

AHI &  
FDRHPO

CONNECTING  
the NORTH  
COUNTRY

# North Country Telemedicine Conference



Adirondack Health Institute



Crowne Plaza Resort  
Lake Placid, NY  
November 12, 2015

# Agenda

8:30am—9:30am	<b>Registration, Continental Breakfast with the Vendors</b> <i>Olympic Room</i>	
9:30am—9:45am	<b>Welcome</b> <i>Olympic Room</i>	
9:45am—10:15am	<b>Preparing your Network for Telemedicine Applications</b> <b>Paul Barton,</b> Westelcom Communications <i>Olympic Room</i>	
10:20am - 10:50am	<b>New York State Telehealth Reimbursement Law Update</b> <b>Joan Cleary-Miron,</b> New York State Office of Primary Care and Health Systems Management <i>Olympic Room</i>	
11:00am—11:15am	<b>Break</b>	
11:15am—11:45am	<b>State of Telemedicine at CVPH</b> <b>Dr. Kent Hall,</b> University of Vermont Health Network—Champlain Valley Physician's Hospital <i>Olympic Room</i>	
12:00pm—1:00pm	<b>Lunch</b> ACTION Meeting— <i>Olympic Room</i>	
1:00pm—5:00pm	<b>Vendor Tradeshow</b>	
1:30pm—2:00pm	<b>Breakout Session 1:</b> <b>Expanding Capacity through Telemedicine</b> <b>Joey Horton,</b> North Country Family Health Center <b>Dr. Steve Lyndaker,</b> Lowville Medical Associates <i>Sky Room</i>	<b>Breakout Session 2:</b> <b>Making Medicine the Focus of Telemedicine</b> <b>Chris Wuorinen,</b> Specialists on Call <i>Olympic Room</i>
2:15pm—3:00pm	<b>Evaluation Panel</b> <b>Anne-Marie Fitzgerald,</b> AHI <b>Dr. Kent Hall,</b> University of Vermont Health Network—CVPH <b>Dr. Steve Lyndaker,</b> Lowville Medical Associates <i>Sky Room</i>	<b>Collaborative Healthcare and Healthcare Reform</b> <b>Ron Emerson,</b> Polycom <i>Olympic Room</i>
3:15pm—3:45pm	<b>How to develop a Telemedicine and Telehealth Strategy</b> <b>Jim Mahoney,</b> Meridian IT <i>Olympic Room</i>	<b>Technology Solutions for Health Care</b> <b>Willie Foerstner</b> ePlus <i>Sky Room</i>

Happy Hour sponsored by Polycom and BT Conferencing will be held beginning at 5:00pm

# Presentations

## **Preparing your Network for Telemedicine Applications**

Paul Barton will discuss recent successes with the NCTP and ACTION telemedicine networks and how incorporating telecommunication carrier principles will prepare Health Care networks for the high reliability required to support Telemedicine applications. Will further discuss how leveraging managed network, voice- and cyber- security services can improve network efficiency, reliability, and security.

## **New York State Telehealth Reimbursement Law Update**

Joan Cleary-Miron, MPH from the New York State Department of Health Office of Primary Care and Health Systems Management, will provide an overview of the new telehealth reimbursement law in New York State, effective January 1, 2016. Changes to Public Health Law and Social Services Law, including telehealth definitions, recognized telehealth modalities, and Medicaid coverage provisions will be reviewed.

## **State of Telemedicine at CVPH**

Dr. Kent Hall will provide the history of Telemedicine at UVMHN-CVPH, its current state and the initiatives being planned in the future. In this regard he will discuss the lessons learned in setting up telemedicine programs in the North Country and how they can be used most efficiently to provide care for our rural population.

## **Expanding Capacity through Telemedicine**

Joey Horton and Dr. Steve Lyndaker will provide an overview of how primary care providers in Jefferson and Lewis County have expanded their capacity to treat patients using telemedicine. Attendees will learn about the telemedicine infrastructure and utilization in the region (Jefferson, Lewis, and St. Lawrence Counties) which includes a large network of providers, including hospitals. Lessons learned will be shared from an administrative and clinical perspective.

## **Specialists on Call**

### **Making Medicine the Focus of Telemedicine**

Chris Wuorinen, Regional Vice President for Specialists On Call (SOC), will discuss their TeleNeurology, TelePsychiatry, and TeleIntensivist service lines. SOC has partnered with nearly 400 hospitals nationwide and has seen nearly 180,000 patients since 2007 in over 30 states including New York. He is excited to answer your questions and take a deeper dive into their turnkey solution offering physician coverage, technology, clinical quality, and data reporting.

