



The Secret of Telehealth: How to deploy large scale?

Marc Lange, EHTEL Secretary General

Scaling-up? From pilot to routine care ...



Tools and methods are needed to deploy telehealth

- **Impact assessment framework**

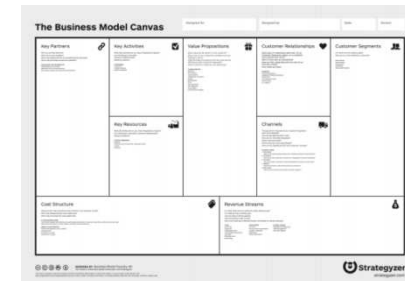
- The results and lessons learned from a RCT,
- The deployment study of



United4Health



- **Business Model Canvas**



- **Cost and benefit analysis toolkit**



- **Guidelines for large-scale deployment**



The challenge: NT+OS=NOS

- New Technology + Old System = New Old System



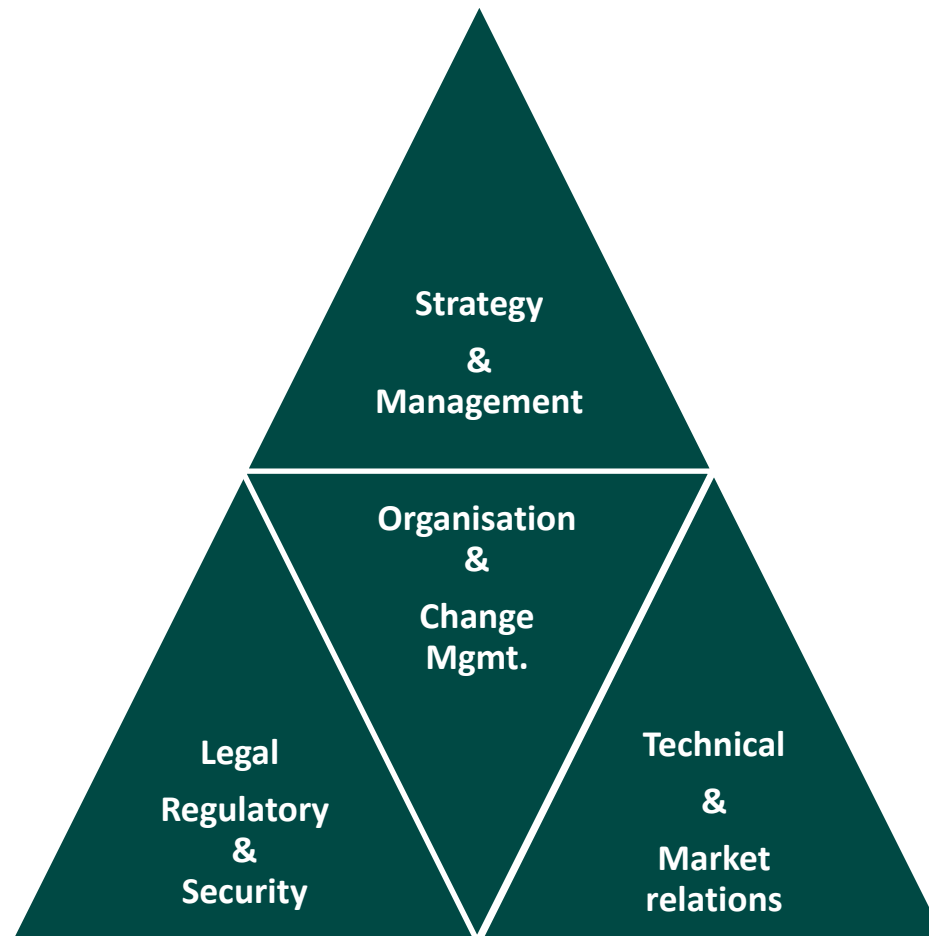
A European Telemedicine Deployment Blueprint

