Serve Your Community Through TeleHealth & TeleServices

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Digital Health Advisors

Improving Access to Care

A Library-Focused Tele Services Strategy

Middletown Springs Public Library, VT

Launching Library Tele Services

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Introductions

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Improving Access to Care Across a large Region

MISSION

The mission of
Thriving Together NCW is
to advance health and well–being
in North Central Washington by
- unifying stakeholders,
- supporting collaboration, and
- driving systemic change.

The NCW Region is
165 miles high
107 miles wide
264,000 residents
+ seasonal migrants
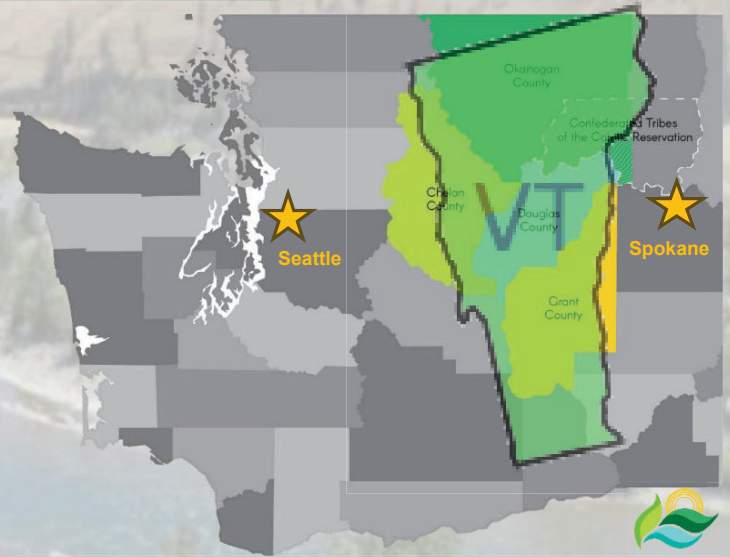
TT NCW REGIONAL TELEHEALTH OPTIMIZATION STRATEGY

Mission: Improving health & wellness in the community through Telehealth.

Vision: Every resident can easily access **ALL*** the care they need — **WHERE** they need it, **WHEN** they need it.

*ALL: *primary, behavioral, dental, chronic, rehab, specialty, etc. care*

A Multi-Pronged Approach

Improving the Telehealth Capabilities of Interested Clinical Partners

Federally Qualified Health Clinics	Rural Health Clinics Critical Access Hospitals
Behavioral Health Clinics	Addiction Treatment Clinic

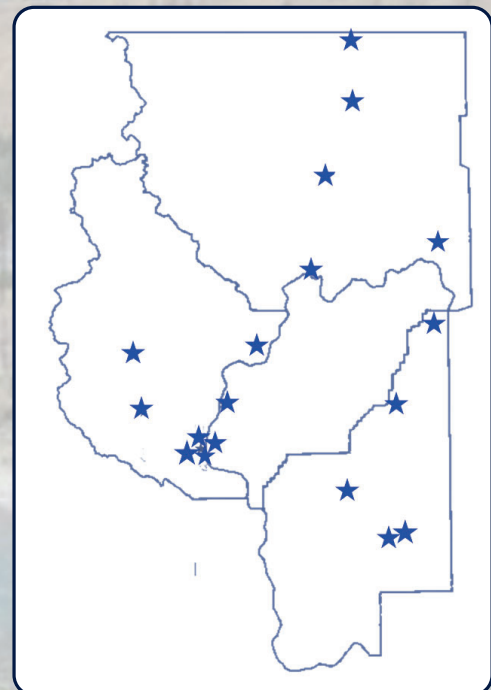**Establishing Community-Focused Telehealth Service Initiatives**

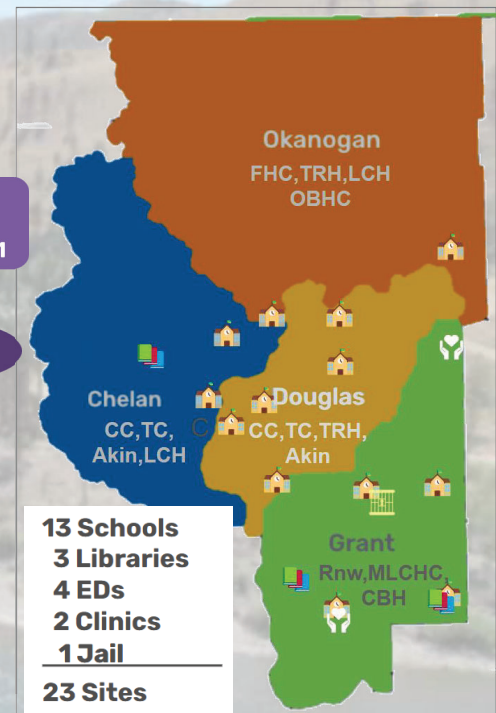| Schools	Libraries
Fire Stations	Community Centers

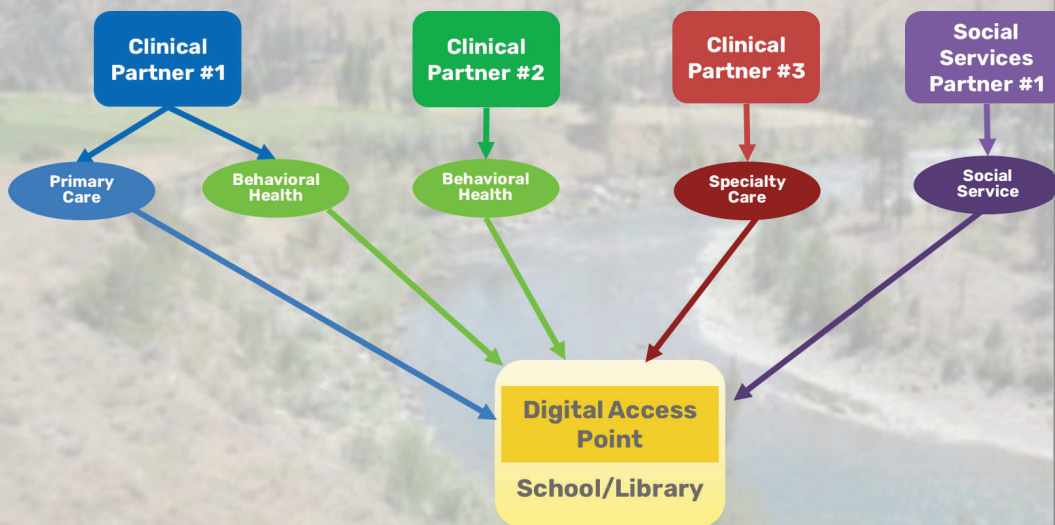Ingenium
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Clinical & Community Partners

