

# MEMBER GROUPS NEWSLETTER



*Peter Yellowlees, MD, MBBS*

## ***From the President-Elect, Chair of Member Groups***

Dear Friends and Colleagues of the ATA – I am delighted to be able to speak with you through this first ever ***Member Groups Newsletter***. This will be a bi-monthly e-publication, primarily focusing on the many individual member groups, written by the group leaders...and of course, any member who would like to communicate widely within their own group and across all the groups.

Many of the leaders have been present on the teleconferences we've had with our member group leaders. As mentioned on those teleconferences, the ATA Board of Directors (Board) is really interested in knowing how we can engage better with our member groups and is keen to hear from all of you.

Following a retreat held in August, the Board decided that its main priority is to pivot the Association...to

move away from the longstanding approach of focusing on telemedicine as a new innovative approach to healthcare that is worth trying to focusing on real world implementation, quality, evidence, and value. With over 4 million patients treated using telemedicine in the US in 2015, we are past the tipping point in terms of telemedicine use. As such, the Board is now going through the process of developing a new Strategic Plan, which we expect to be available for comment early in the new year.

Part of that process is going to involve the member groups, as the Board desires to work more strategically, thus, have the groups focus their activities to support the new ATA Strategic Plan. Our intention is to improve healthcare nationally and internationally. As part of this drive, some of the member groups have agreed to be amalgamated to increase their size and strategic importance and I wish to thank the leaders of those groups for their understanding and support.

I look forward to seeing many of you at ATA's 2017

annual International Conference in Orlando, April 23-25. This conference is going to be significantly different from our previous conferences and will, I believe, be really exciting and interesting! We are show-casing telemedicine as more data driven, evidence-based and creating value. What's more, the conference will start earlier than usual on Sunday morning to allow us to fit a number of innovative presentations and events into the schedule.

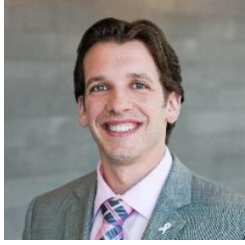
Finally, a quick mention of the re-branding of ATA. Hopefully many of you have seen the new website and visited "[The Source](#)". We are launching a mobile app in the next few weeks and are working hard to significantly increase our engagement with all of our 10,000 members.

I look forward to meeting many of you and thank you for all that you do for ATA.

*Best wishes PY!*

### ***Board of Directors (Officers)***

*LTG (Ret.) James Peake, MD, President  
Peter Yellowlees, MD, MBBS, President-Elect  
Andrew Watson, MD, MLitt, FACS, Vice President  
Alexis Gilroy, Treasurer  
Reed V. Tuckson, MD, Immediate Past President*



*Taylan Bozkurt, Chair*

**Business and Finance SIG**

Hello from the [Business and Finance SIG](#)! Our Executive Committee has stayed busy since the 2016 Annual Conference, launching two new initiatives this year. While we love to hear about and cheer on the successes of our colleagues, our *Sizzle and Fizzle Webinar Series* pulls back the curtain, as we hear from telemedicine crusaders who share their stories about the bumps and bruises incurred along their journeys and how they overcame those hurdles. We are hosting this series bi-monthly, with our next one scheduled for December 14<sup>th</sup>.

We also held our first ever *Twitter Chat* (#ATAChat) on November 9<sup>th</sup>, with over 60 participants tweeting back-and-forth about how we can transform healthcare and technology. We're aiming to host another one in the spring of 2017 and hope you'll join us out in the Twittersphere.

As in past years, we will be continuing an in-depth, four-part webinar series this

December and January, focusing on Reimbursement in December...so if you want to know how to get paid, this one's for you!

Finally, an update wouldn't be good without a teaser, so for those of you who have been wondering "how can I get involved with the B&F SIG," come see us in Orlando for the grand unveiling of a new project for 2017!

Wishing you all the success with your telemedicine endeavors for the remainder of 2016,

*Business & Finance SIG  
Executive Committee*

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*Jim Hutchinson, Chair*

**Home Telehealth and Remote Monitoring**

Where is the patient's home when we apply our digital technologies to patient care? Our communication with SIG members from many different areas within the medical field show this is still an early transformation from traditional care application.

Many studies have been reported thus far showing the advantages and concerns we have with this change. As with anything new, we find challenges with applying the technologies into day-to-day care, which has slowed adoption and this applies to some of our largest delivery systems as well as smaller ones.

