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
President, Denison and Associates, Inc.

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
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](http://foundationcenter.org)
- Catalog of Federal Domestic Assistance: [www.cfda.gov](http://www.cfda.gov)
- Federal Register: [www.federalregister.gov](http://www.federalregister.gov)
- HRSA Telehealth: [www.hrsa.gov/ruralhealth/about/telehealth](http://www.hrsa.gov/ruralhealth/about/telehealth)
- Universal Service: [www.usac.org/rhc](http://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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Thank You for Attending