## **Evaluation Panel**

Join our panelists: Anne-Marie Fitzgerald from AHI, Dr. Kent Hall from the UVMHN—CVPH, and Dr. Steve Lyndaker of Lowville Medical Associates, as they discuss the importance and techniques of evaluating telemedicine programs in a variety of settings. Each speaker will discuss their views and then the panel will be open to discussion from the audience.

# Presentations

## **Polycom**

### **Collaborative Healthcare and Healthcare Reform**

Ron Emerson, RN, BSN, Global Director of Healthcare, will discuss how collaborative communication and telemedicine tools are being used to meet the demands of healthcare reform. Health delivery models are changing to meet the shift to population health in both clinical and non-clinical settings.

Join to discuss:

- The fundamentals of healthcare reform
- How care coordination can be achieved regardless of clinician or patient location
- How to deliver wellness and prevention programs in patients' homes
- How to deliver telemedicine in homes, businesses or institutions

## **Meridian IT**

### **How to develop a Telemedicine and Telehealth Strategy to Improve Patient Engagement, Improve Clinical Outcomes, and Increase Revenues**

Jim Mahoney, Telemedicine Services Practice Director, will discuss how Telemedicine, Telehealth and Virtual Healthcare are solutions that contribute to the overall business strategy of a healthcare organization. It is also the future of healthcare delivery in a value-based ecosystem. In the new clinical delivery models, Connected Care is at the core of excelling in the continuum of patient care. Access and patient engagement have become catalysts for reaching that level of care. These technologies must be implemented strategically and tactically in sync with your business strategies and goals. Your strategy should begin with readiness assessments, developing a supporting operational and business road map, knowledge of all available technologies, develop an implementation plan, and frame on-going servicing. Jim will focus on national best practices encompassing how to assess the readiness of your healthcare organization, how to build a connected care (Telehealth/Telemedicine/Virtual Healthcare) strategy and roadmap, how to identify the opportunities for access, engagement, revenue, and how to solve any challenges identified.

## **ePlus**

### **Technology Solutions for Health Care**

Willie Foerstner, Senior Healthcare and Finance Executive has 34 years of sales and management experience in the United States, Europe, and Asia. He has more than 25 years of healthcare financing experience providing corporate finance solutions and technology asset management to the healthcare sector. His professional business experience includes providing advisory and consulting services for his clients, acting as the liaison/advisor between all stakeholders to set and meet objectives, and developing and implementing go to market, contracting, commercialization, and capital strategies for healthcare systems, IDNs, equipment manufacturers, physician groups, and outpatient acute care facilities. He has a strong commitment to personal and professional excellence. He has successfully implemented technology asset management programs in major academic/research institutions and cutting-edge healthcare systems such as Johns Hopkins Hospital and Health Systems and The Brooklyn Hospital Center. The solutions focus on the total cost of ownership that includes growth margin, capital equipment, services, finance, and compliance.

## Vendors

Thank you to all of our sponsors!



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## Vendors



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## American Well®

American Well, the nation's largest telehealth company, has delivered healthcare into the homes and workplaces of patients for close to a decade. Serving the nation's top health

systems, health plans, as well as hundreds of national employers, American Well provides a modern healthcare experience by connecting consumers with board-certified healthcare professionals via video over web or mobile. American Well has the most downloaded telehealth app and became the first company to receive accreditation by the American Telemedicine Association (ATA) earlier this year. For more information, visit [AmericanWell.com](http://AmericanWell.com).



Avizia delivers the only fully-integrated telemedicine solution combining video collaboration devices with clinical workflow management and HIPAA compliant communication software – designed, implemented and maintained by a team of

clinical and technical experts. Avizia solutions can be found in 35 of the top 100 hospital delivery networks in the US, 7 of the top 10 hospitals, and in more than 35 countries. For more information, visit [www.avizia.com](http://www.avizia.com).



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monitoring devices, Valley's Health division will assist you in growing revenues and providing higher levels of service for your customers. For more information, visit [www.valleycommunications.com](http://www.valleycommunications.com).

## Speakers

### **Paul Barton, MBA**

Mr. Barton is currently serving as President and General Manager for Westelcom Communications, a regional communications services provider offering internet, data, and telephone services throughout Northern New York State. In May 1996, Mr. Barton founded Geographic Internet Services Company (GiSCO), and led the explosive growth of GISCO into a regional internet services company that provided internet access, web design, consulting and software development services to over 25,000 customers throughout New York State. His company was acquired by Westelcom in May 2001. Mr. Barton completed his Masters of Business Administration from the University of West Florida, and in 1992 completed a Master of Science Degree in Electrical Engineering from Northeastern University, Boston, Massachusetts.