The need for home care is being recognized across the land within our legislatures and provider communities to be able to render accessible and affordable medical care to patients. While barriers are falling, there remains a considerable way to go before we reach cohesion and widespread effectiveness.

During this past year, the [Home Telehealth and Remote Monitoring SIG](#) has offered a wide variety of informative webinars exploring the legal aspects of telehome care, security concerns, as well as new technologies being blended into the patient care equation. We learned of its use in the pediatric area, the home in serious and terminal illness situations and some of the important roles nurses play in bringing care to the patient's home. A significant number of SIG members have participated in our efforts.

We have now published a newsletter on the SIG's activity and a vendor forum reached fruition to bring more detailed knowledge to participants from some of the companies' active within the ATA.

There has been discussion with the mHealth SIG and Technology SIG as to how best to bring this exploding field of personal technology in a coherent manner to the membership. Plans are continuing at this time. The year's activities show more and more the overlap in the activity areas of the many ATA SIGs.

We encourage the thoughts and suggestions from our SIG members, as well as those in other SIGs, as to HTRM topics in which they seek information and areas where their work engages with ours. This guidance will allow us to seek programs that offer information of value to a wider spectrum of ATA members as we further our plans for 2017 offerings.



*Elizabeth Krupinski, Chair*

### **Human Factors SIG**

Following the success of the [Human Factors SIG's 'Eye Contact Quick Guide'](#), we are working on the next one titled *'Let There Be Light: A Quick Guide to Telemedicine Lighting'*. For the *Quick Guide Series*, we define telepresence as the controlled synthesis of technology, environment, and human factors that govern encounters between people communicating at a distance.

The *'Eye Contact Quick Guide'* is available upon request to anyone seeking information about some of the key factors involved in establishing and maintaining good eye contact during a teleconsultation.

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*Dale Alverson, Chair*

### **Interstate Telehealth Discussion Group**

The [Interstate Telehealth Discussion Group](#) (formerly the Four Corners Telehealth Consortium) provides a forum for national interstate communication, cooperation, coordination and potential collaboration in telehealth among the states. All ATA members are welcome to join and participate in the important issues of interstate telehealth. The Discussion Group is addressing issues that impact interstate telehealth activities; challenges and solutions, public and private, which follows and is in line with ATA's strategic direction and facilitates the use of telemedicine across state borders.

- Current Officers: Chair, Dale Alverson; Vice-Chair, Terry Boulanger; Secretary Reza Ghadimi.
- Monthly calls, 2<sup>nd</sup> Tuesday each month at 4-5 PM EST, 3-4 PM CST, 2-3 PM MST, 1-2 PM PST, using a cloud-based video-conferencing

#### **At-Large Board Members**

*Grant Chamberlain  
Naomi Fried, PhD  
John Glaser, PhD  
Kristi Henderson, DNP, NP-BC, FAEN  
Randall S. Moore, MD, MBA  
Laurie Poole, RN  
Roy Schoenberg, MD, MPH  
Robert Wah, MD*

platform that allows video and/or audio interaction, as well as sharing laptop for viewing documents and PowerPoint presentations.

- Up to 63 participants on the November 2016 conference call alone.
- Topics have included discussions about the Interstate Medical Licensure Compact (IMLC):
  - Presentation by the IMLC Commission (IMLCC)
  - Issues related to FBI criminal background check issues and the IMLCC
- Exploring organizing a series of Webinars related to Interstate Telehealth issues.
- Plan to petition to become a SIG as the “Interstate Telehealth SIG” and developing a slate of new officers for 2017.



*Kathy Webster, Chair*

### **Pediatric Telehealth SIG**

The [Pediatric Telehealth SIG](#) members have been extremely active this year! In fact, we have had such an expansion of involvement that we have divided our efforts into several workgroups.

Our Collaborative Research workgroup has gone so far as to adopt a name (SPROUT), a website (link below) and has launched a survey to obtain baseline information about pediatric telehealth programs across the country. Not to be outdone, our Advocacy workgroup has positioned themselves to promote a pediatric telehealth agenda on Capital Hill in addition to the members’ individual state level advocacy. We also have workgroups for Project ECHO, Primary Care, Education and Quality formed, all looking for member participation!

Additional progress for the year must highlight the ATA Peds SIG’s collaboration with the American Academy of Pediatrics Section on Telehealth Care. Through the efforts of each groups’ leadership, we have been able

to forge alignment of activities and strategies. We proud to announce that the *Pediatric Guidelines*, developed within the ATA, are now being considered for adoption by the AAP SOTC!

