Arizona Telemedicine Program

Southwest TRC Telehealth Resource · Center™

Effective Communication Etiquette Using Telehealth Technologies

Janet Major, BS

Associate Director for Innovation and Digital Health

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How to put the TELE into Telehealth for Educational & Clinical Applications

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Technology
+
Telecommunications
=
Telehealth/Telemedicine

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Technology
+
Telecommunications
Access to Healthcare!

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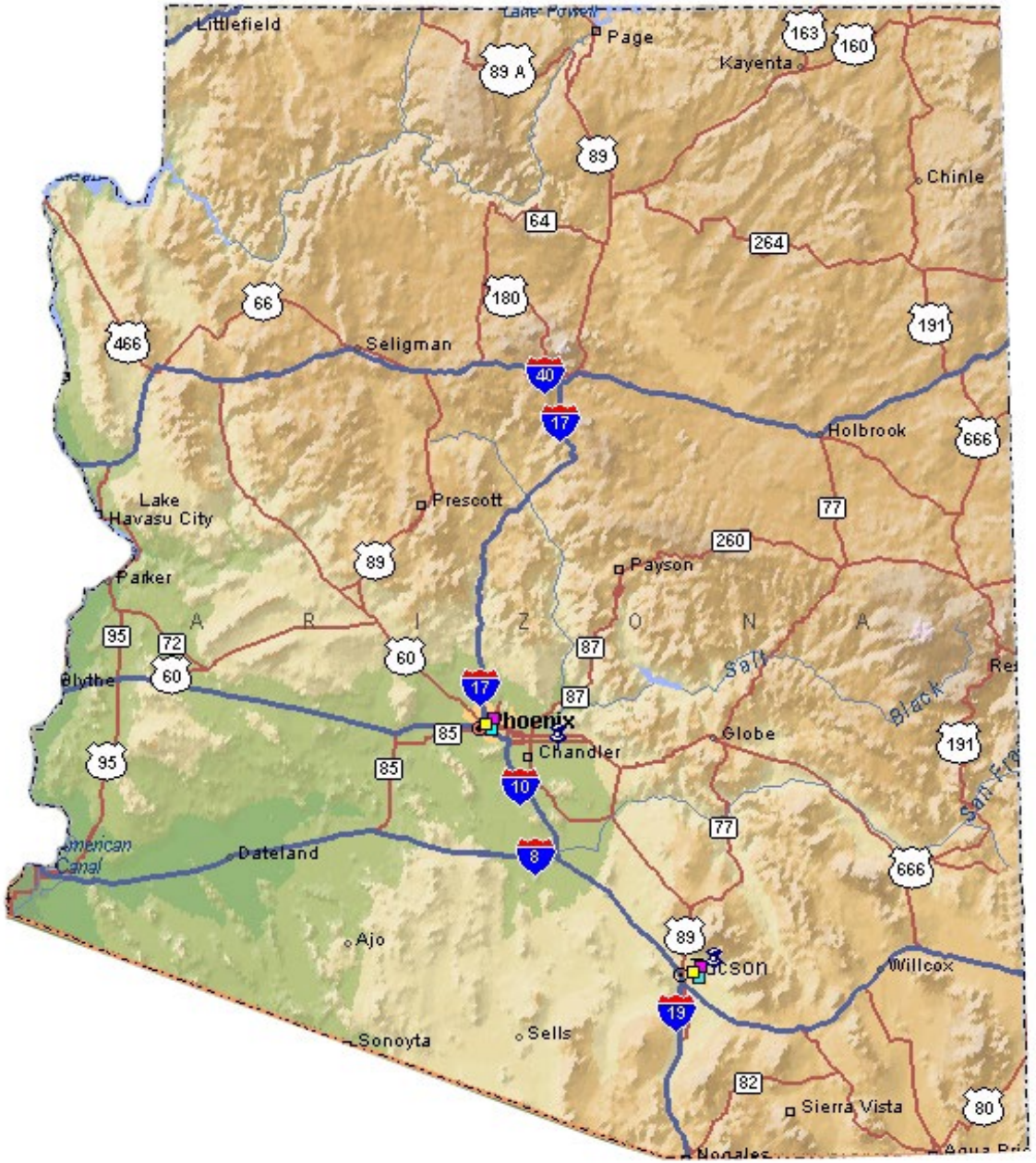
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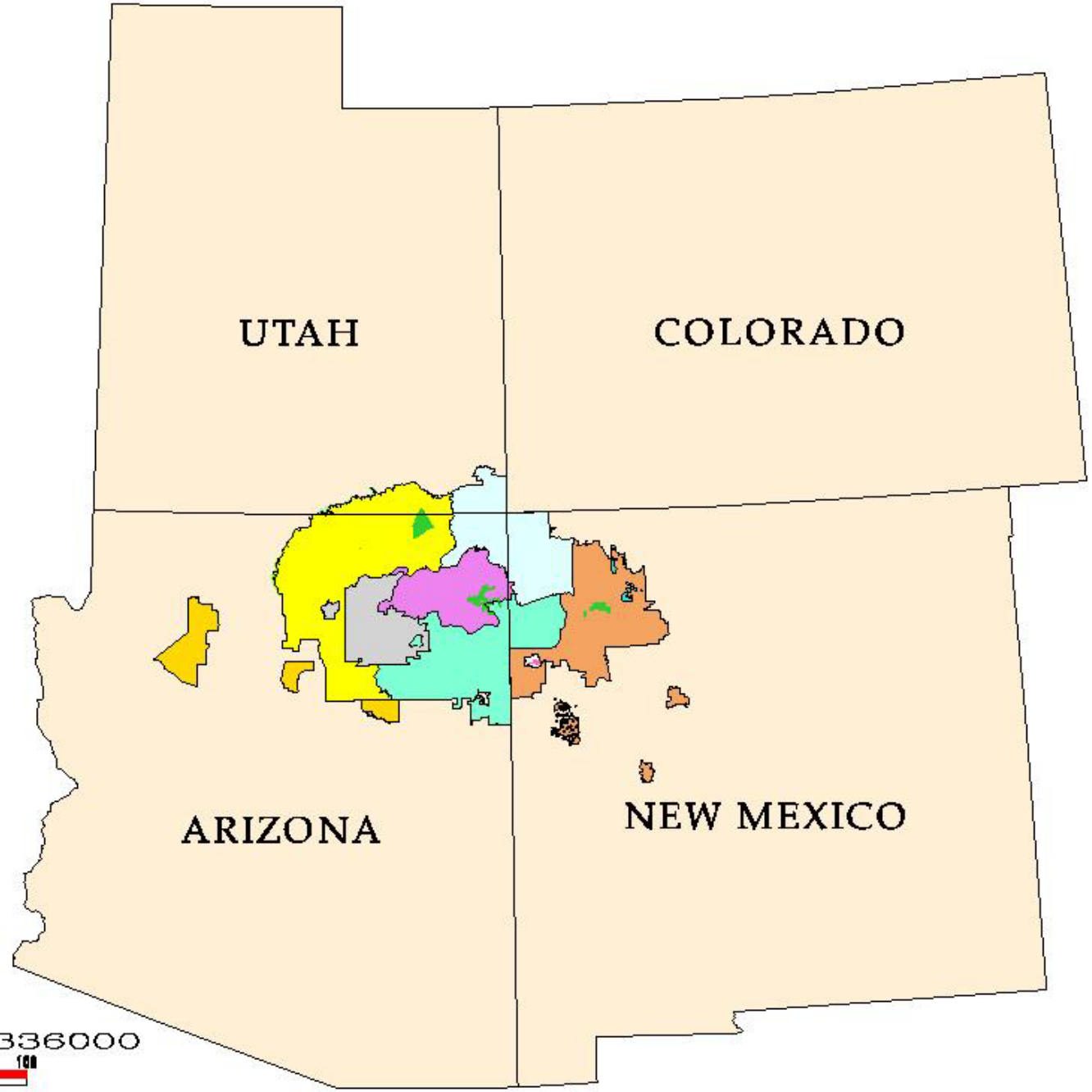
NAVAJO INDIAN RESERVATION LOCATION MAP



