

Telemedicine Program Funding & Sustainability Webinar



Learn How to Cut Through All the “Noise”

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Featured Presenters

Overview of Grant Funding



Cathy Denison-Robert, PhD, MBA
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Program Sustainability The Value Proposition of Telehealth



Rob Sprang, MBA
Director of Kentucky TeleCare
Co-Project Manager, Kentucky TeleHealth Network



Overview of Grant Funding

- ❖ Grant Funds that are Available for Telemedicine Programs
- ❖ Common Reasons Why Funding Proposals Fail
- ❖ Key Components in the Grant Application Process



Cathy Denison-Robert



Grant Funds that are Available for Telemedicine Programs

Funding Sources



- USDA RUS Distance Learning and Telemedicine (DLT)
- HRSA Office for the Advancement of Telehealth (OAT) Telehealth Resource Center
- HRSA OAT Telehealth Network

Funding Sources



- USAC Telecommunications and Rural Health Care Program
- U.S. Department of Commerce
- CMS Health Care Innovation Awards
- Research Grants

Funding Sources



- Mental Health, Rural Health, Children's Health, School-Based
- State Associations, State Agencies, State Government
- Foundations and Private Donors
- Insurance Agencies and Healthcare Systems
- Technology and Software Vendors



Common Reasons Why Funding Proposals Fail



Reasons Proposals Fail



- Not appropriate funding agency
- Directions and deadlines not followed
- Outcomes not measurable
- Not demonstrate fiscal accountability
- Scattered or shotgun approach



Reasons Proposals Fail



- Methodology appears flawed
- Poor grammar, spelling errors
- Organizational readiness lacks
- Budget is problematic
- Applicant is not eligible
- Not pay attention to scoring criteria



Key Components in the Grant Application Process



Components in Application



1. Introduction
2. Executive/Project Summary
3. Identify the Problem/Statement of Need
4. Project Goals and Objectives
5. Benefits of the Project
6. Statement of Work and Project Timeline

Components in Application

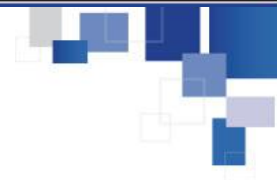


7. Budget and Financial Plan
8. Management Team and Personnel
9. Partners, Collaborators, Supporters
10. Evaluation
11. Supporting Documentation

Other Components in RUS DLT



- Telecommunications System Plan
- Financial Info and Sustainability
- Statement of Experience
- Objective Scoring - Rurality, Economic Need illustrated by NSLP, and Leveraging
- Innovativeness and Cost Effectiveness
- Other Federal Forms and Certifications



Resources

- **The Foundation Center :** <http://foundationcenter.org>
- **Grants.gov:** www.grants.gov/web/grants/home.html
- **Catalog of Federal Domestic Assistance:** www.cfda.gov
- **Federal Register:** www.federalregister.gov
- **USDA RUS DLT:** www.rurdev.usda.gov/utp_dlt.html
- **HRSA Telehealth:** www.hrsa.gov/ruralhealth/about/telehealth
- **Universal Service:** www.usac.org/rhc



Contact Information



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Telemedicine Program Sustainability: The Value Proposition of Telehealth

- ❖ How to Position a Telemedicine Program that will Build a Value Proposition
- ❖ Developing a Sustainability Plan: What Happens When Initial Funding Runs Out?



Rob Sprang



Objectives

- Project vs. Program
- What is the role of telehealth in a healthcare system?
- What is the Return on Investment (ROI) with telehealth?
- Volume vs. Value - How does a reformed healthcare system help with sustainability?
- Will my model work for you?



Project vs. Program

- Grants are projects – Project end
- Programs don't end
- Grants are launching pads





The Role of Telehealth in a Healthcare System – Assess Your Organization

Academic Medical Center – Support the missions of Clinical Service, Education, Research and Administration

Community Hospital – Reach referring clinics, “import” specialty care, connect with industry, recruitment/retention of providers and trainees, PR/marketing

Community Clinic – Deliver school health, import mental health and specialty services, offer education not locally available



ROI?

- Revenues
 - Provider site
 - Patient site
- Expenses
 - Provider site
 - Patient site
- Other Considerations
- Incentives do not align with stated goals for value-based healthcare system





What Should You Do Now?

- High revenue opportunities
- Lose less \$
- Reduce the cost of telehealth
- Solutions that are valued by your organization
- Prepare for a reformed healthcare system
- Make telehealth necessary infrastructure by delivering value to your medical center



University of Kentucky Model

- \$20M+ annual contract that is heavily dependent upon what we do with telehealth
- Community-based education of students and residents is dependent upon telehealth
- Telehealth-based Industrial health project in 6 states – Company owner is a key donor
- State contract requires Neurologists to travel across the state for regional clinics – “windshield time” is unproductive and dangerous



First budget meeting after the grant has expired...



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- ❖ Telemedicine Program Design



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Thank You for Attending