Welcome to the
2020 New Mexico Telehealth Conference

Thursday, November 5, 2020
Virtual Conference Via Zoom

Contents

Activity Director
Ronald S. Weinstein, MD, Arizona Telemedicine Program and Southwest Telehealth Resource Center

Activity Coordinator
Melanie Esher-Blair, MAdm, Arizona Telemedicine Program and Southwest Telehealth Resource Center

Committee Members
Alex Carter, PA-C, Presbyterian Healthcare Services

Christine David, Presbyterian Healthcare Services

Cori Jordan, Presbyterian Healthcare Services

Erica Krause Muñoz, Presbyterian Healthcare Services

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This conference is presented by:

PRESBYTERIAN   SOUTHWEST TELEHEALTH RESOURCE · CENTER TRC   ARIZONA TELEMEDICINE PROGRAM

Welcome from the New Mexico Telehealth Conference Planning Committee

The Arizona Telemedicine Program, the Southwest Telehealth Resource Center and Presbyterian Healthcare Services have partnered together to offer this exciting, full day telehealth conference which is designed to give participants a broad overview of how to successfully build and/or grow a successful telehealth program.

This conference will include general topics and fundamentals of building and sustaining a robust telehealth program and include presentations/case studies from leaders of innovative and successful telehealth programs. This event is targeted to New Mexico healthcare professionals.

Conference topics include:

- Trends and Hot Topics in Telehealth

- Telemedicine's Return on Investment

- New Mexico Policy Updates

- New Mexico Resources, Alliances and Partnerships

- Operational Challenges, Successes, Barriers

- Tele-specific Presentations

Conference Agenda

9:00 a.m. **Welcoming**
Presbyterian CEO, SVP of Innovation –
Ries Robinson, MD, Chief Innovation Officer, Presbyterian Healthcare Services

9:05 a.m. **Conference Logistics, Resource URL, Evaluations, Certificates**
Melanie Esher-Blair, MAdm, Arizona Telemedicine Program
Alex Carter, PA-C, MMS, Clinical Advisor for Telehealth and Innovation,
Presbyterian Healthcare Services

9:10 a.m. **Trends and Hot Topics in Telehealth**
Ronald S. Weinstein, MD, FATA, Arizona Telemedicine Program

9:40 a.m. **Telemedicine's Return on Investment: Is It Worth It?**
Elizabeth Krupinski, PhD, FATA, Southwest Telehealth Resource Center

10:05 a.m. **Legal & Regulatory Considerations for Telehealth (in the time of COVID-19)**
Nancy Rowe, BA, Arizona Telemedicine Program

10:30 a.m. **Break**

10:40 a.m. **New Mexico Policy Update, Resources, Alliances, Partnerships**
Moderator: Elizabeth Krupinski
Beth Landon, New Mexico Telehealth Alliance, NMTA Board Chair
Stetson Berg, MHA, Acting Director, UNM Center for Telehealth, NMTA Board Vice-Chair

11:25 a.m. **Tele-Behavioral Health**
Daniel Duhigg, DO, MBA, Presbyterian Medical Group (PMG) Medical Director,
Addiction Services Presbyterian Healthcare Services

11:55 a.m. **Operational Challenges, Successes, Barriers**
Elizabeth Krupinski, PhD, FATA, Southwest Telehealth Resource Center

12:25 p.m. **Break**

12:35 p.m. **Tele-Stroke National Expert**
Bart Demaerschalk, MD, Mayo Clinic

1:05 p.m. **Break-out 1: Discussion for Providers 20 min**
Break-out 2: Discussion for Support

1:25 p.m. **Navigating Telehealth – Legal and Compliance, we have your back**
Erica Chavez, Staff Attorney II, Presbyterian Healthcare Services
Erin Lagen, MSA, Director of Compliance, Presbyterian Healthcare Services

1:55 p.m. **Resources and Closing Remarks**
Janet Major, Arizona Telemedicine Program
Melanie Esher-Blair, MAdm, Arizona Telemedicine Program