22 Clinical Partners in the area:

- 2 Community Hospitals, Health Systems
- 8 Critical Access Hospitals w/ Rural Health Clinics
- 4 Community Health Centers
- 2 Clinics / Rural Health Clinics
- 5 Behavioral Health, Substance Use Disorder Services
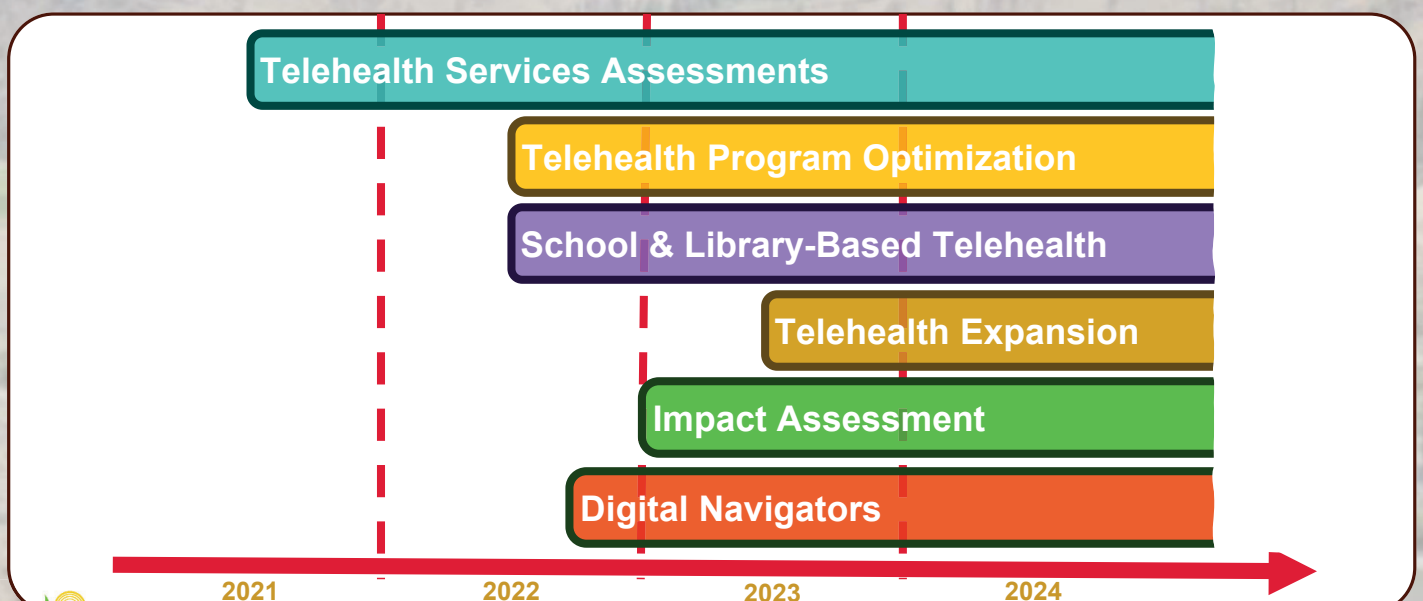- 1 Tribal Health Services

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A Provider-Agnostic Virtual Care Services Model

Clinical Partner #1 → Primary Care, Behavioral Health

Clinical Partner #2 → Behavioral Health

Clinical Partner #3 → Specialty Care

Social Services Partner #1 → Social Service

→ Digital Access Point
School/Library

Okanogan
FHC,TRH,LCH OBHC

Chelan
CC,TC, Akin,LCH

Douglas
CC,TC,TRH, Akin

Grant
Rnw,MLCHC, CBH

13 Schools
3 Libraries
4 EDs
2 Clinics
1 Jail
23 Sites

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Telehealth Optimization Timeline
From Idea to Improved Access to Care

- Telehealth Services Assessments
- Telehealth Program Optimization
- School & Library-Based Telehealth
- Telehealth Expansion
- Impact Assessment
- Digital Navigators

2021   2022   2023   2024

THRIVINGTOGETHER
NORTH CENTRAL WASHINGTON

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Library-Based Tele Services Strategy

NCW Libraries

30 LIBRARIES

MAILORDER BOOKMOBILE LITERACY OUTREACH

Our librarians visit head starts, nursing homes, retirement centers, schools, youth detention facilities, and more!