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MILES

February 28, 2003

NAVAJO LAND DEPARTMENT

NAVAJO NATION
BIA/NAVAJO LAND DEPARTMENT
GEOGRAPHIC INFORMATION SYSTEM SECTION
P.O. BOX 9000
WINDOW ROCK, ARIZONA 86515

https://southwesttrc.org/ = SWTRC

Arizona

Colorado

Nevada

New Mexico

Utah

Resources

- Telemedicine & Telehealth Service Provider Directory
- Business & Finance
- Form Templates
- Policy & Sustainability
- Standards & Guidelines
- Telemedicine Information
- Tools & Tips
- General

National Consortium of Telehealth Resource Centers (NCTRC) - Find your TRC

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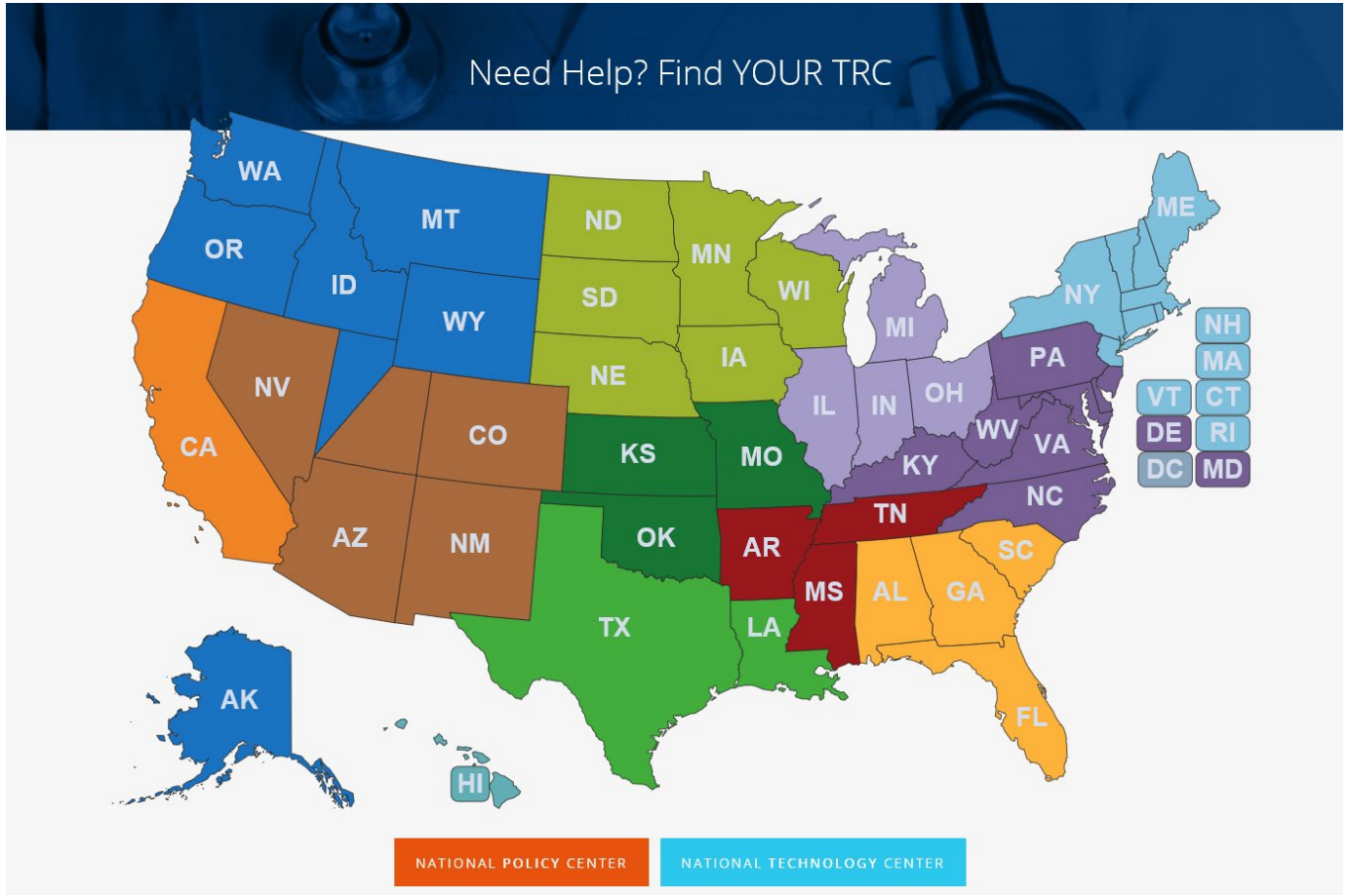
www.telehealthresourcecenter.org