Speakers

Stetson Berg, MHA
Interim Director
Center for Telehealth, UNM Health System

Mr. Stetson Berg is the Interim Director at the Center for Telehealth for the UNM Health System. He has pursued Telehealth as a way he can give back while combing his unique combination of talents of working with others, love of technology, and creativity to lead innovations that meet healthcare's challenges. Mr. Berg earned his Masters of Healthcare Administration from the University of New Mexico. Before his MHA, he earned a Bachelor's of Arts in counseling psychology with a focus on addiction treatment and a minor in Human Development and Family Relations. Mr. Berg has a diverse background in professional and volunteer experiences. His Information Technology (IT) skills have led him to maintain servers, pharmacy robots, EHR software, and end-user systems for large companies such as Apple, Best Buy, and UNM Hospital. Using soft skills, Mr. Berg has been a Cognitive Enhancement and substance abuse therapist severing NM's most vulnerable individuals in inpatient and outpatient settings. Starting in his undergrad and continuing for the last 11 years, Mr. Berg has trained new volunteers to handle suicide crisis calls for Agora Crisis Center. As a way to further his profession, Mr. Berg serves as Treasurer of NM HIMSS, Vice-Chair for NM Telehealth Alliance, and as president-elect for NM Healthcare Executives.

Erica Chavez
Staff Attorney II
Presbyterian Healthcare Services

Erica Chavez is a Staff Attorney for Presbyterian Healthcare Services in Albuquerque, New Mexico. Erica's practice focuses primarily on health payers, plans, and managed care as well as health information and technology. Erica holds a B.S. in Psychology from Arizona State University and received her J.D. and M.P.H. from the University of Colorado. Upon graduation, Erica worked in-house for the University of Colorado, where she furthered her interest in health law assisting on projects for the Anschutz Medical Campus.

Erica is a New Mexico native and moved back to Albuquerque in 2015. She had the opportunity to work in-house at the University of New Mexico prior to joining Presbyterian.

Bart M Demaerschalk, MD, MSc, FATA, FAHA, FAAN, FANA, FRCPC
Consultant, Department of Neurology, Mayo Clinic
Professor of Neurology, Mayo Clinic College of Medicine and Science
Chair, Cerebrovascular Division of Neurology, Mayo Clinic College of Medicine and Science
Medical Director, Synchronous (Telemedicine) Services, Center for Connected Care, Mayo Clinic
Medical Director, Enterprise Telestroke Network, Mayo Clinic
Board Member, American Telemedicine Association

Dr. Demaerschalk received his M.D. degree from the University of British Columbia in Vancouver, Canada. He completed his neurology residency and vascular neurology fellowship training at the University of Western Ontario in London, Canada.

Dr. Demaerschalk joined the staff at Mayo Clinic in Arizona in 2001.

Dr. Demaerschalk has specialized in stroke, emergency neurology, telemedicine, and digital healthcare for over a decade. His research focuses on thrombolysis, regional stroke systems of care, health economics, meta-analysis, evidence based

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medicine, telemedicine, and digital healthcare. He has chaired, co-chaired, and co-authored American Heart Association and American Stroke Association guidelines for the management of acute ischemic stroke, thrombolysis in stroke, and telestroke, American Academy of Neurology guidelines for telemedicine in neurology, and American Telemedicine Association guidelines for telestroke.

He is the author of more than 150 research manuscripts, chapters and editorials, and is the co-editor of multiple textbooks including; Neurology - an Evidence Based Approach, Evidence Based Neurology, and Teleneurology.

He was the recipient of the Distinguished Mayo Educator award in 2011 and the Distinguished Mayo Clinician in 2013, as well as the Arizona Medical Association and Arizona Department of Health Services Public Service Awards in 2013. He was elected to Fellow of the ATA and Board of ATA in 2017.

Daniel Duhigg, DO, MBA
Presbyterian Medical Group (PMG)
Medical Director, Addiction Services
Presbyterian Healthcare Services

Danial Duhigg, DO, serves as the Medical Director for Addiction Services for Presbyterian Healthcare Services in Albuquerque, New Mexico.

Prior to his current role, he was the Clinical Program Medical Director for Behavioral Health for Presbyterian Healthcare Services and specializes in Addiction Psychiatry. Dr. Duhigg is a member of the Addiction Treatment Advisory Board for Bernalillo County, New Mexico and a member of the Board of Directors for the New Mexico Monitored Treatment Program.

