

# Social Marketing of Telehealth

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# Goals

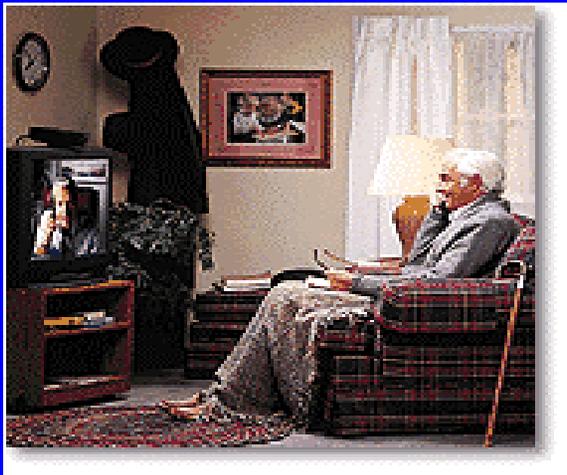
- Introduce Telemedicine
- Touch on Social Marketing Challenges

# Telemedicine/Telehealth/Ehealth

- “...the use of electronic information and telecommunications technologies to support long-distance clinical care, patient and professional health related education, public health and health administration.” (*Office for the Advancement of Telehealth – OAT*)



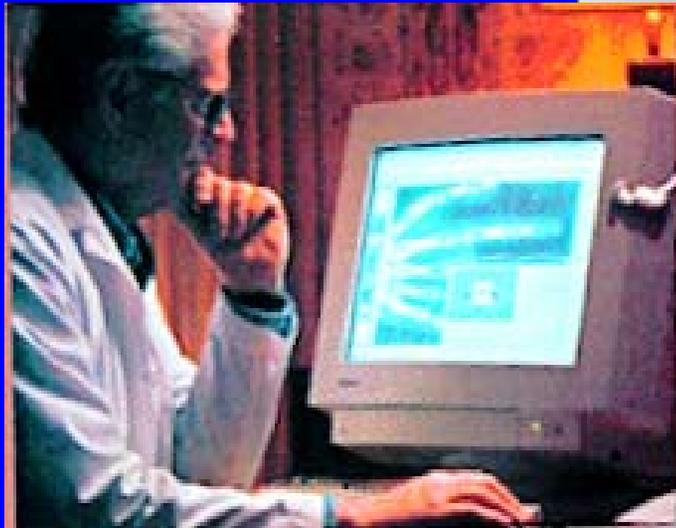
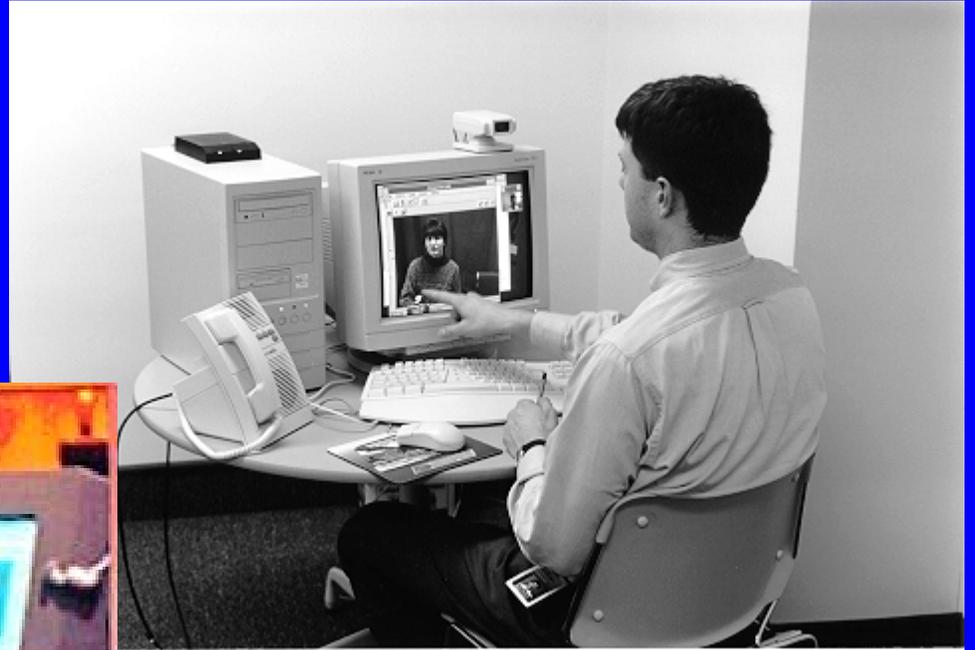
# Bringing health into the home



**POTS  
Systems**

56-64 KBPS

# Clinical care and education from the desktop



**PC System**

64 - 384 KBPS

# High-end telemedicine

## Room Systems



128 KBPS - Cable



# Web, E-mail Reports

**Mail From: RADD0.API Gateway."KHENSLEY"**

File Edit View Send Actions Tools Remote Window Help

**From:** RADD0.API Gateway."KHENSLEY"

**To:** INFODO.INFOPO(DVORAN)

IP/OP: OWET Attending Dr.: VORAN, DAVID A (JAY)  
Comments: R12A #84 Radiologist: HARRISON M.D., LINDA  
Resident:  
Date Performed: 03/10/1997 Accident Date:  
Proc Code: 41410457 (SPINE, SACROCOCCYGEAL) Rad #: 1

