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# American Telemedicine Association (ATA) Member Townhall Meeting March 16, 2021

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Ann Mond Johnson, CEO, ATA

Joseph Kvedar, MD, Chair of the Board, ATA



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**Cover a few topics**

**Answer questions you may have**

# ATA EDGE Annual Policy Conference

## *Cementing the Gains for Telehealth: Where Do We Go from Here?*

### Program Highlights:

- **21 sessions & 68 speakers**
- Post-election perspectives & implications for telehealth policy
- New challenges and opportunities for telehealth
- Telehealth policy at the state level
- Telehealth's role in expanding access to care

### Access EDGE Sessions:

- All sessions are available to registered attendees.
- On Demand Registration is now open at a discounted rate at [ataedge.org](https://ataedge.org)



Find your EDGE in virtual care policy, strategy, and action

Telehealth Tuesdays, January 12 - February 2

### Speaker Highlights:

- Former Senator William Frist, MD
- FCC Commissioner Mignon Clyburn
- U.S. Senator Michelle Benson (R-MN)
- U.S. Senator Todd Young (R-IN)
- Congresswoman Doris Matsui (D-CA)
- Rep. Harold Love (D-TN)
- Pamela Hunter, NY State Assembly
- Adaeze Enekwechi
- Adimika Arthur, HealthTech for Medicaid
- Claudia Tucker, Teladoc Health
- Molly Coye, AVIA
- Wendy Everett, Avalere Health
- Peter Antall, MD, Amwell
- Dr. Kristi Henderson, Optum Health
- Jane Sarasohn-Kahn, Health Populi
- Elliot Vice, Natl Council of State Boards of Nursing



# Policy & Advocacy Highlights

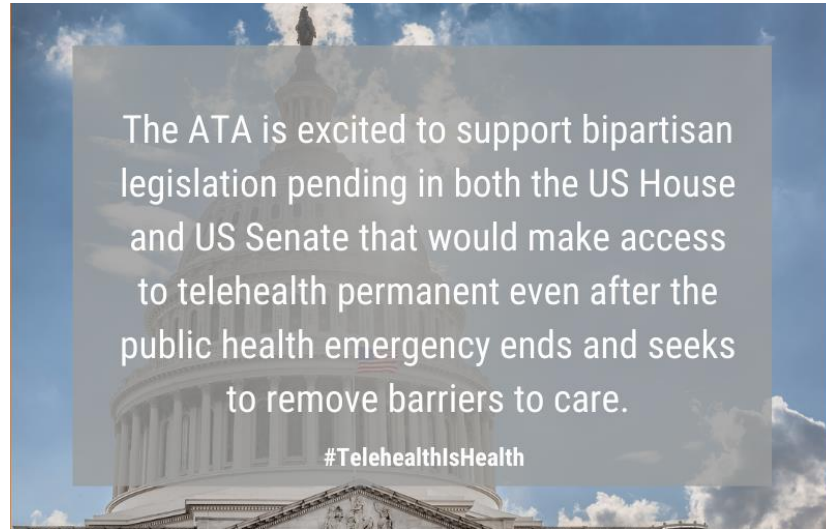


"I wholeheartedly believe we're going to be doing an **expansion of telehealth**. COVID has taught us so much. It's also an issue of broadband. We must make sure communities have access to broadband. If we don't learn from COVID that **telehealth can help save lives**, than we're going to be in trouble. So I think we're going to advance."

**XAVIER BECERRA**  
*Attorney General of California  
Health and Human Services  
Secretary Nominee*

AMERICANTELEMED.ORG

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The ATA is excited to support bipartisan legislation pending in both the US House and US Senate that would make access to telehealth permanent even after the public health emergency ends and seeks to remove barriers to care.

#TelehealthIsHealth

“ Where telehealth and other remote access technologies were once a matter of convenience, the public health emergency made them a matter of safety for many beneficiaries.”

**Christi A. Grimm**  
Principal Deputy Inspector General  
HHS-OIG

### The ATA Agrees With The HHS Office Of Inspector General (OIG) Statement Recognizing Telehealth As 'A Matter of Safety'

WASHINGTON, DC, FEBRUARY 26, 2021 – The [American Telemedicine Association](#) (ATA) applauds a new [statement](#) issued today by the U.S. Department of Health and Human Services (HHS) Office of Inspector General (OIG) recognizing that, “Where telehealth and other remote access technologies were once a matter of convenience, the public health emergency made them a matter of safety for many beneficiaries.”



