

Developing Your Telehealth Program Strategy and Telehealth Services Roadmap

SUMMARY

The purpose of any strategy is to facilitate the appropriate allocation of limited resources to achieve the greatest value in return of the investment. Furthermore, a well-communicated strategy engages the organization at all levels and propels it into action to support the change needed.

A clearly defined **Telehealth Program Strategy will:**

- clarify the importance of telehealth as a viable care delivery alternative to traditional inpatient and outpatient care;
- define a **timeline** for short and longer-term activities;
- establish clear clinical, financial, and **strategic objectives** to guide future activities;
- identify the **alignment** of the telehealth strategy with overall organizational strategy, highlighting opportunities where telehealth can accelerate strategic objectives for a quick ROI.

PROCESS

The process includes 7 components:

1. Organizational Assessment & Review
2. Stakeholder Identification & Analysis
3. Telehealth Strategy Development and roadmap
4. Telehealth Program Vision
5. Telehealth Program Strategic Objectives
6. Timeline
7. Alignment with Overall Strategic Objectives

CUSTOMIZATION OPTIONS

Advisory: assessment & review

Collaborative: includes guidance on optimization plan and during execution

Managed/Outsourced: develop & manage execution of optimization plan

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PRICE:
\$20,000

TIME FRAME:
Ongoing Availability

PROJECT LENGTH:
2-12 weeks depending on client responsiveness, client availability, and on the number and types of organizations within the ACO or CP

THIS PROJECT IS FOR:
Individual delivery organizations within an ACO (e.g., an FQHC) or Community Based Organization.

DOMAINS:
Telehealth
Performance Improvement