Serving 278,000 People
in Chelan, Douglas, Ferry, Grant, and Okanogan Counties

14,497 Square Miles
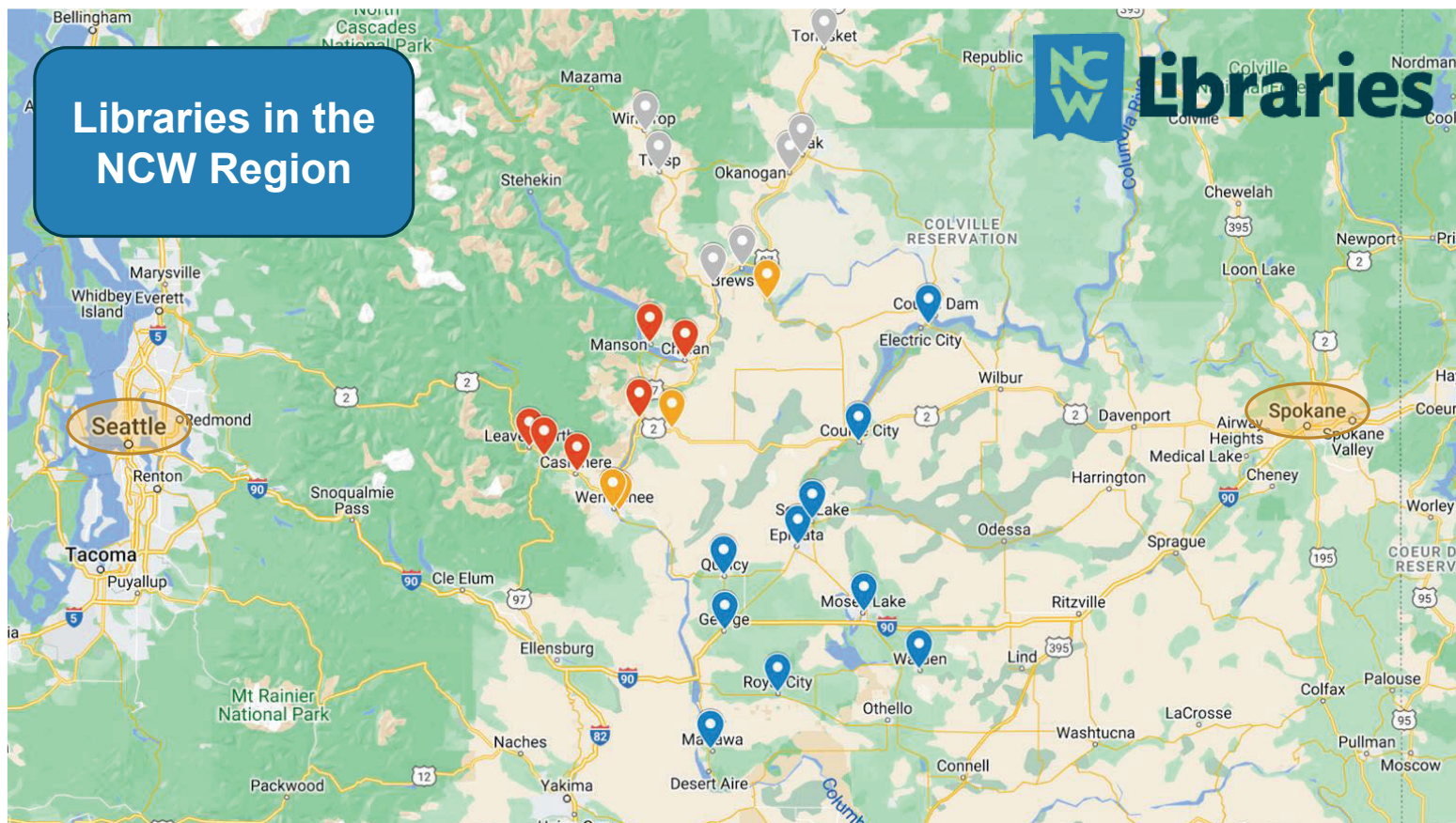Roughly the size of Massachusetts and Connecticut combined!

600,000 + items

It would take over 1,580 years to read every book in our collection if you read (and finished!) a book every day.

If you spent 16 hours a day watching videos from our collection, it would take 30 years to watch them all.

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Libraries in the NCW Region
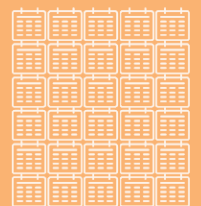
Library TeleServices
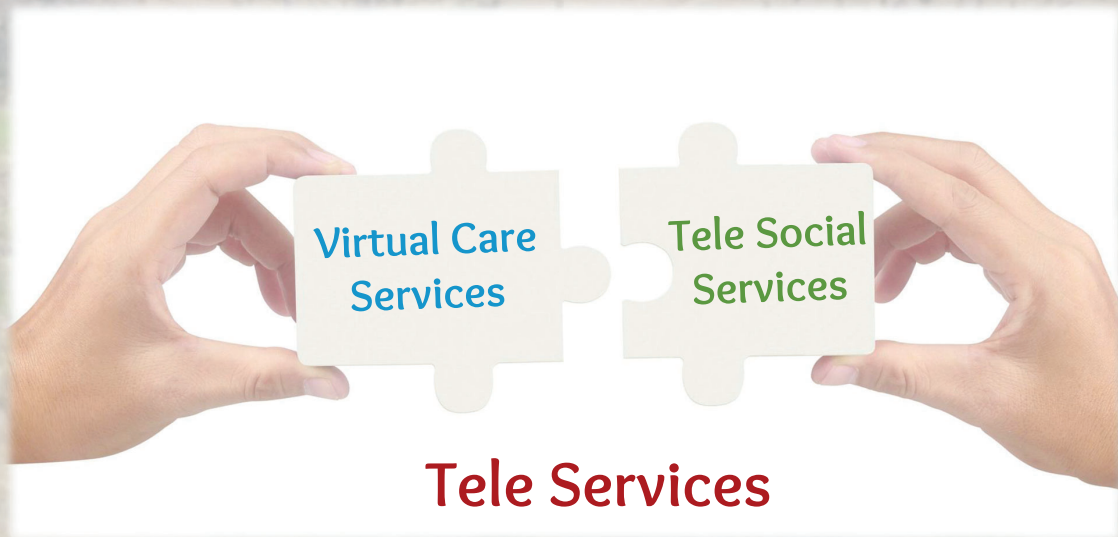**Regional Strategy**
Vision, Objectives, Goals

Library TeleServices
Implementation Playbook
Plans, Processes, Tools, Technology

Library TeleServices
Launch Management
Project Management, Contracting,
Workflow Design, Technology Selection,
Training, Technology Implementation,
Service Launch, Performance Mgmt.