To join or learn more about our SIG, click [here](#). To participate in the *Standardized Pediatric Research on Outcomes and Utilization of Telehealth* please click [here](#).



*Tammy Richmond, Chair*

### **Telerehabilitation SIG**

The [Telerehabilitation \(TR\) SIG](#) has been engaged in its 2016-17 year chapter initiatives. The SIG’s Chair, Tammy Richmond, continues to serve as a content expert on the AMA telehealth coding workgroup in collaboration with AOTA. The SIG’s leadership and Educational Committee recently published the SIG’s fall edition of the *TR Signature Newsletter* and has hosted 2 of 9 scheduled webinars in September and October. Chris Peterson,

#### **ATA Special Interest Groups (SIGS)**

[Business and Finance](#)  
[Home Telehealth & Remote Monitoring](#)  
[Human Factors](#)  
[International](#)  
[mHealth](#)  
[Ocular Telehealth](#)  
[Pediatric Telehealth](#)  
[Technology](#)  
[Teledermatology](#)  
[Telehealth Nursing](#)  
[TeleICU](#)  
[Telemental Health](#)  
[Telerehabilitation](#)

Vice Chair, is working with René Malone, ATA's Director of Member Engagement, on updating new content for the SIG's landing page and is spearheading the Education Subcommittee on revising the 'A Blueprint to Telerehabilitation Guidelines', slated to be done by next year's annual conference. Cheris Frailey, Secretary, is developing a

new Telerehab Regulatory State Map that will display current state regulations and policies for OT/PT/SLP/AUD. The SIG's leadership continues to collaborate with key telerehabilitation stakeholders and reply to ATA member inquiries about practice, research, policy, and reimbursement.

#### ATA Regional Chapters and Discussion Groups

[Latin-American & Caribbean Chapter](#)  
[Pacific Islands Chapter](#)

[Canadian Discussion Group](#)  
[Interstate Telehealth Discussion Group](#)

#### ATA Councils

[Industry Council](#) (Platinum & Corporate Gold Members)

[Institutional Council](#) (Platinum & Gold Institutional Members)

#### Upcoming SIG Webinars

December 14<sup>th</sup> 2-2:30pm EST  
[The Sizzle and Fizzle of Telemedicine](#)

Speaker: Katherine Peitte

December 23<sup>rd</sup> 3-4pm EST  
[Tele dermatology Education: The Evidence, the Tools, and the ECHO](#)

Speaker: Ivy Lee, MD, FAAD

Interested in learning more about ATA member groups or writing an article for the newsletter? Contact [René Malone](#), Director of Member Engagement.

#### UPCOMING ATA WEBINARS

December 7<sup>th</sup> 11:30am-1:00pm EST

[Protecting Telehealth Providers and Patient Data: Important Considerations for Malpractice and Cyber Liability Insurance](#)

Speakers:

- Patrick O'Doherty
- Beracah Stortvedt, ARM Graham Billingham, MD, FACEP, FAAEM
- Graham Billingham, MD, FACEP, FAAEM

December 8<sup>th</sup> 2pm-4pm EST

[4-Part Webinar Series: How to get paid for Telehealth: Part 1: Common Billing Issues for Fee-for-Service Medicare and Medicaid Billing](#)

Speakers:

- Nan Jones
- Kristin Erps

December 15<sup>th</sup> 2pm-3pm EST

[Telemedicine in 2016 - State Legislative and Regulatory Update](#)

Speakers:

- Gary Capistrant, ATA Staff
- Latoya Thomas, ATA Staff

#### CALL FOR ACCREDITATION SURVEYORS

*Are you an experienced Surveyor who has worked with other healthcare accrediting organizations?*

*Do you have a penchant for quality assurance and consumer protection in the conduct of your duties and within your own provider organization?*

If you answered 'Yes' to one or both of these questions, the ATA Accreditation Commission for Online Patient Consultation (OPC) Programs is seeking qualified individuals to contribute to the work of the Commission as it helps to advance the mission of ATA.

Surveyors review the Applications for Accreditation from organizations seeking recognition of eligible direct-to-consumer clinical service lines.

Surveyors will be assigned 2-3 applications each year and receive a modest honorarium for their service in this role for the ATA.

Currently, we are searching for working physicians, nurse practitioners, and telemedicine administrators (Director, VP level) with at least 5 years of professional experience in telemedicine to participate in training and join the cadre of ATA Surveyors in 2017.

If interested contact [Doug Clarke](#), Director, Accreditation Programs at ATA.