### **Anne-Marie FitzGerald, MS**

Ms. FitzGerald is responsible for leading a number of program evaluation projects by working with AHI colleagues and partner organizations to design, develop, and implement process and outcome evaluations. She identifies, analyzes, synthesizes and presents data to identify needs, measure performance and drive decision-making. Ms. FitzGerald earned a Bachelor of Science degree in Dietetics from Syracuse University, a Master of Science degree in Education from SUNY Potsdam, and a Graduate Certificate in Public Health Programs and Policy from the University at Albany School of Public Health.

### **Kent Hall, M.D.**

Dr. Hall is the Vice President and Chief Medical Officer of University of Vermont Health Network – Champlain Valley Physicians Hospital. He has been actively involved in medical education for twenty-five years, and in the last three years has become involved in the development of Telemedicine and how it can improve health care delivery in our area. Most recently, he has worked with his team to develop an Emergency Medicine Telemedicine Service between Moses Ludington Hospital in Ticonderoga, NY and UVMHN-CVPH.

### **Joey Marie Horton, MBA**

Joey Marie Horton is the Executive Director of the North Country Family Health Center, a Federally Qualified Health Center serving Jefferson and Lewis Counties of Northern New York. Previously, Joey Marie held the position of Deputy Director of FDRHPO. While at FDRHPO, she led the organization's telemedicine strategy and also held the position of Network Director of North Country Healthcare Providers. Joey Marie earned her Masters of Business Administration in Health Services Management at the School of Business at the SUNY Institute of Technology and a Bachelor of Arts Honors degree in Psychology and Health Studies from Queen's University, Kingston, Ontario. Joey Marie is a Board member of the School-Based Health Alliance, a national organization based in Washington, D.C., the FDRHPO, the North Country Behavioral Health Network, Jefferson County Community Services, and the New York Statewide Health Center Controlled Network.

### **Steve Lyndaker, M.D.**

Practicing Internist and Owner/Partner of Lowville Medical Associates with 3 years of experience using Telepsychiatry in the office setting. Medical Director of FDRHPO which is the planning organization that resources the 3 county region's ACO, CIN and DSRIP.

### **Joan Cleary-Miron, MPH**

Joan Cleary Miron works for the New York State Department Of Health. She is the Director of the Bureau of Primary Care Development in the Office of Primary Care and Health Systems Management. She has worked for the Department of Health for nearly 30 years. Joan established the relatively new Bureau of Primary Care Development to focus efforts on the importance of primary care in the health care system continuum. Joan is currently involved in developing applications to fund health care transformation grants and is also overseeing an Access to Care workgroup. Joan has a bachelor's degree in Policy Studies from Syracuse University and a Master of Public Health degree from Yale University.



This is an exciting time for health systems transformation with new health initiatives such as the Delivery System Reform Incentive Payment (DSRIP) Program and Population Health Initiative Program (PHIP). Fort Drum Regional Health Planning Organization (FDRHPO) and AHI have come together to provide telemedicine resources to our PPSs and help create a regional telemedicine collaboration.

How did this partnership develop? Here are some highlights:

2003 – North Country Healthcare Providers Education and Research Fund, Inc. (NCHP) formed as a hospital membership organization working across a five county region (Jefferson, St. Lawrence, Franklin, Clinton and Essex)

2009 – FDRHPO was awarded a \$1.9 FCC Award that created a fiber optic telemedicine network connecting health care sites known as the North Country Telemedicine Project (NCTP).

2010 – FDRHPO assumed responsibility for ACTION's FCC Award and continued collaboration with NCHP and AHI.

2012 – NCHP began contracting with FDRHPO to provide administrative support to the organization.

2013 – Grant funding secured by FDRHPO put video-conferencing and mobile telemedicine carts in the region.

2014 – With the infrastructure in place, FDRHPO hired David Johnson in 2014 as the first Telemedicine Project Coordinator to support NCHP's increasing programmatic focus on telemedicine.

2015 – AHI hired the second Telemedicine Project Coordinator, Caitlyn Huntington, through NCHP's Rural Health Grant funding.

Today, David and Caitlyn facilitate the expansion of telemedicine across 11 counties in Upstate New York: (Clinton, Essex, Franklin, Fulton, Hamilton, Jefferson, Lewis, Saratoga, St. Lawrence, Warren and Washington Counties). We provide comprehensive telemedicine project support including connecting organizations to specialists, providing insight on equipment and software, support for developing telemedicine policy and procedures, program planning and implementation, as well as help providing information on grants to purchase telemedicine equipment.

Caitlyn Huntington, MPH, CHES  
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