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A Broader Scope than Healthcare

Virtual Care Services

Tele Social Services

Tele Services

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Seven Vital Conditions for Health and Well-Being

THRIVING NATURAL WORLD

BASIC NEEDS FOR HEALTH & SAFETY

HUMANE HOUSING

MEANINGFUL WORK & WEALTH

LIFELONG LEARNING

RELIABLE TRANSPORTATION

BELONGING & CIVIC MUSCLE

COMMUNITY COMMONS

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Sample Set of Social Services

State Benefits Enrollment	Health Insurance Enrollment	Veterans' Services
Social Security	Immigration	Tax Preparation
Job Interview Preperation	Legal / TeleCourt	Passport/Visa Application

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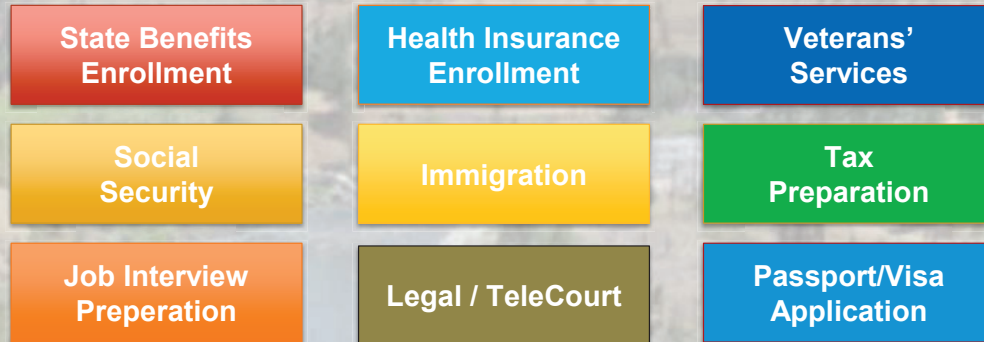
Virtual Care @ the Libraries

❑ **Behavioral Health**
  ❑ Counselling / Therapy
  ❑ Substance Use Disorder
  ❑ Prescription Management

❑ **Primary Care**
  ❑ Prescheduled
  ❑ Visit Only (virtual exam)

❑ **Specialty Care**
  ❑ Seattle, Spokane, etc.
  ❑ Chronic Disease Specialists

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Area & Branch Managers Survey

❖ **Objectives**
  ❖ Raise Awareness & Assess Interest
  ❖ Better understand concerns or hesitations
  ❖ Generate ideas and identify opportunities

❖ **Survey Logistics**
  ❖ Allow ~10 days to complete
  ❖ Should take 3-5 minutes to complete
  ❖ 100% participation

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Have you thought about or have you had conversations with members of your community about telehealth?

● No
● Yes

21
16

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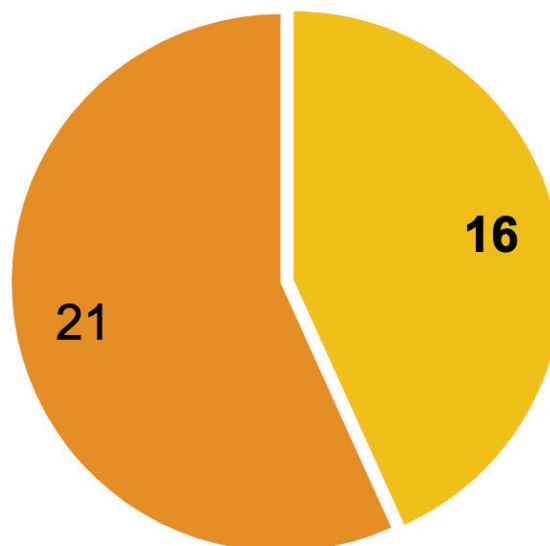
What types of "tele social services" do you think your members of your community would be interested in?

- Other — 3.2%
- Legal / tele court — 14.5%
- Immigration — 15.1%
- Health insurance enrol… — 16.1%
- State benefits enrollment — 17.2%
- Social security — 16.1%
- Job interview preparati… — 16.1%
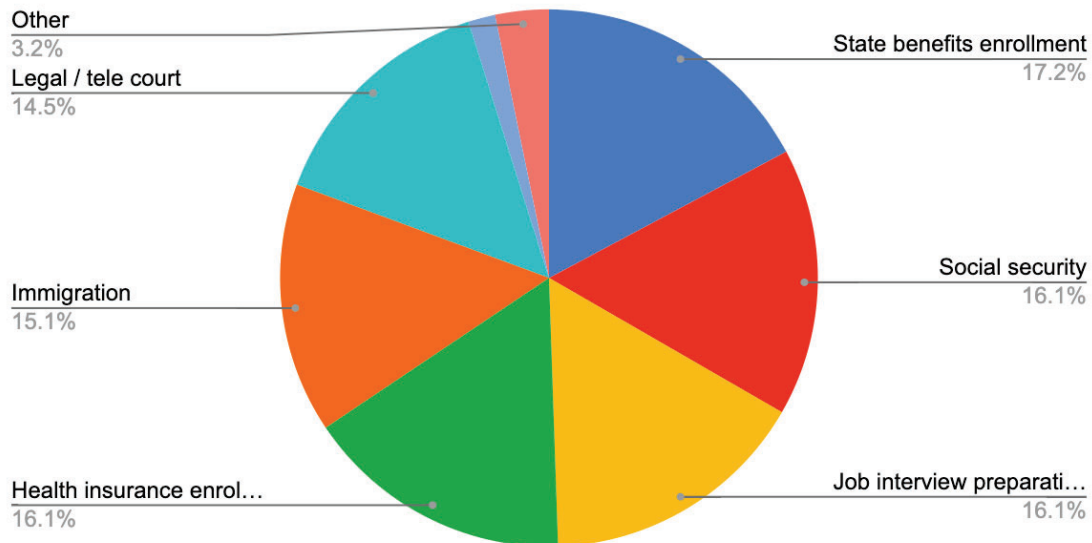
What barriers would you anticipate in offering tele services?