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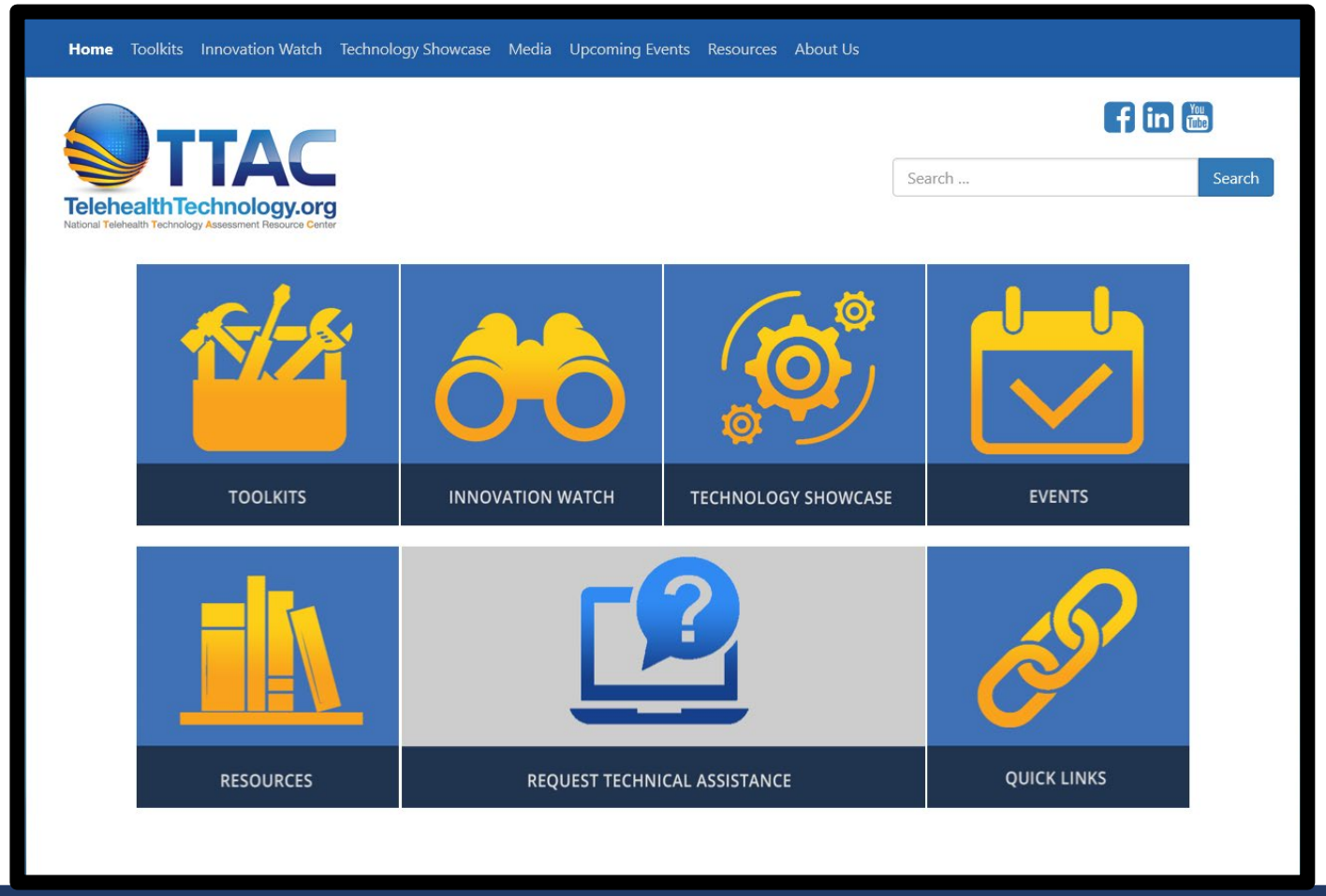
TTAC National Telehealth Technology Assessment Center telehealthtechnology.org



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Technology for Telehealth

- Resources/where to shop
- How to shop
- Network and interview who has been doing what – with what!
- Pricing
- Ease of use/training protocols/end user
- Network support
- Contractual agreements/licenses/maintenance fees
- Efficiency?

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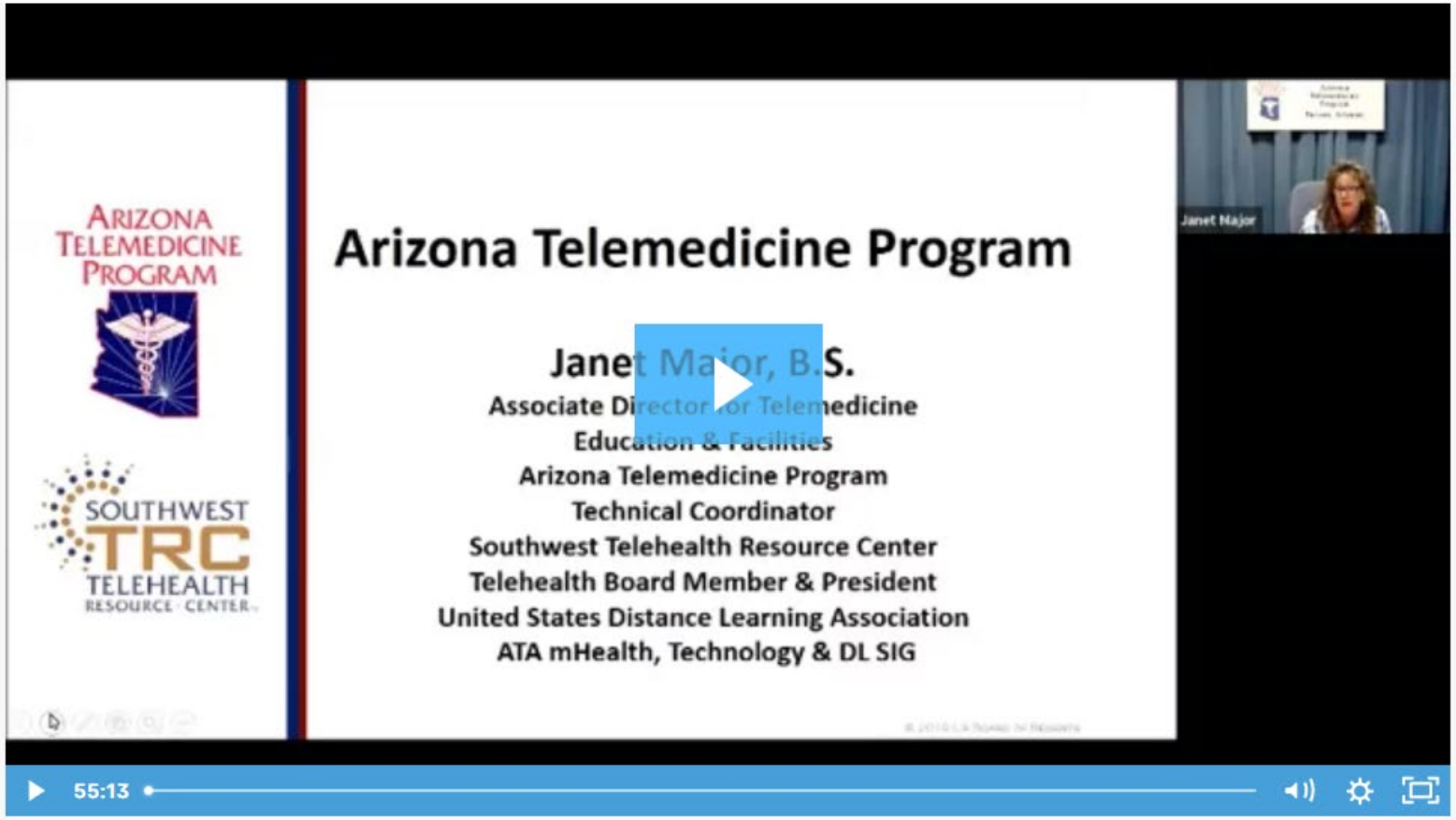
https://telemedicine.arizona.edu/webinars/previous



