

# ARIZONA TELEMEDICINE PROGRAM



## ARIZONA TELEMEDICINE PROGRAM'S & SOUTHWEST TELEHEALTH RESOURCE CENTER'S 2023 YEAR-IN-REVIEW



*Carrie Foote*  
*Associate Director, Administration*

# ARIZONA TELEMEDICINE PROGRAM



## WEBINARS



# CONTINUING MEDICAL EDUCATION

- **11** Total CME webinars
- **1,110** Total Attendees

**Best attended: Navigating Telehealth Legislative and Policy Changes Beyond the PHE**

- **579** registrants and **366** unique live viewers

## EDUCATIONAL

- **4** Total webinars
- **517** Total Attendees

**Best attended: DEA's Proposed Rules for Telehealth Prescribing of Controlled Substances Post-PHE**

- **573** registrants and **366** unique live viewers

## CENTER FOR RURAL HEALTH (co-hosted)

- **18** Total webinars

# ARIZONA TELEMEDICINE PROGRAM



## TRAINING



# ARIZONA TELEMEDICINE PROGRAM



# TELEMEDICINE TRAINING SERIES

## *Developing a Telemedicine Program*

- **3** Total # of sessions
- **48** Total # of attendees

## *Telemedicine Applications*

- **3** Total # of sessions
- **44** Total # of attendees

## *On-line learning modules*

- **21** Modules
- **832** Total views
- **128** Average monthly views



# ARIZONA TELEMEDICINE TRAINING FACULTY



Michael Holcomb, BS



Melanie Esher, MAdm



Carrie Foote, BA, BS



Janet Major, BS



Kim Shea, PhD, RN, CHPN



Kris Erps-Stewart



Sara Gibson, MD



Tim B. Hunter, MD, MSc



Dr. Stephen Klotz, MD



Elizabeth Krupinski, PhD



Tara Sklar, JD MPH

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## CONFERENCES



**Nevada Telehealth: Moving  
Beyond the Pandemic**  
**July 13<sup>th</sup>**

- ❖ 3 Locations & virtually
- ❖ 9 Speakers
- ❖ 32 In person
- ❖ 33 Virtually



**Colorado Innovations in  
Healthcare Scientific Meeting**  
**August 17<sup>th</sup>**

- ❖ In person
- ❖ 10 Speakers
- ❖ 47 Attendees



**ATP's 2023  
Telehealth Policy Summit**  
**October 24<sup>th</sup>**

- ❖ In person & virtually
- ❖ 14 Speakers
- ❖ 71 In person
- ❖ 120 Virtually



**Conferences**

- ❖ 15 Attended
- ❖ 18 Exhibited
- ❖ 2,501 Exhibit contacts





# ARIZONA TELEMEDICINE PROGRAM



## BLOGS & NEWSLETTERS



## ATP BLOG

- **13** Total blogs
  - 3 guest authors
- **5,649** Average reach
- **1,982** Average engagement
- **3,034** Highest engagement

*“ATP brings state-wide and national leaders together for 2023 Arizona Telehealth Policy Summit”*

## SWTRC BLOG

- **13** Total blogs
  - 5 guest authors
- **4,711** Average reach
- **2,021** Average engagement
- **2,539** Highest engagement

*“The 2023 National Rural Health Day celebration continues”*

## ATP TELEHEALTH “IN THE NEWS”

- **12** Total newsletters
- **5,608** Average reach
- **2,080** Average opens
- **238** Average clicks



## SWTRC REGIONAL NEWSLETTER

- **12** Total newsletters
- **4,588** Average reach
- **2,138** Average engagement



# ARIZONA TELEMEDICINE PROGRAM



## SOCIAL MEDIA





ATP Facebook

- ✓ **712** Total reach
- ✓ **203** Total posts
- ✓ **554** Total likes
- ✓ **33** Total shares



SWTRC YouTube

- ✓ **23** Total subscribers
- ✓ **20** Total webinars
- ✓ **584** Total views
- ✓ **46** Average monthly views



ATP LinkedIn

- ✓ **78** Total reach
- ✓ **205** Total posts
- ✓ **777** Total likes
- ✓ **104** Total shares



ATP Twitter

- ✓ **2,553** Total reach
- ✓ **194** Total posts
- ✓ **340** Total likes
- ✓ **94** Total shares



SWTRC Twitter

- ✓ **152** Total reach
- ✓ **147** Total posts
- ✓ **297** Total likes
- ✓ **97** Total shares

# ARIZONA TELEMEDICINE PROGRAM



## MEETINGS





- ❖ 3 Total meetings
- ❖ 51 Total attendees



**Janet Major, BS**  
Associate Director,  
Digital Health &  
Innovation, ATP

## ARIZONA TELEMEDICINE COUNCIL



**ARIZONA  
TELEMEDICINE  
PROGRAM**

- ❖ 4 Total meetings
- ❖ 197 Total attendees



Mike and Carrie presented an overview of SWTRC's work at **HRSA's 2023 TRC Prioritization Meeting** (Rockville, MD – 10/26-10/27)