By Doers,
for Doers

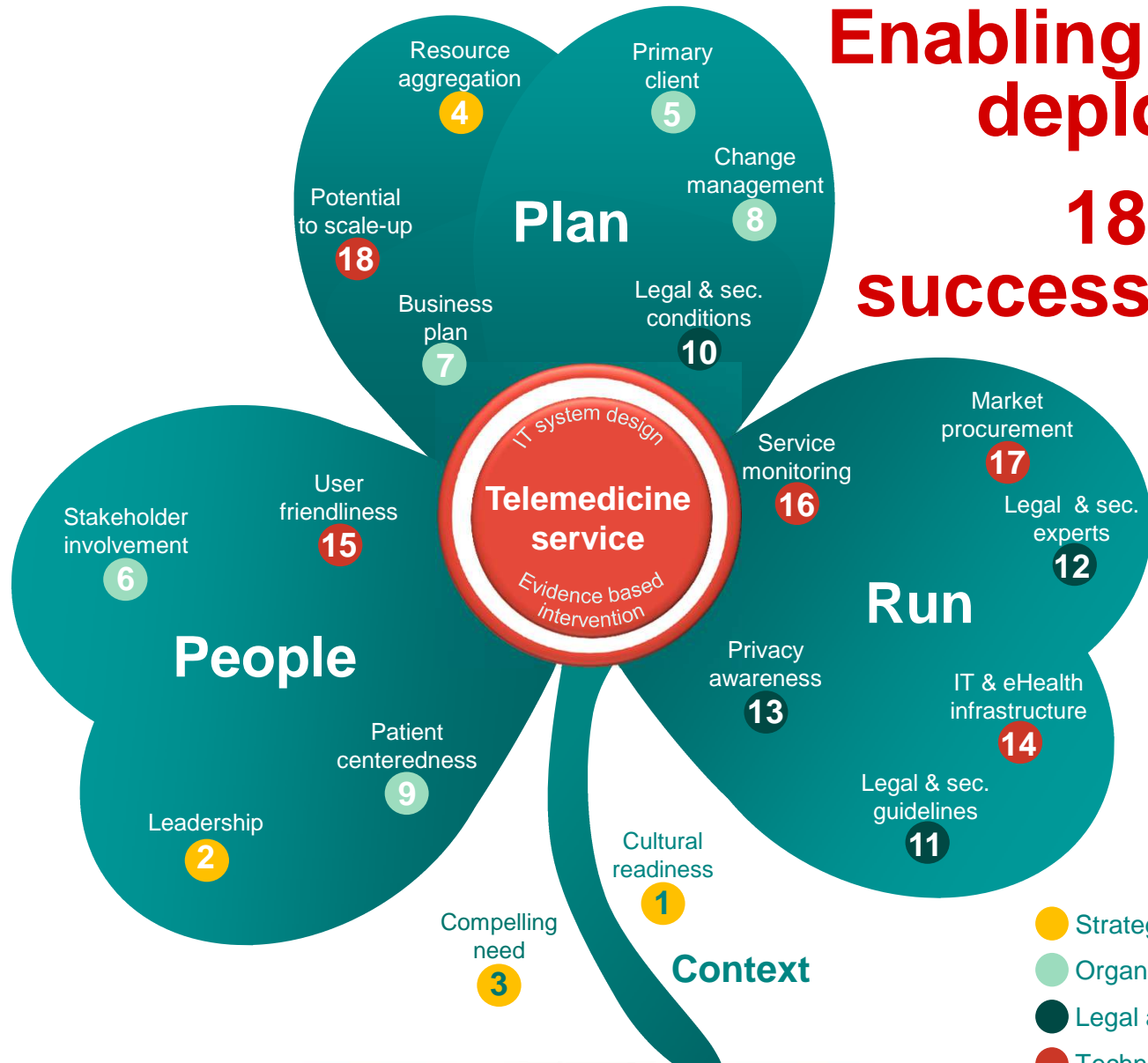
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ADVANCING TELEMEDICINE ADOPTION IN EUROPE

Four domains for deployment guidelines



Enabling service deployment: 18 Critical success factors



- Strategy and management
- Organisation and management
- Legal and security
- Technology and market

Scaling-up in healthcare, an impossible dream?