ATA 2019 Exhibit Hall Technology Review

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Telehealth Technology Resources

Arizona Telemedicine Program	www.telemedicine.arizona.edu
Telemedicine & Telehealth Service Directory	http://telemedicine.arizona.edu/servicedirectory
Southwest Telehealth Resource Center	www.southwesttrc.org
National Telehealth Resource Centers	www.telehealthresourcecenter.org
ATA American Telemedicine Association	www.americantelemed.org
USDLA United States Distance Learning Association	www.usdla.org
University of New Mexico Center for Telehealth	http://hsc.unm.edu/community/telehealth/
Project ECHO	http://echo.unm.edu/
ATP Project ECHO	http://telemedicine.arizona.edu/echo/
UNR Project ECHO	https://med.unr.edu/echo
TTAC Telehealth Technology Assessment Resource Center	www.telehealthtechnology.org

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Telepresenting

Telemedicine =

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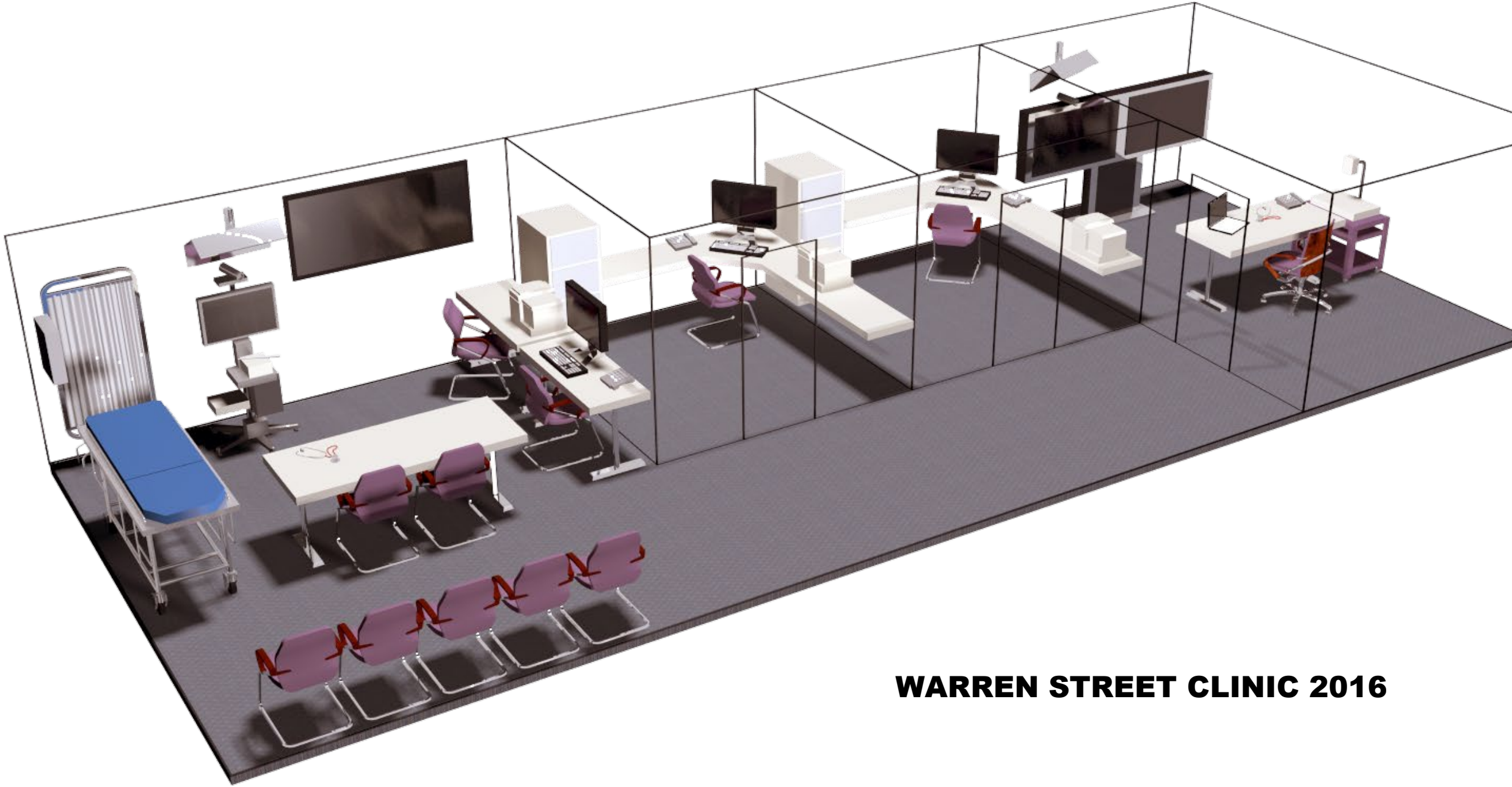
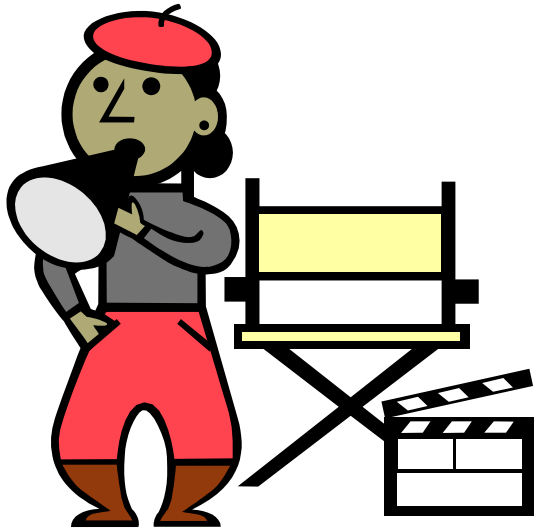


WARREN STREET CLINIC 2016

Communication Technology



- Lights, Camera ACTION!
- BACKGROUND
- Two way videoconferencing
- Web cams using secure sites over the internet
- Other devices or programs which connect to your laptop or desktop @home or bedside

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Telemedicine

- Information needs to be medically accurate
- Teaches participants to practice being good listeners as only 1 person can speak at a time
- Patient benefits from the undivided attention of a physician
- Economizes the use of time for all participants

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Elements of Production

- **Sound**
  - **microphones**
  - **electronic stethoscope**
- **Lighting**
  - **color temperature**
  - **angle**
- **Space and geography of the room**

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- Same Elements of production whether you are in a state-of-the-art videoconferencing suite, using a videophone or a webcam @ your desktop!
- Background
- Lighting
- Audio
- Camera skills – be sure you are looking GOOD!