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# Support HB 1063: Keep Telehealth in Arkansas

HB 1063 should be passed to ensure this temporary waiving of restrictions becomes a permanent means for Arkansans to access timely, effective and affordable care.

The ATA has created [two letters for member organizations to send](#) by email and mail to the Arkansas Public Health, Welfare, and Labor Committee in support of House Bill 1043.



*ATA Public Policy Director, Kyle Zebley, testifying before the Arkansas Senate last week supporting amended language to HB 1063*



americantelemed.org

## Support HB 1063: Keep Telehealth in Arkansas

### Make the Governor's Executive Order Permanent

HB 1063 makes permanent the temporary changes Governor Hutchinson's Executive Order made to the Telemedicine Act during the COVID-19 pandemic. Those changes allowed Arkansans to access the benefits of telehealth without the unnecessary restrictions mandated by the existing statute. The proposal allows Arkansas-licensed practitioners to use appropriate technology as long as it meets the standard of care and removes the audio-only restriction from the Telemedicine Act.

Arkansans have experienced the benefits of greater access to healthcare through telemedicine during the pandemic, all in thanks to the Governor's Order. HB 1063 should be passed to ensure this temporary waiving of restrictions becomes a permanent means for Arkansans to access timely, effective and affordable care.

### Governor's Executive Order 20-05

"I am suspending the provisions the Telemedicine Act at Ark. Code Ann. §17-80-401, et seq., requiring an in-person encounter, or a face to face examination using real time audio and visual means to establish a professional relationship... a physician may **establish a professional relationship with a patient using any technology deemed appropriate by the provider**, including the telephone, with a citizen located in Arkansas to diagnose, treat..."

### What HB 1063 does:

- **Expand access to needed care** for patients living in rural areas without reliable broadband by permitting the use of store-and-forward technologies.
- **Enable providers** to use their education, expertise, and discretion to determine which telemedicine technologies are most appropriate for a given patient without unnecessarily restricting their care options.
- **Hold all practitioners to the same standard of care** regardless of which tools they use.
- **Offer a more convenient, patient-centered, and affordable healthcare option** for working-class families who struggle to find an accessible provider.

# VOTE YES ON HB 1063!



# ATA Membership is Growing

Welcome to the New Level 1-5 Members in the ATA Network Since January 2021.

## Level 5 Members

- Best Buy Health\*
- Cisco\*
- eVisit, Inc.
- Johnson & Johnson
- Medly Pharmacy
- OSF HealthCare\*
- Philips\*
- Sanofi Pasteur
- SohoMD
- United Health Group\*
- WVU Medicine\*

## Level 4 Members

- Texas Tech Managed Care
- Thirty Madison\*

## Level 3 Members

- athenahealth
- Change Healthcare
- Inovalon

## Level 2 Members

- Lightship Inc.
- The Doctors Company

## Level 1 Members

- Eight Investments Jsc.
- InVision Management Consulting
- Lisa Pinto
- Lower Elwha Health Department
- Nurse Disrupted
- Sano Health, LLC
- Steth IO
- Trifacta General Counsel
- WhiplashMD, LLC

*\*Upgraded ATA Members*



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# ATA Membership Directory Launched!

## Company-level Membership Directory

Instructions were sent to each member company’s administrator last week on how to update the company listing; and a request to review the list of individuals on the company’s roster

