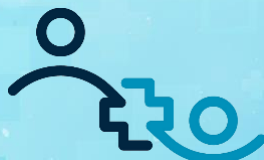
Telehealth is not a different way to deliver care.  
It is becoming **THE way** to deliver care.

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54















54



## Ingenium Telehealth Tuesday

# LinkedIn

/in/ChristianMilaster

 <p><b>Telehealth: The Swiss Army Knife of Healthcare (Part 2)</b> Jul 28, 2020</p> <p>Are you leveraging the advantages of telehealth to drive your strategic goals, such as your financial, growth and community goals?</p>	 <p><b>Telehealth: The Swiss Army Knife of Healthcare</b> Jul 21, 2020</p> <p>Do you realize that telehealth can drive each and every one of your key strategic goals? It truly is the Swiss Army Knife of healthcare.</p>	 <p><b>A New Mindset: Causing the Positive Risks of Telehealth</b> Jul 14, 2020</p> <p>Think #Positive! How to enhance the likelihood of positive risks when launching a new telemedicine service.</p>	 <p><b>Is your organization prepared for the Digital Health Avalanche?</b> Sep 3, 2019</p> <p>To survive an avalanche, you need 2 things: a strategy for survival and the ability to adapt. How can you survive the digital health avalanche?</p>	 <p><b>Digital Health Defined and Decomposed</b> Dec 20, 2019</p> <p>#DigitalHealth defined and decomposed into its four parts of #PersonalizedCare, #ConnectedHealth, #IndividualizedMedicine and High-Quality Decisions.</p>	 <p><b>Making Care Personal</b> Jul 21, 2019</p> <p>Personalized Care (Pt) leverages the organization's knowledge of its patients' experiences and preferences to create exceptional experiences that build trusting relationships and loyalty.</p>
 <p><b>The 3 Most Critical Considerations for Successful Direct-to-Consumer Telemedicine</b> Jul 7, 2020</p> <p>Are your patients not using your Direct-to-Consumer (DTC) telemedicine service? Here is my prescription for you: <a href="http://tinyurl.com/dtc-adoption">http://tinyurl.com/dtc-adoption</a> #telehealth #mHealth</p>	 <p><b>3 Digital Health New Year's Resolutions</b> Dec 16, 2019</p> <p>Stop. Transform. Qualified team. What are your organization's #3digitalhealth resolutions?</p>	 <p><b>The 12 Gifts for Telehealth Success</b> Dec 24, 2019</p> <p>On the 5th day of Christmas, my telehealth consultant gave to me... 5 golden plans.</p>	 <p><b>16 Ways to Fail in Launching a Telehealth Service (16 Fails, Part 1)</b> Nov 12, 2019</p> <p>Which of these 8 project- and people-related failures of telehealth implementation projects have you encountered?</p>	 <p><b>Financial Fails in Launching a Telehealth Service (16 Fails, Part 2)</b> Nov 19, 2019</p> <p>There are 4 ways in which telehealth services most commonly fail financially.</p>	 <p><b>Technology-Related Fails of Telehealth Services (16 Fails, Part 3)</b> Nov 19, 2019</p> <p>One Size Fits All, User Unfriendly, Inadequate Access, Overreliance on Vendors - 4 ways in which telehealth services fail technologically.</p>



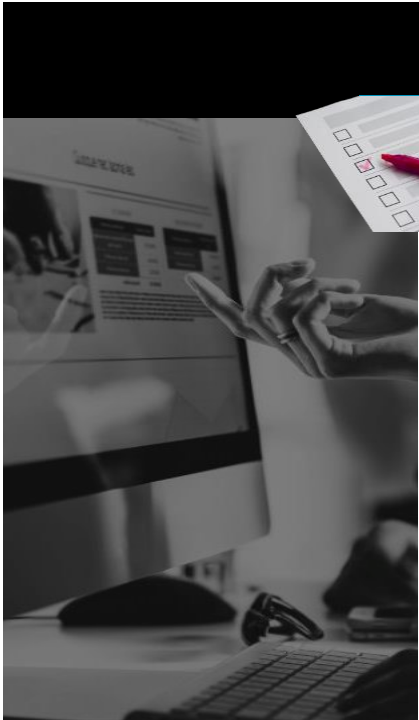
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55

55



## Webinar Evaluation

1. Attending this webinar was a valuable use of my time.
2. What I plan to implement at my organization:
3. Would a complimentary 30-minute conversation with Christian be of interest to you?

56

56

## CONTACT



Thank You!

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 Digital Health Transformation Advisor  
 Ingenium Digital Health Advisors  
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## CONNECT



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57