

IMPLEMENTING A TELEHEALTH STRATEGY

Organizations that make an intentional shift to a telehealth strategy will incorporate electronic information and telecommunications technologies to deliver engaging and effective behavioral health care and client education services.

Understanding implementation processes is key to ensuring that telehealth strategies are embedded in routine clinical practice, used by service recipients, and achieve intended outcomes.



TELEHEALTH BENEFITS FOR BEHAVIORAL HEALTHCARE



THE IMPLEMENTATION PROCESS

Conducting stage-appropriate implementation activities necessary for successful service and systems change.

PLAN

- Assess client and community needs
- Examine telehealth options
- Determine “fit” and select telehealth strategy
- Engage stakeholders
- Gain consensus

PREPARE

- Define strategy and make a business case
- Identify resource availability
- Conduct readiness assessments
- Assemble a multi-disciplinary Implementation Team
- Develop an Implementation Plan
- Build, test and tune technology platform
- Select staff

IMPLEMENT

- Solidify business, clinical, and technology infrastructures
- Conduct training and coaching activities
- Market telehealth services/ engage clients
- Provide intentional support to staff and customers
- Use data to support incremental changes in service delivery
- Communicate routinely

MAINTAIN

- Monitor outcomes
- Make adjustments for quality improvement
- Continually reinforce training and other supports
- Ensure financial sustainability

12 DRIVERS OF IMPLEMENTATION

1. Customer demand
2. Alignment with external contextual conditions
3. Supportive stakeholders
4. Fit of telehealth strategy with identified needs and organizational capacity
5. Clear vision
6. Well-defined, collaborative, & persistent change-related efforts
7. Competency of clinical and technical staff
8. Effective leadership
9. Appropriately resourced and supported
10. Alignment with current clinical workflow
11. Client/customer attitudes and technology skills
12. Quality improvement culture and practices



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NOT READY YET?

Implementing a telehealth strategy can affect the entire organization. To avoid overwhelming your resources and workforce, there are steps you can take to incrementally prepare for this type of change.

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