Barrier	Value
Space	16
Staff	12
Technology	11
Process	9
Privacy	8
Patrons	7
Low Utilization	5
Time	3
Language	3
Connectivity	2
Consent	2
Cost	2
Policy	2
NONE	2
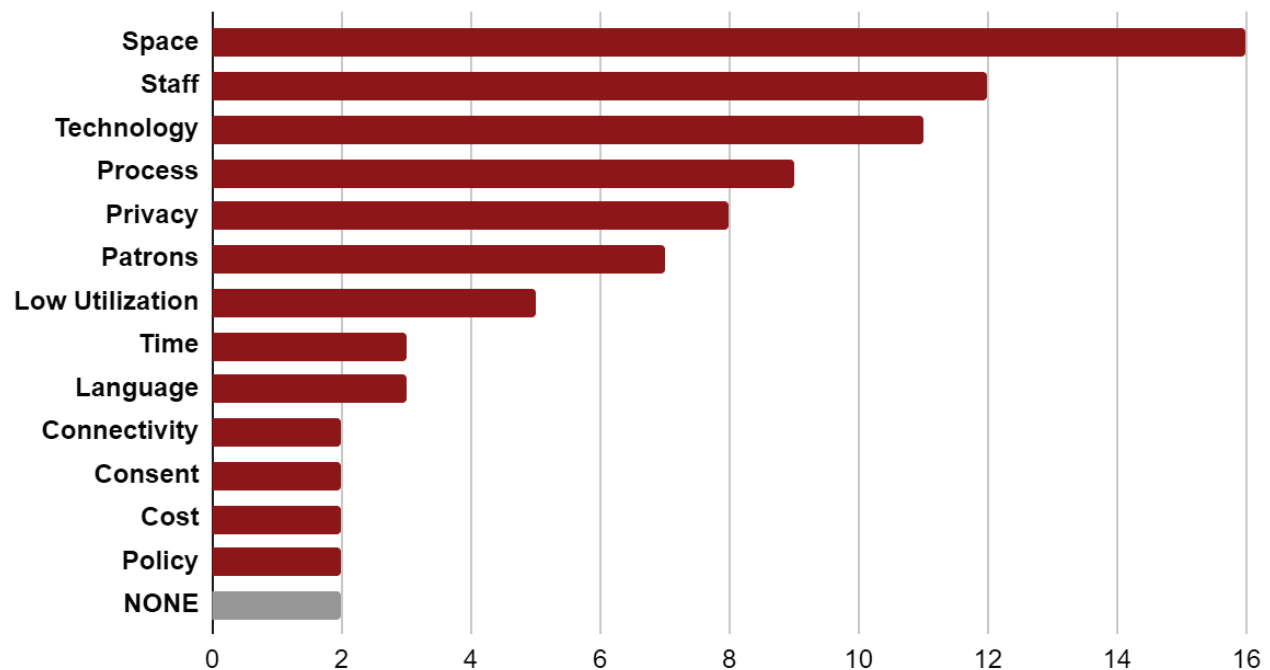
NCW Library-Based Tele Services Strategy

Elements of Strategy

- Vision | Mission
- Objectives
- SMART Goals
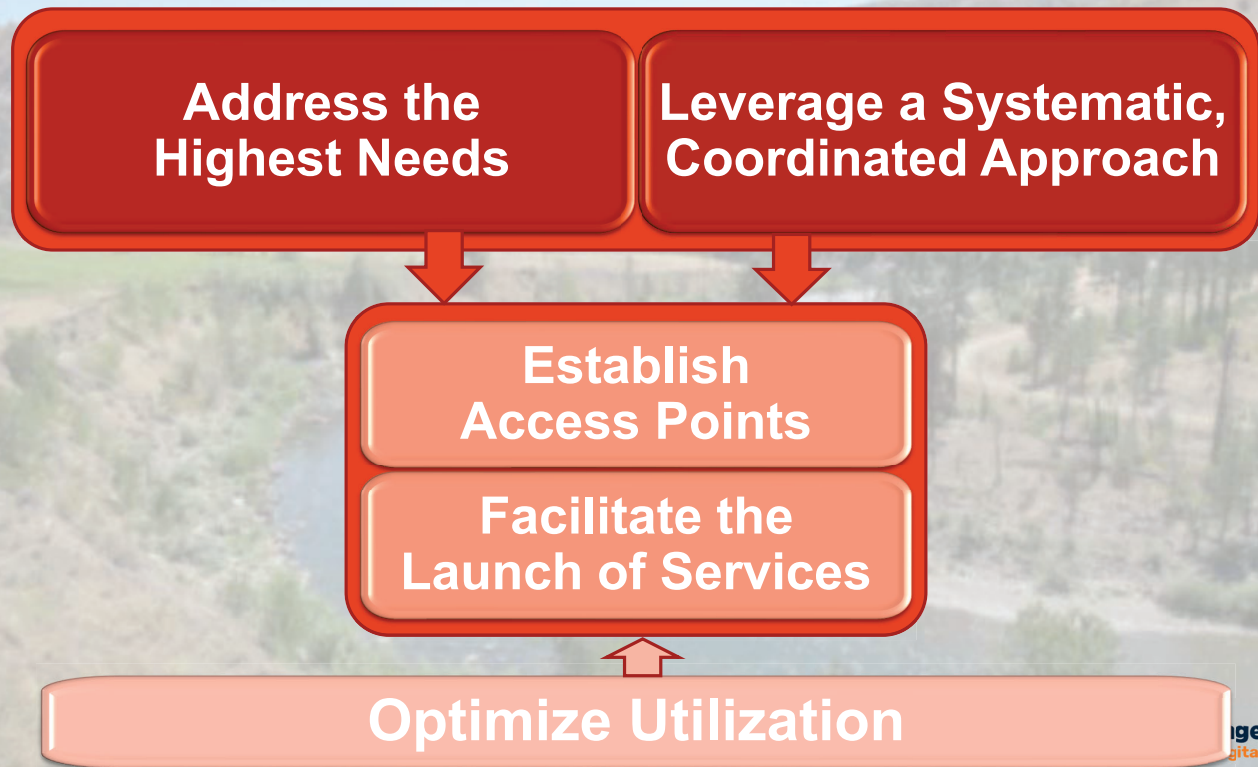- Tactics

Strategic Alignment

Library-Based Tele Services
Vision

To be the welcoming heart of the
NCW communities
where people easily connect
to a multitude of social and healthcare services.

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Library-Based Tele Services
Mission 2023-2025

Establish sustainable Tele Services
for patrons and communities
with a focus on those who are
currently lacking easy access to care.