# ARIZONA TELEMEDICINE PROGRAM



## AWARDS RECOGNITIONS

# AWARDS



## 2023 United States Distance Learning Association Award

### Gold award for Trendsetter in Distance Learning

Arizona Telemedicine Program & Southwest Telehealth Resource Center



## American Telemedicine Association College of Fellows

Janet Major, Inducted Fellow

# RECOGNITIONS



Employee Recognition  
Committee



## 2023 University of Arizona Award for Excellence Nominee

Kris Erps Stewart, Immediate Past Interim Director



College of Medicine  
Tucson



## 2023 College of Medicine Tucson Lura Hanekamp

### Dedicated Staff Nominee

Chris Martin, Assistant Director T-Health Institute



# Oct 13<sup>th</sup> Ceremony Unveiling Bust of Arizona Telemedicine Program Co-Founder & Founding Director, Ronald S Weinstein, MD

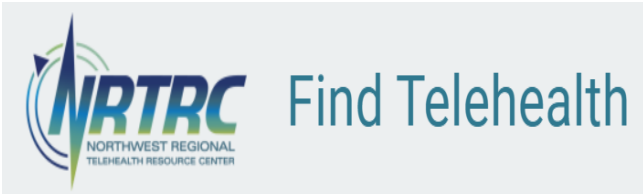


# ARIZONA TELEMEDICINE PROGRAM



## PROJECTS PARTNERSHIPS

## Find Telehealth Project



## Southwest Telehealth Resource Center



## AZ HEALTH IMPROVEMENT PLAN



## NIH Rural Ostomy Telehealth with UPenn



## UA Health Sciences (EDI webinars)



## Center for Rural Health



# ARIZONA TELEMEDICINE PROGRAM



## RESOURCES



# SERVICE PROVIDER DIRECTORY



- **222** Total entries
- **19** Entries in 2023
- **24,639** Total page views
- **2,053** Average views per month

# REGIONAL BILLING GUIDES

- **2** updates – (March & June)
- **927** Total views
- **77** Monthly average views
- Starting **January 2024** annual update

Original: 03/01/2022  
 Updated: 06/30/2022, 9/30/2022,  
 12/30/2022, 3/31/2023, 6/30/2023

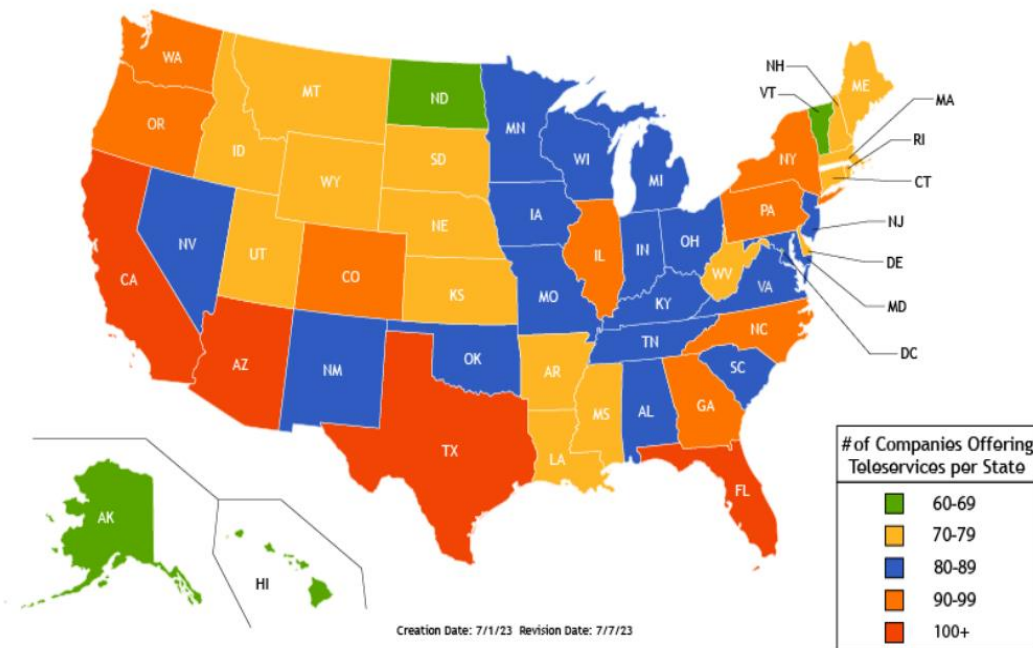
Prepared for:  
 Southwest Telehealth Resource Center

## Virtual Visit & Reimbursement Guide Arizona

Brought to you by:



Partnered with:



2023

# TECHNICAL ASSISTANCE

## Summary Totals

- 529 Requests completed
- 287 New TA recipients
- 500 Returning TA recipients

## Top 5 categories of TA's

- 361 About SWTRC
- 317 General Telehealth Information
- 271 Distance Education
- 101 Policy & Legal
- 96 Equipment & Technology