Dr. Duhigg holds a Doctorate of Osteopathic Medicine from Kansas City University of Medicine and Biosciences and a Masters in Business

Administration in Healthcare Leadership from Rockhurst University.

Elizabeth Krupinski, PhD, FATA
Co-Director
Southwest Telehealth Resource Center

Dr. Krupinski is a professor at Emory University in the Department of Radiology & Imaging Sciences and is vice-chair of research. She is also Associate Director of Evaluation for the Arizona Telemedicine Program and Co-director of the Southwest Telehealth Resource Center. She is past president of the American Telemedicine Association, president of the Medical Image Perception Society, and past chair of the Society for Imaging Informatics in Medicine.

She serves regularly as a grant reviewer for the National Institutes of Health, Department of Defense, and other federal, state, and international funding agencies and has served as a member of a number of Food and Drug Administration review panels. Dr. Krupinski and Dr. Weinstein have been doing research, and publishing scholarly on telemedicine papers, together for over 25 years. They are currently co-directors of the federally-funded Southwest Telehealth Resource Center, headquartered here at the University of Arizona. Dr. Krupinski frequently commutes back and forth "virtually" between Tucson and Atlanta over Zoom.

Erin Lagan, MSA
Director of Compliance
Presbyterian Healthcare Services

Erin Lagen, Director of Compliance for the Delivery System for Presbyterian Healthcare Services. She has more than five years of experience in Compliance, and 26 years in the healthcare industry. She served 21 year in the Air Force where her jobs included Practice Management, Medical Readiness for hospital

personnel, inspecting military hospitals, providing Presidential support, and ensuring hospitals were in compliance with federal laws and regulations.

Beth Landon
Board Chair
New Mexico Telehealth Alliance

Beth Landon currently serves as Project Director for Rehoboth McKinley Christian Health Care Services in Gallup, NM. She also owns and operates Landon & Associates, a healthcare consulting firm with services ranging from strategic planning to health information technology. Outside of her paying gigs, Beth serves as board chair for the New Mexico Telehealth Alliance. Prior to consulting, Beth served for six years as Policy Director for the New Mexico Hospital Association (NMHA).

Before NMHA, Beth served as Director for the Alaska Center for Rural Health at the University of Alaska Anchorage for a decade. During her tenure, she co-instituted the Alaska Rural Health Conference, conducted numerous community health needs assessments in frontier communities, evaluated a variety of telemedicine programs, collaborated in facilitating Alaska to have the first Area Health Education Center not located in a School of Medicine and led evaluation of the CMS Demonstration of Frontier Extended Stay Clinics (FESC). Concurrently, she enjoyed ten years on the National Rural Health Association Board of Directors and served as their 2009 President. She currently resides in Albuquerque, NM with her two entertaining young adults.

Janet Major, BS
Associate Director, Education & Facilities
Arizona Telemedicine Program

Janet Major, BS, earned her bachelor's degree in Telecommunications from Northern Arizona University with her major emphasis in producing and directing.

She has been employed by Arizona Telemedicine Program for almost 25 years. As Associate Director of Education & Facilities, her current responsibilities include the planning, development and installation of the teleconferencing and telemedicine peripheral equipment used in rural telemedicine sites. She also provides training to healthcare professionals in the effective use of teleconferencing for both clinical and educational applications. She is active both locally and nationally as an advocate for broadband and distance learning for telehealth. She is currently the Chair of the United States Distance Learning Association and also serves on the board of the Arizona Telecommunications & Information Council.

Ries Robinson, MD
Chief Innovation Officer
Presbyterian Healthcare Services

Ries Robinson, MD, is chief innovation officer at Presbyterian Healthcare Services, a private, not-for-profit, integrated healthcare system in New Mexico and the state's largest provider of healthcare.

In his role, Dr. Robinson helps Presbyterian identify, pilot, adopt and scale innovation for the benefit of patients and members. As part of this initiative, he focuses on patient access with the goal of reducing the burden on providers and empowering patients to better manage their health conditions. Dr. Robinson also leads the Graphite Health initiative, a collective of health systems working together to ensure that every data-related process and transaction prioritizes patients and providers.