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Strategic Themes

Address the Highest Needs

Leverage a Systematic, Coordinated Approach

Establish Access Points

Facilitate the Launch of Services

Optimize Utilization

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NCW Libraries

Library-Based Tele Services Strategy for North Central Washington

developed with support from the

North Central Accountable Community of Health

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Library-Based Tele Services Launch Plan

TELE SERVICES LAUNCH PLAN 2023–2024					
	1Q23	2Q23	3Q23	4Q23	2024*
Tele Service Access Points		1 POC Library Branches	2-3 POC Library Branches		(as needed)
Tele Social Services		1 Service Partner	1 Library Branch 1 POC Service	2+ Service Partners 3+ Library Branches 4+ Services	4+ Service Partners 9+ Library Branches 36+ Services
Virtual Care – Behavioral Health	1 Clinical Partner	1 POC Service 1 Library Branch	2+ Services 2+ Clinical Partners 3+ Library Branches		5+ Services 3+ Clinical Partners 9+ Library Branches
Virtual Care – Physical Health		1 Clinical Partner	1 POC Service 1 Library Branch	2+ Services 1+ Clinical Partners 3+ Library Branches	4+ Services 2+ Clinical Partners 4+ Library Branches

POC: Proof-of-Concept

Services: an instance of a service at

* targets are cumulative, not incremental

As of January 2023

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MIDDLETOWN SPRINGS

Vermont
Where creativity flows

Current Library

New
Library

New Library

Tele-health Room

New Library – Floorplan
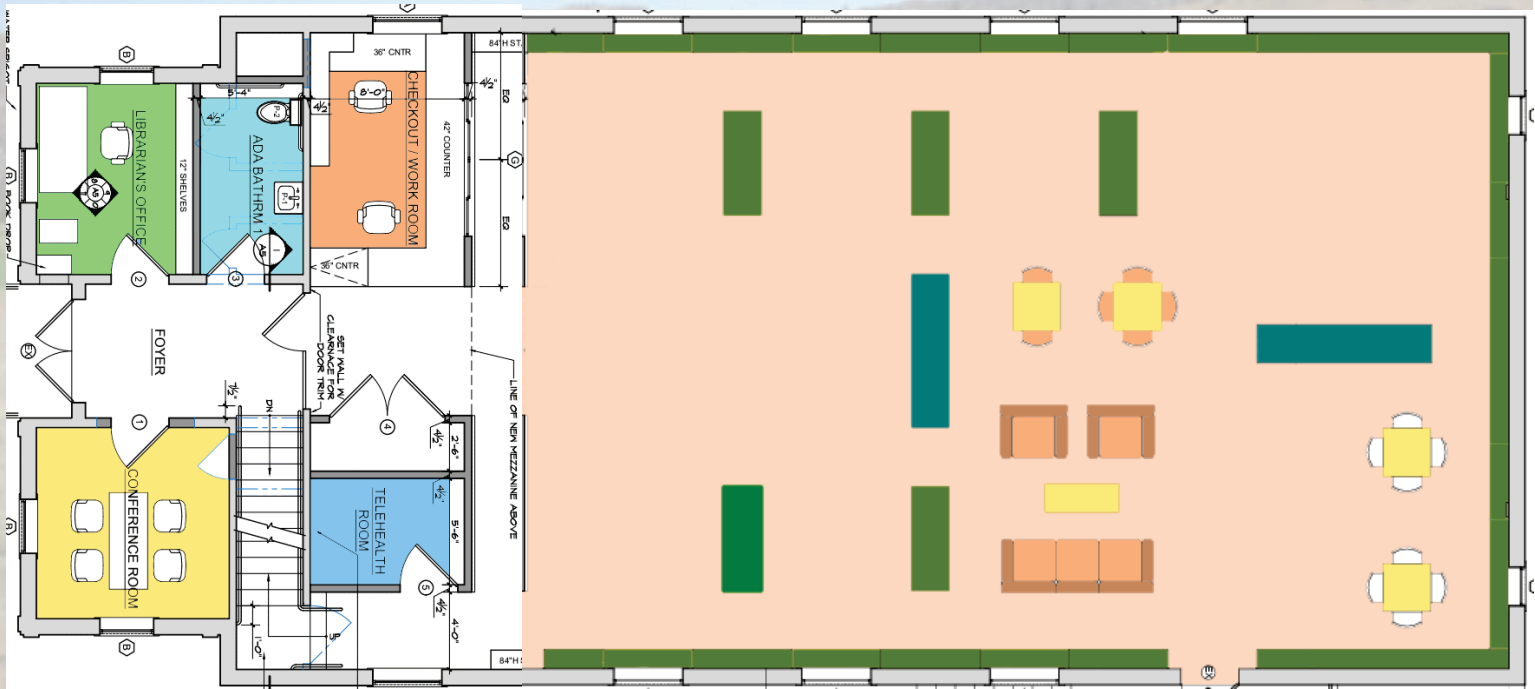
New Library – Rooms
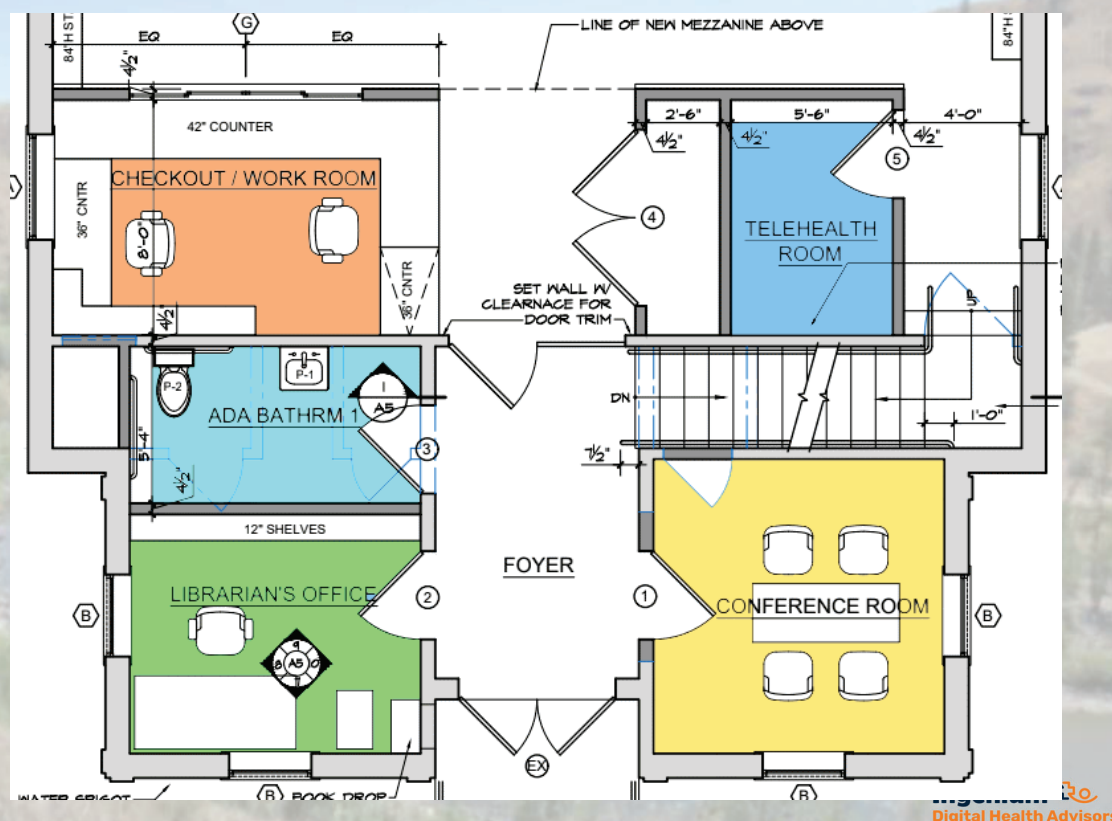
Launching Library TeleServices: Build it and they will come?

