

The Telehealth Initiative

Supporting physicians nationwide in optimizing and sustaining telehealth to ensure all practices are operating efficiently and facilitating positive experiences for both patients and physicians.



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The world around us has recognized the importance of telehealth.



Overview

The Academy of Medicine of Cleveland & Northern Ohio (AMCNO) is collaborating with the Physicians Foundation (PF) and the American Medical Association (AMA), to support physicians interested in sustaining telehealth and measuring its impact in their practices. Each participating association will select 5-8 practices interested in continuing to leverage telehealth to improve the patient experience and provide access for patients to their physicians via this mode of care delivery for continued continuity of care with their physician.

This opportunity is open to all types of physician practices and requires a 12 to 16-month commitment. Practices can be any size. Interested practices should contact AMCNO Communications Director Tara Camera at tcamera@amcno.org.

Provided to the practice site

By participating in this initiative, each practice site will gain access to the following:

- Existing educational resources from the AMA, TMA, FMA, and MMS developed as part of cohort 1 of the initiative.
- Expert mentoring from FMA, TMA and AMA to discuss optimizing and sustaining telehealth into their practice.
- Access to the Telehealth Immersion Program, an educational program designed to support physicians, practices, and health systems optimize and sustain telehealth at their organizations. This program provides virtual events and discussions focused on the application of telehealth in a variety of settings and offers a network for physicians and care teams to share experiences using telehealth and best practices.
- Dissemination of the Telehealth Survey. This will include questions focused on practice/physician experience using telehealth. An overall survey report of results and summary-level data will be provided.
- The AMA Return on Health framework and a method for collecting and contributing data to support the future of telehealth.

Practice site accountability and commitment

The Telehealth Initiative requires a 12 to 16-month commitment from each practice site. The following outline provides expectations for each practice site upon confirmed participation.

Leadership Support

Each practice site shall submit a Statement of Interest and Support to the Academy of Medicine of Cleveland & N. Ohio. Statement will include an acknowledgement of support from practice site Chief Executive Officer or other relevant leaders. A template will be provided as part of the recruitment materials.

Identify Project Lead(s) and Core Project Team

Each practice site shall identify a core project team that includes both a clinician and administrative lead. Core project team will be responsible for meeting key deliverables, preparing progress reports to their medical association, and ensuring timely project deliverables.

Costs

Each participating practice will receive a \$1,500 stipend to participate. The AMCNO will provide learning materials, coaching guidance, and a method for data collection (i.e. CME, PICME, or MOC) to be reimbursed through a grant from The Physicians Foundation. Each practice site will be responsible for costs of ongoing use of telehealth including software and necessary IT personnel to facilitate technology set-up/maintenance and integration as needed.

Project Planning

Each association will develop a project outline and complete a project work plan for the measuring the value of virtual care. Teams will clearly delineate and identify team responsibilities and will develop a 12-month timeline for execution and completion of their project to collect practice data on the value of telehealth. Each practice will also be responsible for identifying a plan for how they will pull and track data at the practice level. A completed planning document should be shared with the medical association and the AMA. At the project's conclusion, each practice site will provide a written final narrative (template will be provided) to highlight lessons learned, describe outcomes, and identify additional opportunities for process improvement (possible to be part of CME activity).

Data Collection

In addition to participation in the Telehealth Survey, practice project teams will collect baseline, mid-point, and final data points to measure the impact of telehealth in their practices using the [Return on Health](#) framework. Data will be collected through a CME, PICME, MOC activity or other approach as identified and developed by the association.

In addition, a post-program interview will be completed to share learnings and best practices. The collective data and all learnings will be developed into an evidence base that may be shared with the larger medical community via the AMA and PF.

Written Status Updates

Practices will provide written status updates to the medical association every two months. These status updates are meant to be informative rather than evaluative.

Mentoring

In addition to support from the Academy of Medicine of Cleveland and N. Ohio, practice site teams will have access to mentoring from Florida Medical Association and Texas Medical Association on an as needed basis in addition to Telehealth Immersion Sessions coordinated by the AMA.