-----  
Dictated on: 03/10/1997 Transcribed on: Tue Mar 11 08:00:49 1997 by bbs  
-----

Clinical History:  
34-year-old male  
SACROCOCCYGEAL  
TWO VIEW

Findings:  
No fracture  
obscure  
sclerosis

Date: 03/11

**EKG Tracing Display - Netscape**

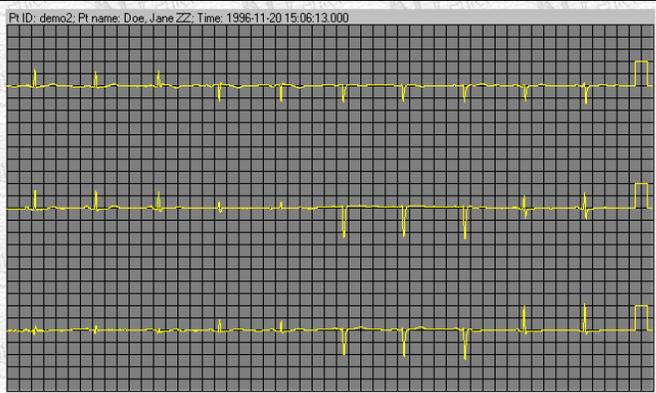
File Edit View Go Communicator Help

Back Forward Reload Home Search Guide Print Security Stop

Bookmarks Location: <http://clinweb/Scripts/TK/EKG/ekg1a.idc>

What's New? What's Cool?

Pt ID: demo2; Pt name: Doe, Jane ZZ; Time: 1996-11-20 15:06:13.000



Click on the EKG lead to ZOOM IN, click again to ZOOM OUT.

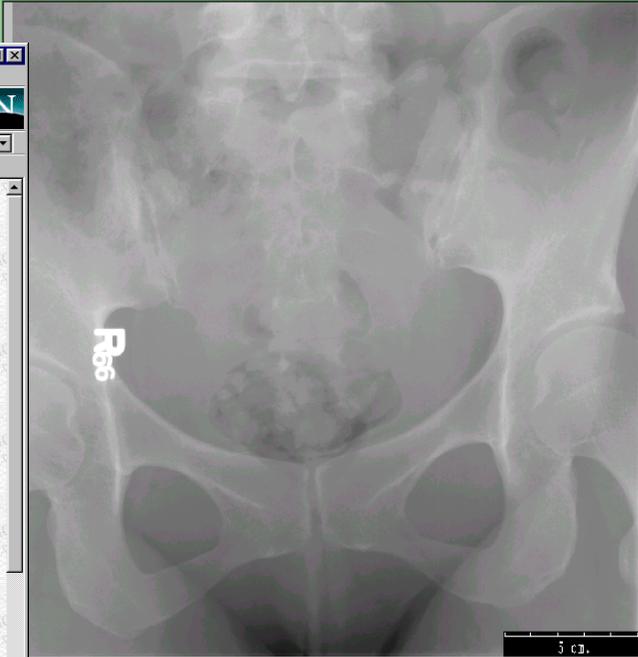
<< Back to the list of available EKGs (Netscape Navigator ONLY)

**GIF image 571x716 pixels - Netscape**

File Edit View Go Communicator Help

Back Forward Home Search Places Print Security Reload

Bookmarks Location: <http://www.rad.kumc.edu/pating/70/S510PA01.GIF>



5 cm.

Document: Done

# Remote Monitoring Devices



# Telehealth Today

- Applications are all over the map...
- Can view from different perspectives
  - Specialty service
  - Delivery Model

# Telemedicine: Specialty Services

- Oncology
- Neurology
- Cardiology
- Psychiatry
- Surgery (pre, post, monitoring)
- Radiology
- Ophthalmology
- Endocrinology
- Pediatrics
- Ob/Gyn
- ENT
- Dermatology
- Etc...

# By Delivery System

## **1. Specific context/service**

- Hub-to-Spoke Specialty Services
- Home Health Services/Hospice Services
- School-based
- Nursing Homes
- Community Mental Health Facilities

# By Delivery Systems

## **2. Integration within a health system**

- Military telemedicine
- Veterans' Hospitals
- Socialized health care systems (e.g., Norway)
- Managed care (e.g., Kaiser Permanente)

# Social Marketing Challenges

- ...process of developing, distributing, and promoting products or services for the purpose of eliciting a behavior from members of a targeted population that it is in their -- or society's -- best interests (Maibach et al., 2002)

# Sample Challenges

- Who is consumer?
  - Providers
  - Consumers
- How deal with constraints?
  - Legal/Regulatory
  - Access to technology/telecommunications

Your issues...