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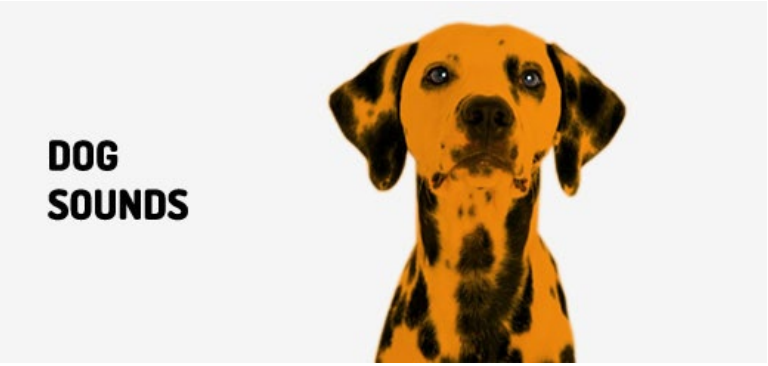

Background for Video
Background Audio - Dogs Barking, Children, SO's

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Arizona Telemedicine Program

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telemedicine

=

medicine at a distance

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Arizona Telemedicine Program

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Telehealth

Telehealth is sometimes discussed interchangeably with telemedicine. The Health Resources and Services Administration distinguishes telehealth from telemedicine in its scope. According to them, telemedicine only describes remote clinical services; such as diagnosis and monitoring, while telehealth includes preventative, promotive and curative care delivery. This includes the above-mentioned non-clinical applications like administration and provider education which make telehealth the preferred modern terminology.

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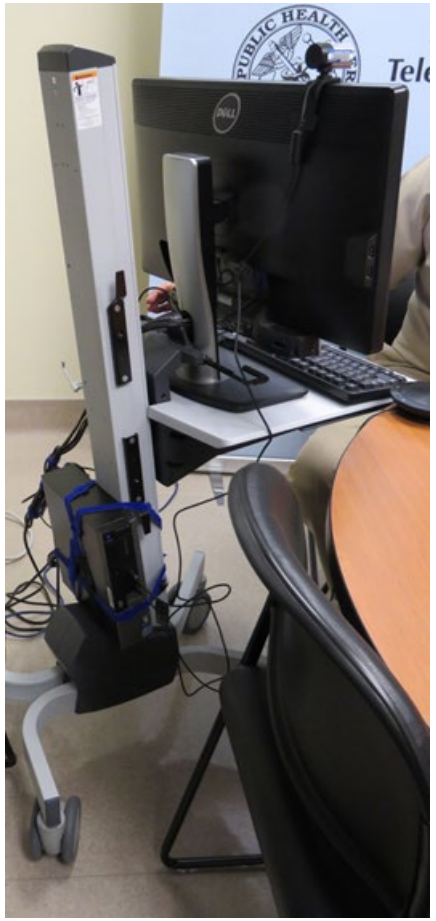
Sells IHS, AZ



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ARIZONA TELEMEDICINE PROGRAM

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SOUTHWEST TELEHEALTH RESOURCE CENTER TRC

Vidyo
GoogleHangout
AdobeConnect
Skype
WebEx
Elluminate
RealPresence
Windows
ZOOM
LIVE
Bluejeans
GoToMeeting
Blackboard

HIPAA Health Insurance Portability And Accountability Act of 1996

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To be a good telepresenter you must be a good communicator.

- **verbally**
- **non-verbally**

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SELFIES!

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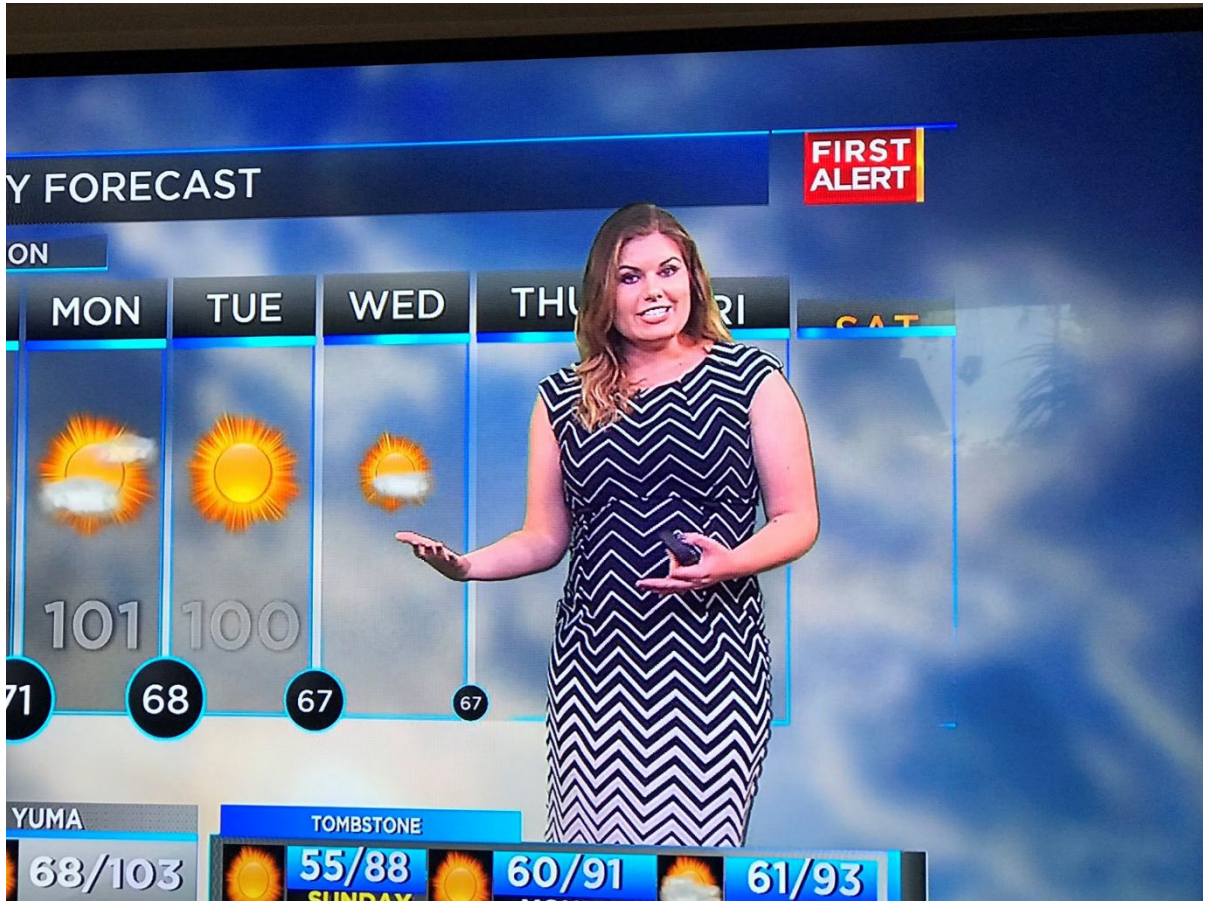
Mariposa Comm
Health Center
Nogales, Ari



