

TeleHealth Strategy, Business Planning and Implementation

Challenge

The client had an interest in determining the feasibility of a TeleHealth/ Connected Care Program that would provide distributed clinical service lines for use both inside and outside of their current referral network. This new program could leverage their current referral network to build unique and successful new lines of business in the region. Their overall goals for the program were to target, attract and retain patients with a higher percentage of private coverage, extend care to remote sites, extend revenue and profitable services, and help drive the evolution of the client's "persona" and brand in the market.

Solution

We initially engaged with this client to develop a TeleHealth Strategy and Business Plan to align the needs and determine the feasibility of a new TeleHealth program. After completion of the plan, we were then engaged to perform a rapid design for a TeleTrauma pilot. Our TeleTrauma pilot design determined the scope, use cases, target markets, requirements and financial impacts for deploying the pilot. Focusing on three specific ski resorts, the pilot enabled trauma surgeons from the client organization to provide immediate TeleConsults with potential trauma patients and the local physician to determine the appropriate care pathway.

Based on our work, the client started pilot deployment of TeleMental Health and TeleTrauma service lines. The anticipated net new revenue from these two pilot services is > \$10 million over 5 years.

Results

Our full TeleHealth service line portfolio:

Trauma Management	Telestroke & Neurology	eICU	Telemental Health	Business Analytics
<ul style="list-style-type: none">• Real-time trauma & orthopedic case mentoring & coaching by a trauma or orthopedic specialist for a remote ED physician to reduce cost & generate revenue from client EDs	<ul style="list-style-type: none">• Diagnostic & tPA administration consultations in real-time, primarily in an emergency situation, in a (ED) physician-neurologist-patient setting, where a neurologist is otherwise unavailable	<ul style="list-style-type: none">• Intensivists & physician extenders provide supplemental monitoring & management of ICU patients from a remote location for client facilities	<ul style="list-style-type: none">• Direct patient management, consultations or subspecialty psychiatric care from a remote location to in-patient, out-patient, & in-home/field settings• Increased transfers to psych facilities from client EDs while reducing time on diversion	<ul style="list-style-type: none">• Six Sigma/Lean analyst consultations to aid client in developing & implementing metrics programs necessary for clinical & operational improvement & demonstrating "meaningful use"

About the Client:

- *A safety net hospital located in Colorado that provides integrated and comprehensive care to 25% of the population*
- *Level 1 trauma center for the area*

Contact us for information on how we can help you reach your goals.

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