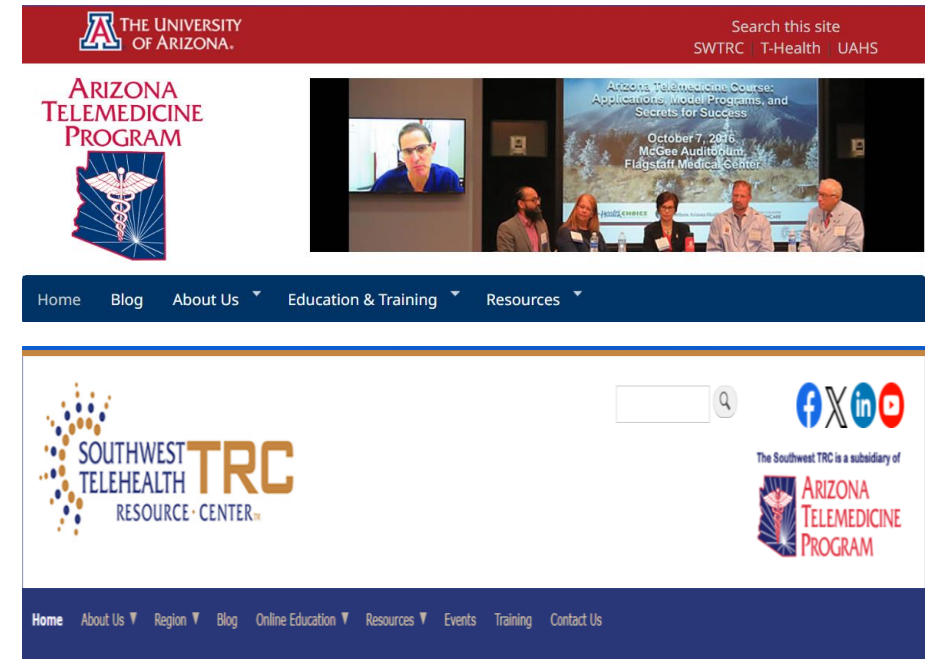
# ATP & SWTRC WEBSITES

## ATP

- 65,806 Total annual visits
- 5,484 Average monthly visits

## SWTRC

- 15,694 Total annual visits
- 1,308 Average monthly visits



# ARIZONA TELEMEDICINE PROGRAM



## INTERVIEWS PUBLICATIONS PRESENTATIONS

- ❖ 45 Presentations
- ❖ 11 Academic Journal Publications
- ❖ 15 Blogs
- ❖ 7 Media events



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## ATP & SWTRC STAFF ACKNOWLEDGEMENTS



# 2023 ATP / SWTRC STAFF



**Michael Holcomb, BS**



**Elizabeth Krupinski, PhD**



**Dr. Stephen Klotz, MD**



**Melanie Esher, MAdm**



**Carrie Foote, BA, BS**



**Robert Kerr, BS**



**Mari Herreras, BA**



**Janet Major, BS**



**Chris Martin, BA**



**Karen Rogge-Miller, BS**



**Kris Erps-Stewart**



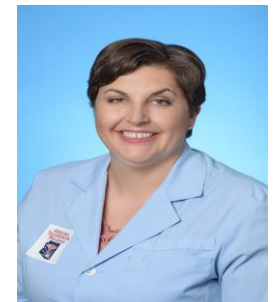
**Kim Shea, PhD, RN, CHPN**



**Tara Sklar, JD MPH**



**Pete Yonsetto, BS**



**Nancy C.O. Hart, BA, BS**

# ATP LEADERSHIP CHANGES



Carrie Foote, Associate Director, Administration, May 8<sup>th</sup>



Kris Erps Stewart, Immediate Past Interim Director - Retired on June 26<sup>th</sup>

- Interim PI, Southwest Telehealth Resource Center
- Co-I ATP's component of Arizona Health Improvement Plan



Michael Holcomb, Interim Director as of June 26<sup>th</sup>

- Interim PI, Southwest Telehealth Resource Center
- Site-PI NIH Telehealth Ostomy Self-Management Training grant
- Co-I ATP's component of Arizona Health Improvement Plan

# ARIZONA TELEMEDICINE PROGRAM



**2024: A LOOK AHEAD**



# UPDATES

- Search for ATP Director ongoing
- Janet Major
  - Retiring on January 22<sup>nd</sup>
- Carrie Foote
  - Elected to serve on AzRHA's Board of Directors
    - Secretary, starting in January
- Michael Holcomb
  - Serving on ATIC Board, beginning in January

## UPCOMING EVENTS

1. Arizona's Broadband Summit – Internet for All (1/23-1/24)
2. Center for Rural Health – Arizona Rural & Public Health Policy Forum (2/6)
3. NCTRC Spring 2024 Meeting **(4/9-4/10)**
4. American Telemedicine Association – ATA 2024 NEXUS Conference (5/5-5/7)

## RECENT & UPCOMING WEBINARS

1. Stand Out from the Rest: Untangling Telehealth, Broadband, and Digital Equity to Give Your Grant a Competitive Edge (1/18)
2. The Arizona CoVHORT: Study Design and Early Findings (1/25)
3. Prescribing in Telemedicine: Charting the Course Beyond the PHE Era (2/13)
4. 'Tis The Season: For The 2024 MPFS Telehealth Billing & Reimbursement Updates **(Available on previous webinars)**

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# THANK YOU!