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Teleconferencing Tips

- wear appropriate clothing and jewelry
- be aware of your body language
- use an agenda and facilitate introductions
- develop protocols for questions
- be familiar with the equipment
- test all equipment and network connectivity in advance
- connect with remote sites at least 15 minutes early

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Telehealth Best Practices

Telehealth Best Practices

Video developed by the Hawaii Department of Health Genomics Section and available on the Pacific Basin TRC Website www.pbtrc.org

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Technology

- **Makes the world a smaller place**
- **Keeps people in their communities**

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Best Practices

- Technical Protocols
- Clinical Protocols
- Mock Patients
- Training

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Telehealth Networking

https://echo.unm.edu/

ECHO=Extension for Community Healthcare Outcomes

Project ECHO: A Revolution in Medical Education and Care Delivery

Project ECHO is a lifelong learning and guided practice model that revolutionizes medical education and exponentially increases workforce capacity to provide best-practice specialty care and reduce health disparities. The heart of the ECHO model™ is its hub-and-spoke knowledge-sharing networks, led by expert teams who use multi-point videoconferencing to conduct virtual clinics with community providers. In this way, primary care doctors, nurses, and other clinicians learn to provide excellent specialty care to patients in their own communities.

People need access to specialty care for their complex health conditions.

There aren't enough specialists to treat everyone who needs care, especially in rural and underserved communities.

ECHO trains primary care clinicians to provide specialty care services. This means more people can get the care they need.

Patients get the right care, in the right place, at the right time. This improves outcomes and reduces costs.

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Project ECHO Hubs (Global)

Hub Locations

ECHO Countries	ECHO Hubs	ECHO Programs
34	253	574

Search for Hubs & Programs

Search

Filter by Area(s) of Focus

Search

- Ambulatory Care
- Autism
- Behavioral/Mental Health
- Business
- Cancer
- Cancer Diagnosis
- Cancer Prevention & Risk Reduction
- Cancer Screening
- Cancer Survivorship

Filter by Hub Country

turkey Clear All

ECHO Hub	Program Name	Area(s) of Focus	Email	Website	Hub City	Hub St./Pr./Reg.	Hub Country
National Center for Tuberculosis and Lung Diseases	Tuberculosis/TB	Infectious Disease, Tuberculosis			Tbilisi	Tbilisi	Georgia

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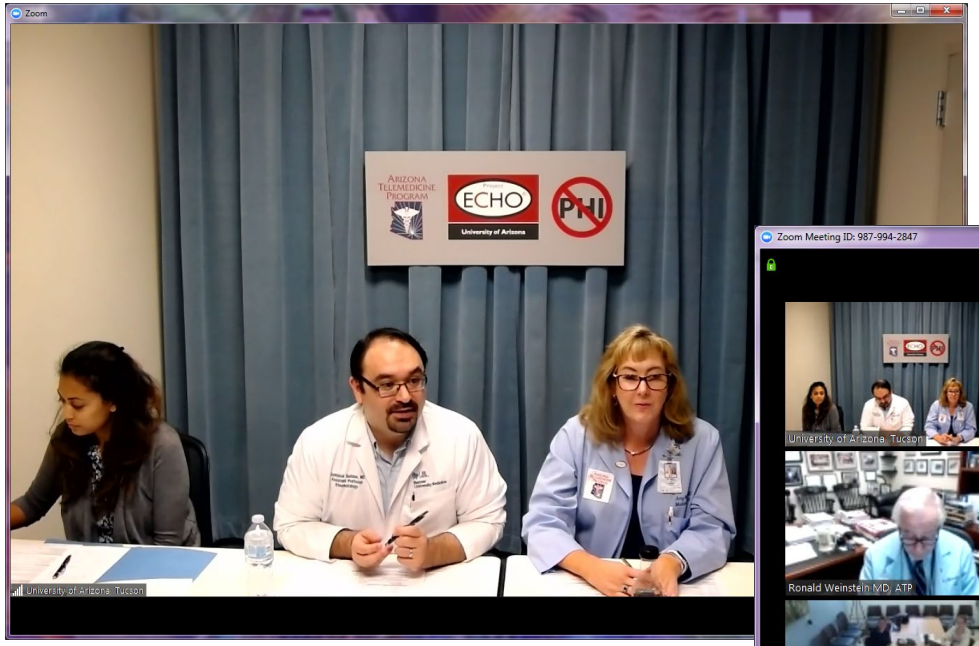
Telerheumatology ECHO



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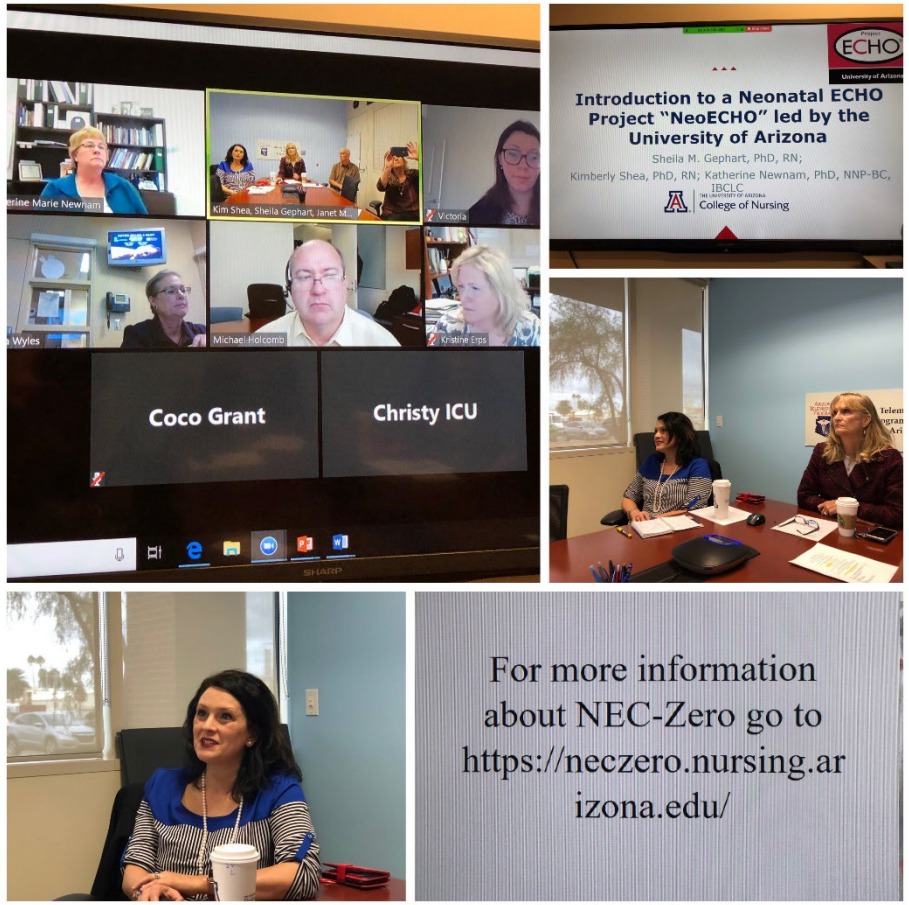
NeoECHO