Launching Library TeleServices:
A Guide – people & money

- ❑ Is there a confirmed **need** in **your community** for access to virtual care and virtual social services?
- ❑ **Partner** with one or more **clinical** or **social services partners**
- ❑ **Confirm** your **library director and staff** are **excited** to work on expanding their library's offerings to their community.
- ❑ **Engage technical assistance (TA)**, if available/desired
- ❑ **Secure funding** for equipment, remodeling, technology, TA

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Prioritization of Opportunities

Tele Social Services, but no Virtual Care

Library Readiness

Community Needs

Sweet Spot

"Show Pony"

Clinical Partners Readiness

"Pretty Booth, in the corner"

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Tele Services Launch Processes

	DESIGN Access Point	**CREATE** Tele Social Service	**CREATE** Virtual Care Service
SELECT Library	**ESTABLISH** Access Point	**LAUNCH** Tele Social Service	**LAUNCH** Virtual Care Service

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	NCWLibrary	Library		Clinical Partner
Phase 1	**D-1** Identify School and Clinical Partner	**L-1** Contact and Enroll Library		**C-1** Contact and Enroll Clinical Partner
Phase 2		**L-2.1** Identify and Prepare Tele Services Space	**L-2.2** Build and Deploy Tele Services Access Point	**C-2** Connect Clinical Partner with School
Phase 3	**D-3** Performance Management Design	**L-3.1** Setup and Configure Reservation System	**L-3.2** Develop/Adapt Library Workflows	**C-3** Develop/Adapt Clinical Workflows
Phase 4		**L-4.1** Training on Workflows, Tele Svcs. Access Point		**C-4.1** Training First Clinician on Workflows
	Library Telehealth Playbook		**L&C-4.2** Launch & Manage Proof of Concept	
				C-5.1 Full Deployment (train clinicians/staff)
Phase 5	**D-5** Performance Management			**C-5.2** Operational Handoff to Clinical Partner

Division of Effort (%)

Activity	
DESIGN Access Point(s)	
CREATE Tele Social Service	
CREATE Virtual Care Service	
SELECT Library	
INSTALL Access Point	
LAUNCH Tele Social Service	
LAUNCH Virtual Care Service	

NCW Libraries   **Library Branch**   **TA (Ingenium)**

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Launching Library TeleServices:
A Guide – design, develop, launch

⭐ **Design** the **access point** (booth, designated room, shared room)

⭐ **Design workflows & policies**: reservation, check-in, trouble-shooting

☐ **Identify operational** and **technical support**

⭐ **Create** a **marketing plan** to raise awareness

☐ **Establish** and **test** the **access point**

☐ **Train library staff** and **clinical/social services partners' staff**

☐ **Execute** the **marketing activities**

☐ **Monitor utilization** and **satisfaction**

☐ **Improve workflows, marketing, technology** as needed

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Workflows: Reservation

Reserving the Access Point

- Use Library's "work room" or "asset" reservation system (if avail)
  - We designed a system based on "Calendly".
- **Clinical Partners** can reserve on behalf of their **patient** when scheduling the appointment for the patient
- **Patients** can reserve for **themselves**
- (same for Service Partners and their customers)

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Workflows: Visit/Appointment

A Patron's Video Visit/Appointment

- Patron presents at the library
- Patron indicates they have a reservation
  - privacy: only need to disclose they have the room reserved)
- Patron is directed to the room
- Patron unlocks the system
  - NCWLibaries used "no log in"
- Patron uses icon on desktop to connect to Video Waiting Room
  - That's the easiest way to implement

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Tele Access Points

Core Cost is relative minimal:
- $600-$800 for system + "lights, camera, sound"
- "Life Size" image: 24" monitor or 17" laptop; no tablet!