Prior to joining Presbyterian, Dr. Robinson founded Rodin Scientific LLC, Medici Technologies LLC, Inlight Solutions, VeraLight, Luminous Medical, TruTouch Technologies and Lumidigm, entrepreneurial endeavors that have generated more than 40 U.S. patent applications.

Dr. Robinson is currently a member of the Rhodes Board of Directors, serves on the American Hospital Association's Center for Health Innovation Leadership Council and participates with both Healthcare Innovators Professional Society and Aspen Group. He previously served on Presbyterian Healthcare Services' Board of Directors.

Dr. Robinson holds both bachelor's and master's degrees in mechanical engineering from Stanford University and a medical degree from the University of New Mexico School of Medicine.

Nancy Rowe, BA
Associate Director, Public Policy and Outreach
Arizona Telemedicine Program

Nancy Rowe is Associate Director for Public Policy and Outreach for the Arizona Telemedicine Program (ATP) and Southwest Telehealth Resource Center (SWTRC), where she is a resource and frequent presenter on telehealth policy and reimbursement. She oversees the Northern Arizona Telehealth Alliance, which promotes collaboration and information sharing among nearly 40 telemedicine programs, as well as other state and regional telehealth groups. Before joining the ATP, Ms. Rowe was director of telemedicine for Northern Arizona Regional Behavioral Health Authority (now Health Choice Arizona) for more than 12 years, where she managed telehealth technology and telecommunications, oversaw telehealth grants and contracts, and grew the award-winning telemedicine network from 12 to more than 80 sites that accommodated more than 20,000 provider-patient sessions per year.

She is a member of the Center for Telehealth and eHealth Law Advisory Board, a past chair of the American Telemedicine Association (ATA) Business and Finance Special Interest Group and a workgroup member for the ATA telemental health guidelines. She earned her BA in English from St. Lawrence University and worked in public relations prior to moving into the telehealth field.

Ronald S. Weinstein, MD, FCAP, FATA
Director
Arizona Telemedicine Program
Co-Director
Southwest Telehealth Resource Center

Ronald S. Weinstein, MD, FCAP, FATA, is the founding director of the Arizona Telemedicine Program. Dr. Weinstein is a Massachusetts General Hospital-trained pathologist who is regarded as a pioneer in telemedicine. He rendered his first telemedicine diagnosis, at the MGH in Boston, in April 1968. Dr. Weinstein has served as president of six professional organizations including the American Telemedicine Association where he is President Emeritus. He has received the Distinguished Service Award of the Arizona Medical Association; the Distinguished Service Award of the Association of Pathology Chairs; the Lifetime Achievement Award of the Association for Pathology Informatics; and the Lifetime Teaching Award of the University of Arizona College of Medicine. Dr. Weinstein has been inducted into the United States Distance Learning Association Hall of Fame for innovations in education over telemedicine networks. He has over 300 professional publications including frequently cited papers on both telemedicine and telepathology.