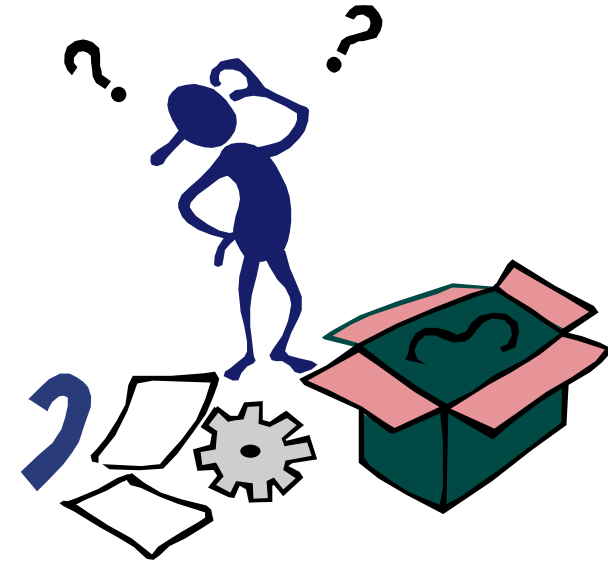


Any questions?

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Secretary general

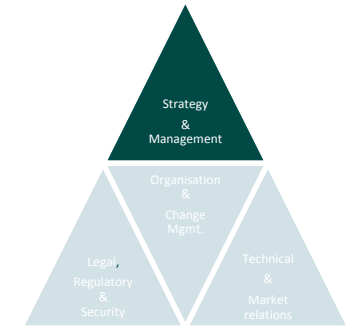
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Reserve

Critical Success Factors for Deployment Strategy



1. Ensure that there is **cultural readiness** for telemedicine services.
2. Ensure **leadership** through a champion.
3. Come to a consensus on the advantage of telemedicine in meeting **compelling need(s)**
4. Put together the **resources** needed for deployment.



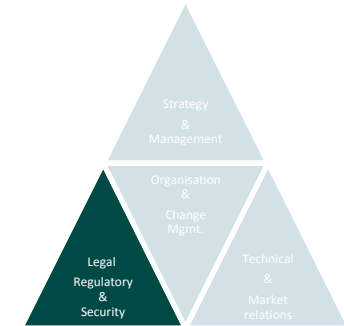
Critical Success Factors for Organisational Change



5. Address the needs of the **primary client(s)**.
6. Involve health care **professionals and decision-makers**.
7. Prepare and implement a **business plan**.
8. Prepare and implement a **change management plan**.
9. Put the **patient at the centre** of the service.



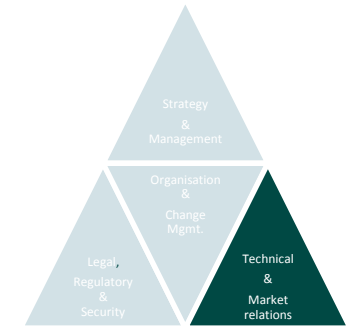
Critical Success Factors for Legal, Regulatory and Security Compliance



10. Assess the conditions under which the service is **legal**.
11. Identify and apply relevant **legal** and **security** guidelines.
12. Involve **legal** and **security** experts.
13. Ensure that telemedicine doers and users are “**privacy aware**”.



Critical Success Factors for Technology Decisions and Procurement



14. Ensure that the IT and eHealth **infrastructures** needed are available.
15. Ensure that the technology is **user-friendly**.
16. Put in place the technology and processes required to **monitor** the service.
17. Maintain **good procurement** processes.
18. Guarantee that the technology has the **potential for scale-up** (i.e., “think big”).