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Training Coordinator
mesher@telemedicine.arizona.edu

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Clinical Case Presentation

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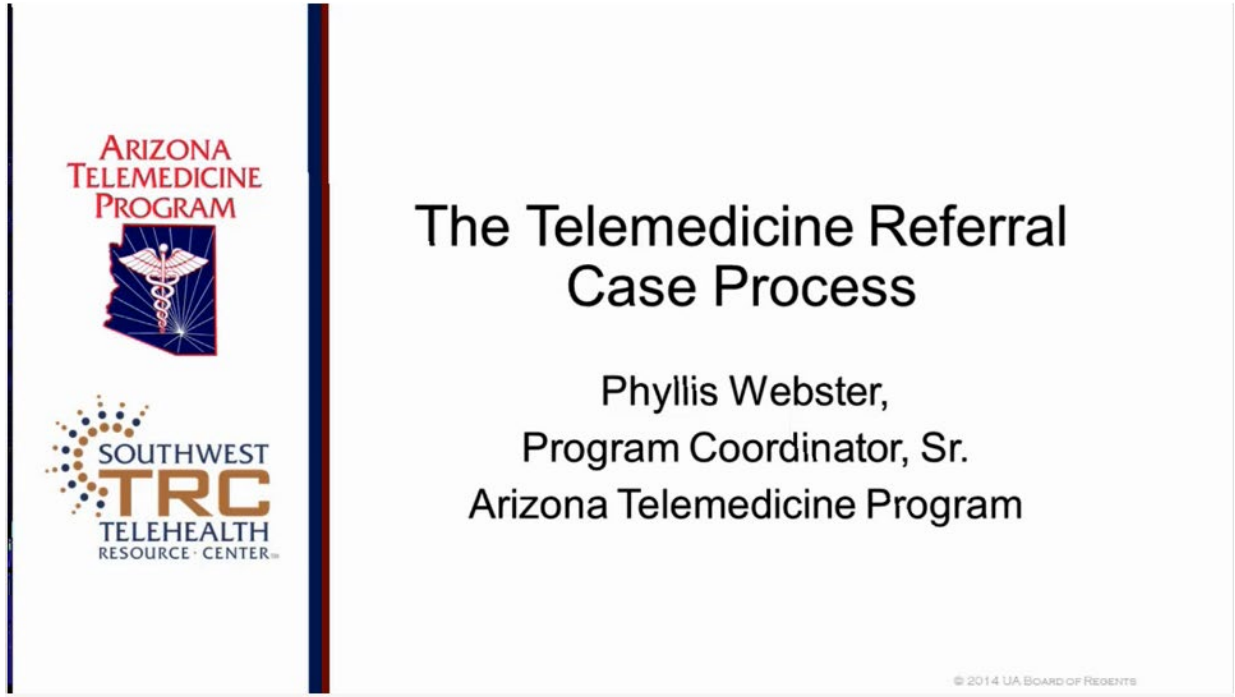

Case Management

Go through the steps required to set up, carry out and complete a clinical telemedicine referral.

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A Few Lessons Learned

- Regularly scheduled clinics tend to be more efficient than those scheduled on an as-needed basis.
- As much as possible, try to format telemedicine clinics after routine, in-person clinics (e.g., setting up a telemedicine suite close to patient exam rooms; following registration, prior authorization and patient check-in procedures).
- Appoint and train qualified back-up personnel. Cross-coverage is a must. On-going training is important.
- Design and post a case management work flow chart as well as step-by-step protocols (standard operating procedures).
- Clinical telemedicine practice standards and guidelines released by the American Telemedicine Association are available for free download at its website, www.americantelemed.org and on our TRC website www.southwesttrc.org

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Cultural Diversity = having different cultures respect each other's differences.

- Age
- Language - ACA in Spanish, VIDA in Spanish, consent forms in Navajo, sign language and translations/interpreters
- Geography and Economy – sheep herders, copper miners
- Food – what’s the best flour for making tortillas?

You can use technology to maximize the work of Certified Diabetes Educators, Genetic Counselors, Physical Therapists and Occupational Therapists in your state!

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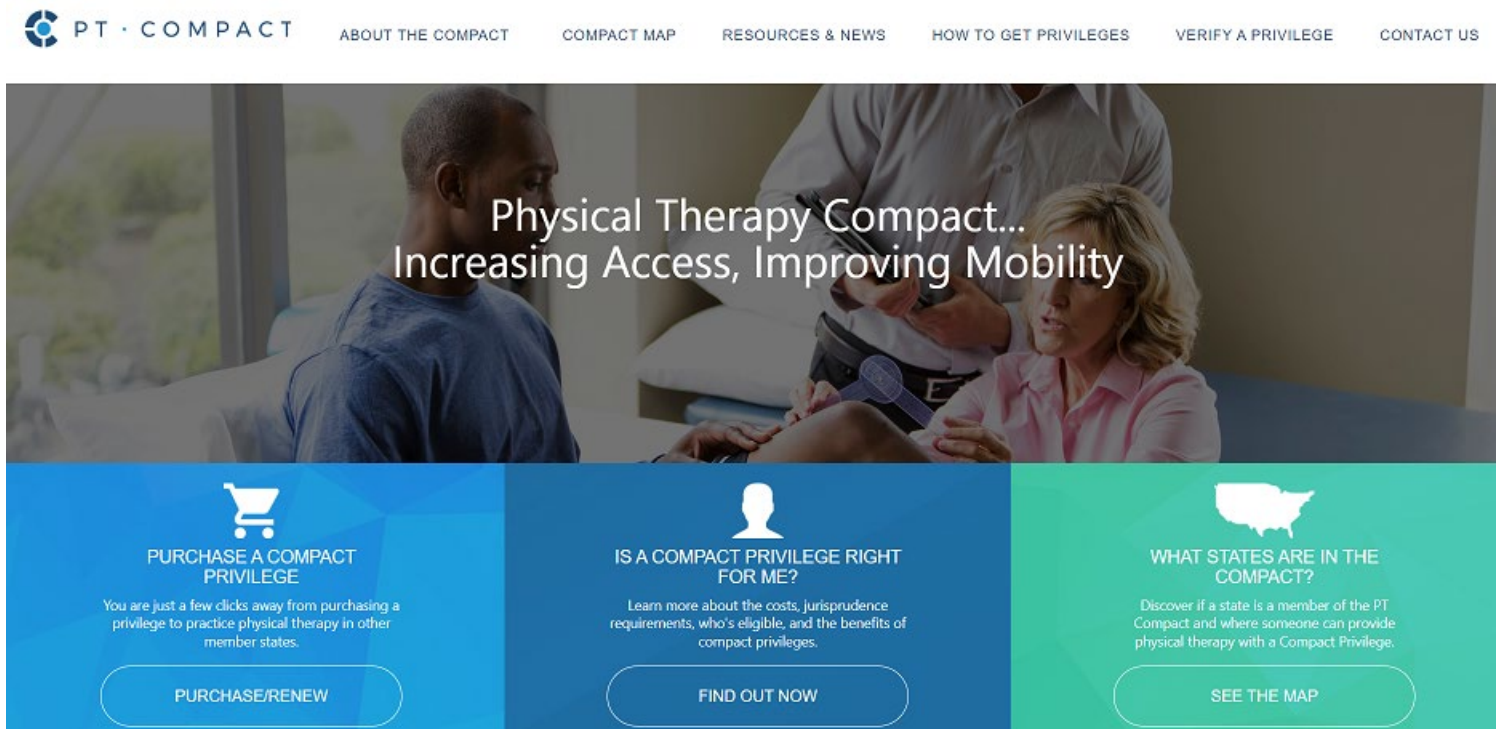
PT Compact in 25 States

