TeleHealth Business Case Development Workshop

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What we’ll do today

• Use a simplified approach to writing a business case
• Consider the 7 key components of a business case
• Describe the kind of information required for each key component
• Draft a simple business case by answering 7 questions
Business case key components and questions

1. Envisioning
   - What’s your idea?
2. Scope and objectives
   - What does it look like?
3. Value proposition
   - Why should we do it?
4. Measures
   - How will we know it’s successful?
5. Stakeholders
   - Who needs to be involved?
6. Funding and ROI
   - Where’s the money?
7. Implementation
   - How do we make it work?
1: What’s your idea? ☀️

- Population Health
  - Patient
  - Provider
  - Payer

- Zero Harm

- Risk, Safety, Quality Cycle
  - Bedside Risk Management Tools
  - Risk & Safety Education
  - Clinical Assessment & Feedback

- Patient Satisfaction

- LiVe Well
  - LiVe Secure
  - LiVe Connected
  - LiVe Engaged
  - LiVe Happy
2. What does it look like?

- Reach (regional, statewide, national, international)
- Program objectives
- Service type
- Target population
- Expected volumes
- Technology
3. Why should we do it?

**Access**
- Immediate access to specialists
- Provider shortages

**Safety**
- Med verification / reduces ADE
- Reduces patient falls

**Quality**
- Improves mortality rate
- Prevents 30-day readmissions

**Stewardship**
- Meets regulatory requirement
- Population Health & cost management

**Patient Experience**
- Less travel and time off work
- Self management of care
4. How will we know it’s successful? ★

**WHAT?**
What will you measure?
What metrics reflect the value proposition or benefit?

**WHO?**
Who will collect the data or maintain the log?

**HOW?**
How will you capture and report on the data?

**HOW LONG?**
How long will the pilot need to run to evaluate the value proposition or benefit?
5. Who needs to be involved?

- Physician/Clinical Champion
- Clinical Programs/Services
- Operations Officer/Program Owner
- Medical Group Operations
- Distant Site Care Team
- Originating Sites Care Teams
6. Where’s the money? $
7. How do we make it work?

• Define current and future workflow
• Define distant & originating site staffing
• Purchase and install technology
• Conduct compliance and legal reviews
• Communicate and market the program
• Train patients and care teams
Congratulations!
You now have a business case.

1. Envisioning
2. Scope and objectives
3. Value proposition
4. Measures
5. Stakeholders
6. Funding and ROI
7. Implementation