Timeline

Below is a brief overview of the project timeline:

Date/Timeframe	Project Activity	Format	Participants
July 30, 2021	<p>Medical Association Introductory Meeting The Physicians Foundation and AMA to meet with The Telehealth Initiative 2021-2022 cohort selected to discuss the following:</p> <ul style="list-style-type: none"> • Program goals • Timeline • Expectations & success metrics • Recruitment packet and participant materials 	Virtual meeting	The Physicians Foundation & AMA MSSNY, AMCNO, MMA, IMS & MMS
August 2021	<p>Communications Agreement Medical association leads to sign communications agreement allowing for shared promotion of The Telehealth Initiative program efforts.</p>	Via Email	MSSNY, AMCNO, MMA, IMS & MMS
August 2021	<p>Practice Site Recruitment Medical associations to promote opportunity to practices in their network. Opportunity for interested practices to ask additional questions on program activities and participation.</p>	N/A	MSSNY, AMCNO, MMA, IMS & MMS Interested Program Participants
August 10, 2021, 1-2 p.m. ET	<p>Telehealth Immersion Program Webinar – Implementing Innovation with an Equity Lens This webinar will outline best practices for implementing new health care technologies—including telehealth—in practice in an equitable, inclusive way focusing on both the impact to marginalized and minoritized patients and the clinicians and systems that care for them.</p>	Webinar	Interested Program Participants
August 2021	<p>CME/PICME Activity Development Medical Associations to develop CME/PICME activity for practices to collect data, monitor metrics, and analyze outcomes.</p>	N/A	MSSNY, AMCNO, MMA, IMS & MMS
September 2021	<p>Participant Statement of Interest Each practice site shall submit a Statement of Interest and Support. Statement will include an acknowledgement of support from practice site Chief Executive Officer or other relevant leaders.</p>	Via Email	Program Participants
Early September 2021 <i>*Date/time based on availability of interested program participants</i>	<p>Project Kick-Off: Informational session for participating physicians and practice sites</p> <ul style="list-style-type: none"> • Overview of TTI program • Introduction to telehealth, program framework • Timeline • Expectations • Deep dive into Return on Health framework and measuring the value of telehealth/virtual care 	Virtual meeting	The Physicians Foundation & AMA MSSNY, AMCNO, MMA, IMS & MMS Program Participants
September 14, 2021, 12–1:30 p.m. ET	<p>Telehealth Immersion Program – Telehealth for Primary Care This interactive session will provide participants with an overview of techniques for delivering primary care via telehealth and remote patient monitoring.</p>	Webinar	Program Participants
September 25, 2021, 10 a.m.–12:30 p.m. ET	<p>Telehealth Immersion Program: Sustaining Telehealth Bootcamp As part of the Telehealth Immersion Program, the AMA will host a mini-boot camp to wrap up the American Telehealth Association (ATA) Telehealth Awareness Week and provide an opportunity for participants to do deep-dive break-out sessions across various</p>	Virtual meeting	Program Participants

	medical specialties. This event is designed to engage various stakeholders to support long-term sustainable telehealth programs across the industry.		
October 2021	Telehealth Survey State medical associations to assist in the dissemination of a telehealth survey assessing practice/physician experience using telehealth. Program participants to complete survey.	Survey	MSSNY, AMCNO, MMA, IMS & MMS Program Participants
October 2021	Telehealth Immersion Program – Equity & Innovation Virtual Discussion UCSF SOLVE Health Tech and AMA co-developed an educational module series on "Centering Equity in Health Tech Solutions" that introduces fundamental concepts and frameworks to equip industry stakeholders to embed equity into health tech solution design, development, implementation, and evaluation. Join this discussion to further explore these concepts with leading experts in the field and help drive innovation forward through an equity lens.	Virtual (AMA Innovation Network)	Program Participants
November 2021	Measure the Value of Telehealth Practices begin CME/PICME activity. Project teams will collect baseline data points.	Medical association education platform	Program Participants
November 2021 – June 2022	Telehealth Immersion Program Telehealth Immersion Program events are posted regularly to www.ama-assn.org/telehealth-immersion and will be communicated to program participants. Practice sites will participate in additional Telehealth Immersion Programming from November 2021 through the end of the program in June 2022.	Website	Program Participants
November 2021	November Practice Status Update (1/5) Practice site to provide written status updates to the medical Association.	Via Email	Program Participants
January 2021	January Practice Status Update (2/5) Practice site to provide written status updates to the medical Association.	Via Email	Program Participants
January 31, 2022	Interim Progress Report Medical associations to submit interim progress report to The Physicians Foundation	Report	MSSNY, AMCNO, MMA, IMS & MMS
March 2021	March Practice Status Update (3/5) Practice site to provide written status updates to the medical Association.	Via Email	Program Participants
May 2021	May Practice Status Update (4/5) Practice site to provide written status updates to the medical Association.	Via Email	Program Participants
July 2021	July Practice Status Update (5/5) Practice site to provide written status updates to the medical Association.	Via Email	Program Participants
July 29, 2022	Medical Association Final Report Medical associations to submit final report to The Physicians Foundation	Report	MSSNY, AMCNO, MMA, IMS & MMS

Get Involved

Interested in participating?

Please contact AMCNO Communications Director Tara Camera at tcamera@amcno.org.

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