https://ptcompact.org



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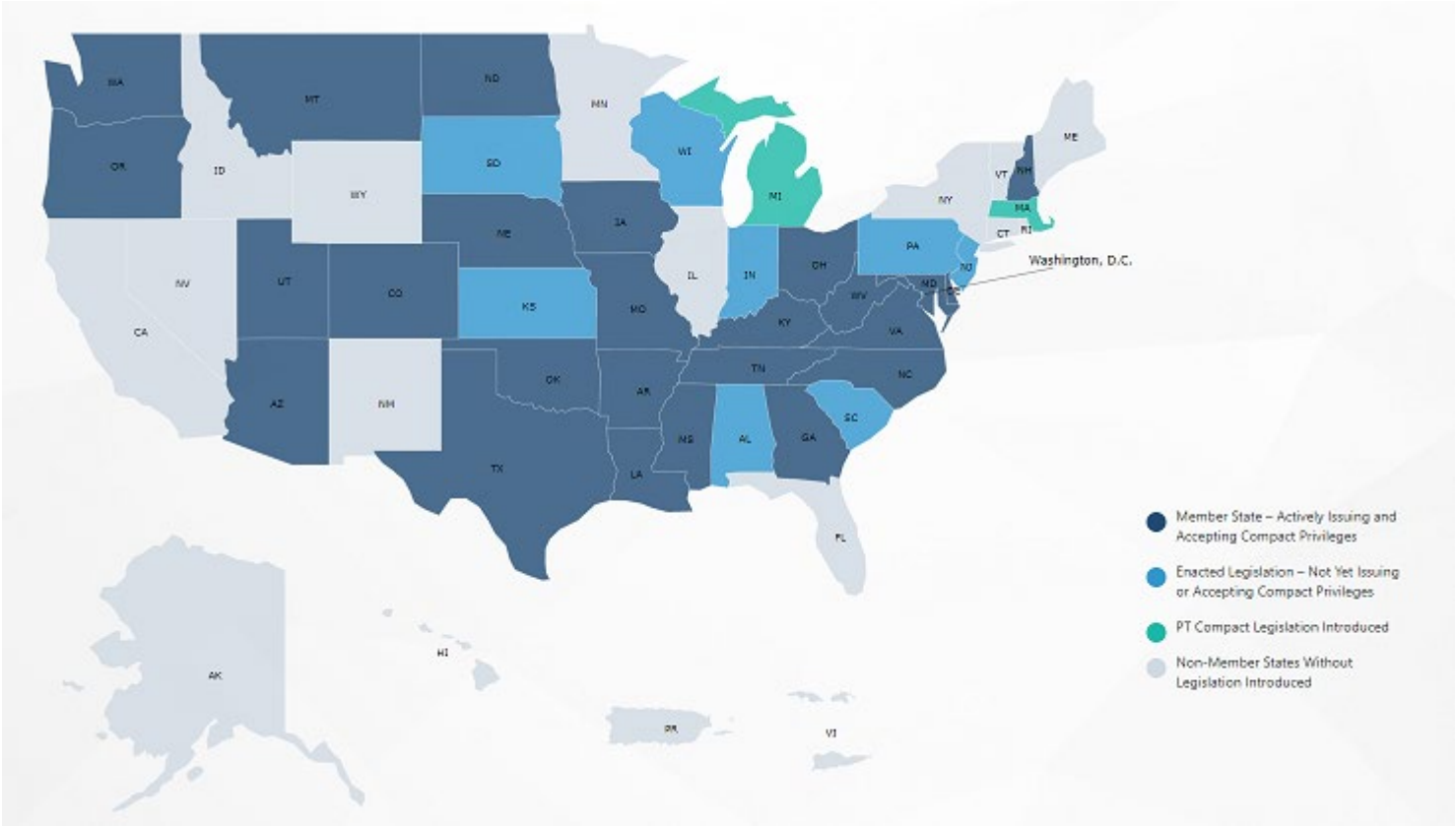

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OT Compact not active until 10 States join

https://otcompact.org/about/

American Occupational Therapy Association

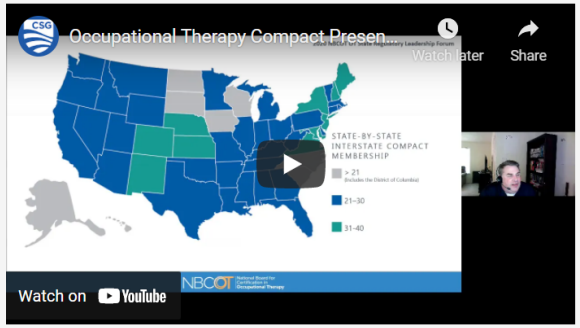
The OT Compact is a joint initiative of the American Occupational Therapy Association (AOTA) and the National Board for Certification in Occupational Therapy (NBCOT®).

National Board for Certification in Occupational Therapy

Developing the OT Compact (OT Practice Magazine)

This article provides an introduction to the OT Compact development process and highlights some key provisions of the document.

Informational Webinar



Learn more about the OT Compact in this webinar from the National Board for Certification in Occupational Therapy (NBCOT®) 2020 State Regulatory Leadership Forum.

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Thank You, Merci, Gracias y CIAO!

jmajor@telemedicine.arizona.edu

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