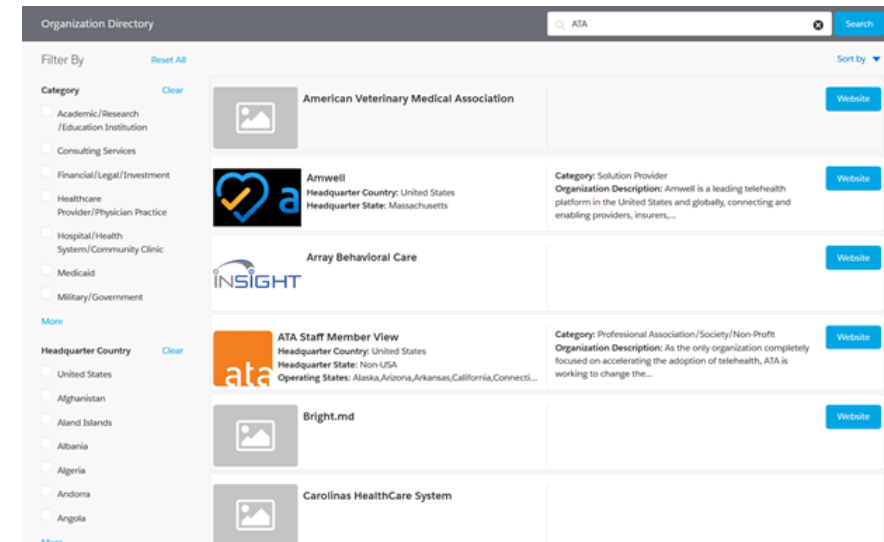
- Deadline: Friday, March 19

## Contact-level Membership Directory

- Release scheduled for March 22
- Includes listing of all individuals on the company roster members

**Watch for email and update your profile!**

Please contact us with any questions at [membership@americantelemed.org](mailto:membership@americantelemed.org)



## Special Interest Groups (SIGs) Update

- Asynchronous *(new)*
- Business and Policy  
*Formerly Business and Finance*
- Decentralized Clinical Trials *(new)*
- Digital Transformation *(new)*
- Healthy Aging *(new)*
- Home Telehealth
- Interdisciplinary Clinicians  
*Formerly Telehealth Nursing*
- International *(new)*  
*Consolidating Regional Chapters*
- Interstate Telehealth
- Ocular Telehealth
- Pediatric Telehealth
- Remote Patient Monitoring *(new)*
- Telehealth Technology  
*Formerly mHealth, Technology, Distance Learning*
- TeleICU and Acute Care
- Telemental Health
- Telerehabilitation





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# How To Join a SIG

Joining a Special Interest Group is as easy as:

1. Login to your ATA profile at AmericanTelemed.org
2. Select "Communities" on the ATA website
3. Click the "Join" button for each SIG you wish to join

## Have Questions?

If you have questions or need help getting involved, checkout our [Communities FAQ page](#).



ATA MEMBER GROUPS ARE A GREAT WAY TO CONNECT AND GET INVOLVED.

Members are encouraged to join one or more Special Interest Groups (SIGs). These member groups provide exclusive access to information sharing, strategic members network information to the sponsor various ac

Click on a group to our [Communities I](#)




**TeleICU & Acute Care**

96 MEMBERS  
LAST ACTIVITY: MARCH 4, 2021  
40 DISCUSSIONS

The purpose of the TeleICU/Acute Care SIG is to enable the education and collaborative interaction of its members, to address...

[JOIN](#)



**Telemental Health**

155 MEMBERS  
LAST ACTIVITY: MARCH 1, 2021  
48 DISCUSSIONS

The Telemental Health Special Interest Group includes administrators, clinicians, and information technology professionals....

[JOIN](#)



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## ABT Telehealth Certificate Program

In less than 10 hours, your staff can add a Telehealth Certificate to their professional credentials!

Recently, we partnered with our friends at the [American Board of Telehealth](#) to give ATA Level 1-5 member organizations a discounted rate to enroll in the CORE - Clinical, Operational, Regulatory and Ethics - Concepts in Telehealth Certificate Program.

This online, self-paced program is geared to help healthcare professionals learn the ins-and-outs of telehealth. Substantial discounts are available for organizations interested in multiple licenses for their staff.

[Get Started Today!](#)



MOVING TELEHEALTH FORWARD

### ABT Telehealth Certificate Program for ATA Members

EXCLUSIVE ATA MEMBER BENEFIT

**Collaborate. Innovate. Educate.**

Exclusive discounted rates are available for current ATA Level 1-5 member organizations enrolling in the American Board of Telehealth (ABT) CORE – Clinical, Operational, Regulatory and Ethics – Concepts in Telehealth Certificate Program.

[Get Started →](#)



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## Member News & Resources

News from our Members is amplified through ATA’s website, social media pages, and blog.