Accreditations and Disclosure

Disclosure Statement
All Faculty, CME Planning Committee Members, and CME Office Reviewers have disclosed that they have no financial relationships with commercial interests that would constitute a conflict of interest concerning this CME activity.
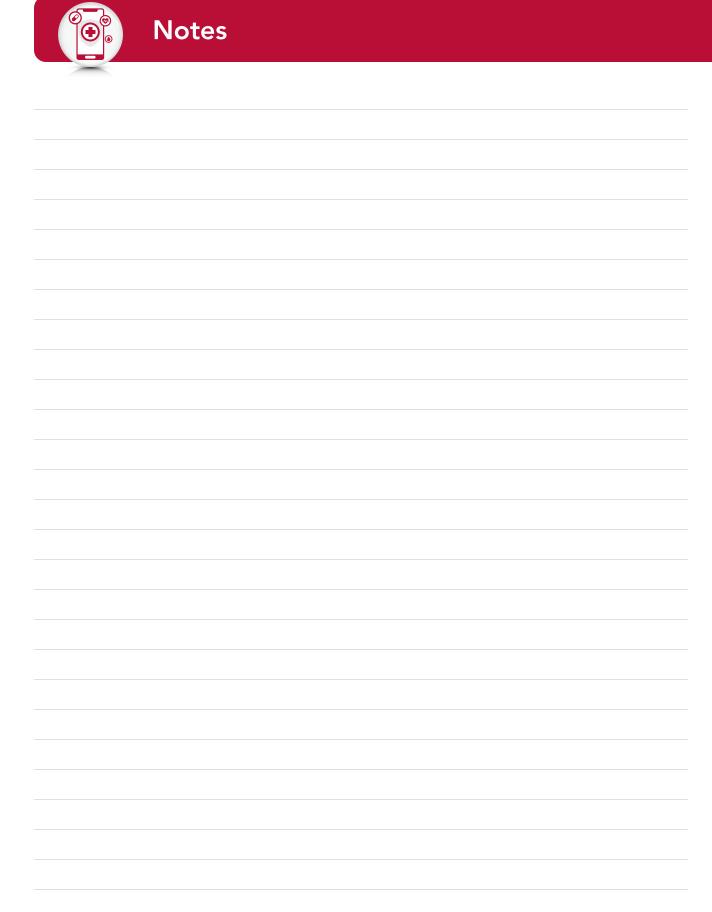
Accreditation Statement
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of The University of Arizona College of Medicine – Tucson and Presbyterian Healthcare Services. The University of Arizona College of Medicine - Tucson is accredited by the ACCME to provide continuing medical education for physicians.
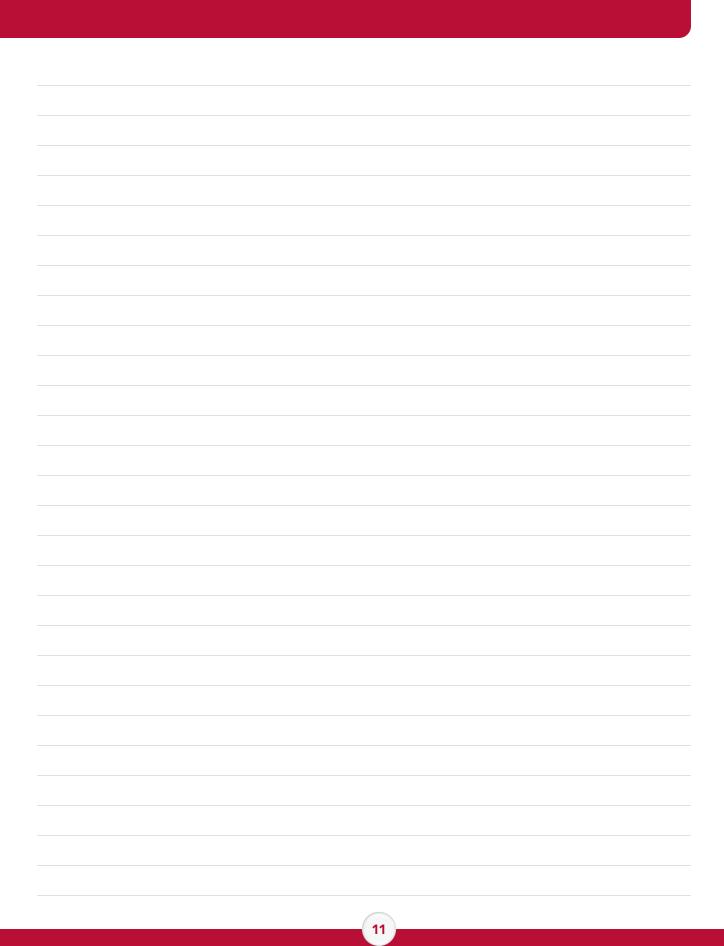
The University of Arizona College of Medicine – Tucson designates this live activity for a maximum of *4 AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Outcome Objectives
- Participants will explain differences in the three categories of telehealth applications: gap services, urgent services, and mandated services.
- Participants will describe potential revenue, expense, and regulatory issues with inclusion of telehealth services.
- Participants will identify clinical settings for which telehealth is applicable.
- Participants will be able to describe the current telehealth state statute, federal regulation relaxation due to COVID-19, and uptake of telemedicine due to COVID-19.
- Participants will be able to identify and utilize practical resources to strengthen telemedicine delivery.

Notes