Initiative Background
Mission: Akron Children's Hospital is dedicated to improving the health of children through outstanding quality patient care, education, advocacy and discovery.
Promise:
1. Treat every child as we would our own
2. Treat others as they would like to be treated
3. Turn no child away for any reason

Organizational Needs
Increase capacity
Overcome regulatory challenges
Determine ROI for services
Meet competitive demand

Potential revenue
Operational cost
Quality improvement
Depreciation
Leverage capacity
Improve efficiency
Reduce cost

Corporate goals
True North
Service deficiencies
New clinical programs
Percentage of effort
Percentage of impact

Telehealth Strategy
Quality outcomes
Improvement in patient & physician satisfaction
Reduce transports
Reduce ALOS
Reduce non-medical costs
Reduce mortality
Quality benefits - 95K - 630K/year

Outcome Measurement
Significant ROI could be obtained with these programs over the course of 5 years.

Challenges
- Reimbursement in Ohio Medicaid is very poor
- Capacity of support from primary care
- Resource constraints in specialists
- Lack of specialist to complete telehealth visits
- Sustainability of program
- Physician satisfaction

Discovery
- Determine needs:
  - Stakeholders
  - Services identified
    - active & in progress
  - Evaluate current state
  - Define goals

Standardized Approach
- Interview Stakeholders
  - Staffing models
  - Job requirements for support staff
  - Review community needs
- Assess readiness
- Evaluate services
- Evaluate capacity
- Define ROI

Results
Total ROI: $39k
Year 1
Year 5:
Reaching 1.6M+

Stakeholders
- Reimbursement
- Community
- Staffing
- Services

ROI Development
- Potential revenue
- Operational cost
- Quality improvement
- Depreciation
- Leverage capacity
- Improve efficiency
- Reduce cost

STRENGTHS
- Patient satisfaction
- Provider satisfaction
- Revenue optimization
- Cost reduction

Weaknesses
- Limited access to specialists
- Software integration
- Technical support

Opportunities
- Expansion of services
- Telehealth programs
- Partner collaborations

Threats
- Security breaches
- Regulatory changes
- Financial constraints

Sustainability
- Program growth
- Revenue enhancement
- Cost containment

What the ROI?!
Conquering the Pediatric Telehealth Journey in Unfavorable Conditions

Approach
- ROI Development
- Discovery
- Standardized Approach
- Evaluation
- Revenue
- Cost
- Quality
- Improvement

Process
- Determine needs
- Interview stakeholders
- Staffing models
- Job requirements
- Review community needs
- Assess readiness
- Evaluate services
- Evaluate capacity
- Define ROI

Assessment
- Potential revenue
- Operational cost
- Quality improvement
- Depreciation
- Leverage capacity
- Improve efficiency
- Reduce cost

Conclusion
- Significant ROI could be obtained with these programs over the course of 5 years.