3 Conceptual Form Factors:
1. Stand-Alone Tele Services Booth
2. Designated Tele Services Room
3. Tele Services Access in Multi-Use Room

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1. Stand-Alone Tele Services Booth

❖ designated booth (e.g., 4 x 10)

❖ privacy door

❖ could have lock

❖ could have disinfectant UV light

❖ Costs: $15k-$25k

Note: Exam tools typically not needed

Delaware Libraries

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2. Designated Tele Services Room

❖ designated room (can be small)

❖ ensure visual and audio privacy

❖ does NOT have to look like a
TV studio

Pottsboro, TX Library

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3. Tele Services Access
in Multi-Use Room

❖ room that can be used for other
purposes (study room, meeting room)

❖ ensure audio/video privacy

❖ e.g., locked away in a cabinet, but
easy to set up in less than a minute

❖ e.g., mobile unit (cart) [adds $1-2k]

(picture is illustrative only)

Hide-Away System

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Raising Awareness Approach

a.k.a "Marketing"

- ❖ **Audiences**
  - ❖ Library Branch Managers, Area Managers, Staff
  - ❖ Community Stakeholders: Mayors, County Administration

- ❖ **Objectives**
  - ❖ Awareness, Spark Curiosity/Interest

- ❖ **Communication Vehicles**
  - ❖ Virtual (webinars; guest speaker)
  - ❖ In-person (townhalls, council meetings, library events)
  - ❖ Newsletters/news releases

- ❖ **Timing**
  - ❖ Launch Date?
  - ❖ Frequency?

- ❖ **Responsibilities**
  - ❖ Library; Library Administration; Clinical/Service Partners, etc.

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Launching Library TeleServices:
Partner & Promote and they will come

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Q. A.

PLEASE REACH OUT

mtslibrarydirector@gmail.com

Kathy.Letendre@IngeniumAdvisors.net
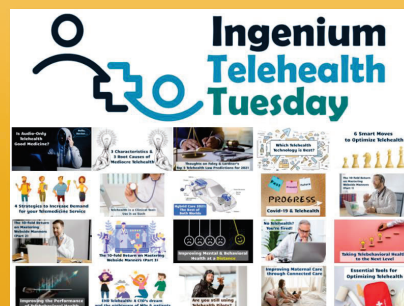Christian.Milaster@IngeniumAdvisors.net

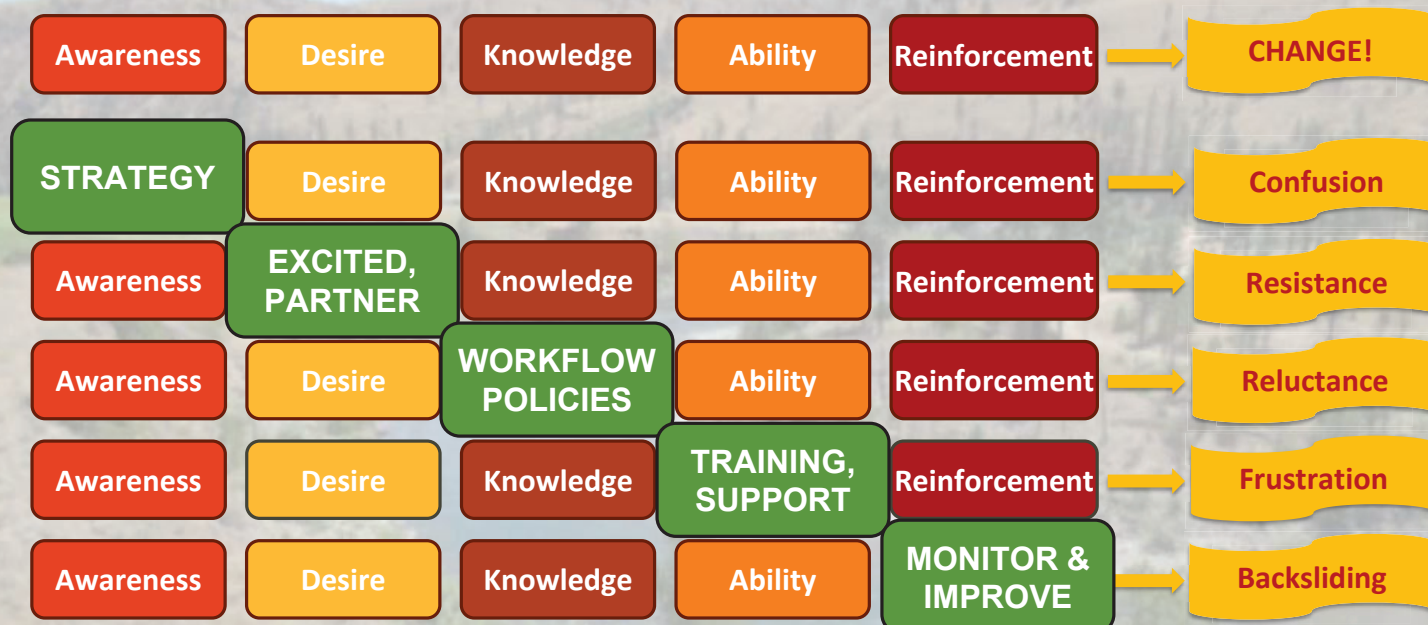IngeniumDigitalHealth.com
657-Ingenium (464-3648)

**Telehealth in Libraries:
Read a Book, See a Doc**

tiny.cc/ing-th-lib

**Ingenium
Telehealth
Tuesday**

tiny.cc/ing-telehealth-tuesday

ADKAR Model for Successful, Sustainable Change

Awareness	Desire	Knowledge	Ability	Reinforcement	**CHANGE!**
STRATEGY	Desire	Knowledge	Ability	Reinforcement	**Confusion**
Awareness	EXCITED, PARTNER	Knowledge	Ability	Reinforcement	**Resistance**
Awareness	Desire	WORKFLOW POLICIES	Ability	Reinforcement	**Reluctance**
Awareness	Desire	Knowledge	TRAINING, SUPPORT	Reinforcement	**Frustration**
Awareness	Desire	Knowledge	Ability	MONITOR & IMPROVE	**Backsliding**

Thank you

PLEASE REACH OUT

mtslibrarydirector@gmail.com

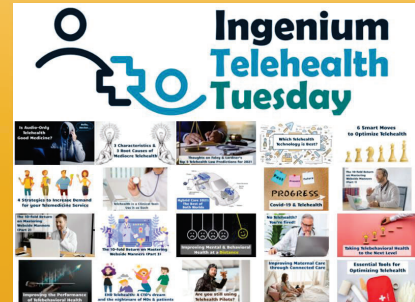Kathy.Letendre@IngeniumAdvisors.net

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