*Share your news, press releases, publications and other content via email to [marketing@americantelemed.org](mailto:marketing@americantelemed.org)*

Planning for a Sustainable Virtual Care Delivery Model

Guest authored by Eric Bacon, President of AMD Global Telemedicine



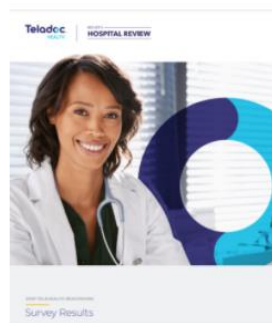
Health care providers have been steadily increasing their use of telehealth over the past decade, but the COVID-19 pandemic served as a catalyst for rapid adoption of this technology. McKinsey recently found that in 2019, only 11% of U.S. consumers used

telehealth, while today 76% of consumers are interested in telehealth services and [4.6% are actively using them](#) to replace their in-person healthcare visits.

eVisit Launches Feb2021 Enterprise Platform Release with Spanish Language, Additional New Features

Customer Feedback Key to eVisit Platform Updates as SaaS Telehealth Leader Continues to Serve Rapidly Expanding Client Base

WHITE PAPER



2020 Telehealth Benchmark Survey

FEBRUARY 17, 2021  
TELADOC HEALTH AND BECKER'S HOSPITAL REVIEW

92% of hospitals and health systems had telehealth programs in place or near-term implementation plans at the start of 2020.

Medly Pharmacy and Heal Announce New Partnership to Bring Critical Prescriptions Into Patients’ Homes

Disruptors in the digital health space join together to improve patient outcomes

Ascension Continuing Efforts to Improve Patients’ Lives, Caregivers’ Experience



**Ascension**

By Eduardo Conrado  
Executive Vice President, Strategy and Innovation,  
Ascension



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## Your Dedicated Resources: *The ATA Team*



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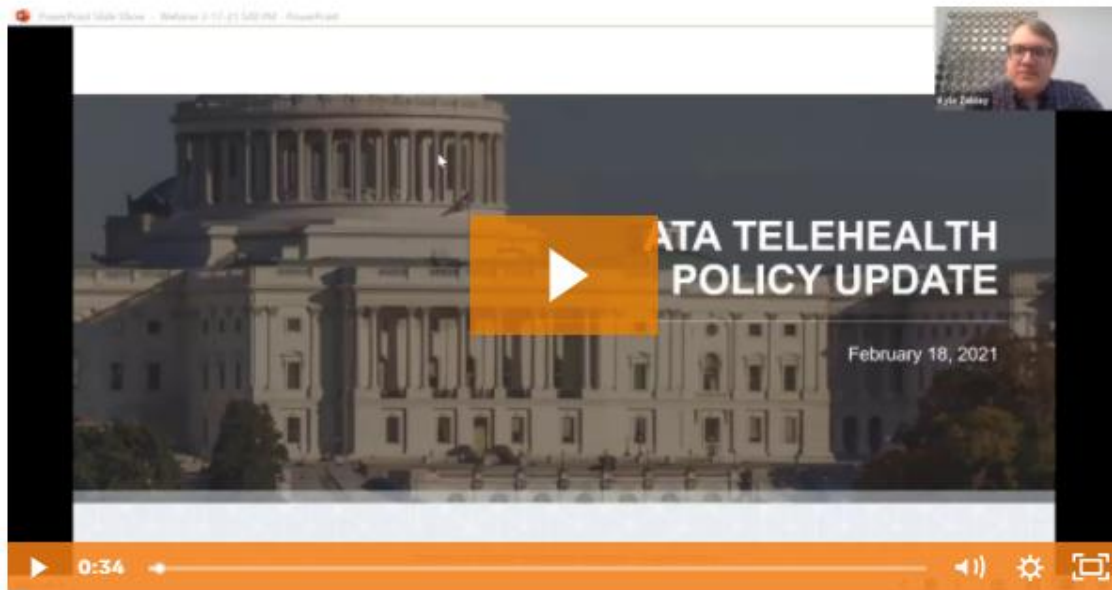


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# Telehealth Policy Update Webinars



Register to join us on the 3rd Thursday each month from 1:00-1:45pm ET to hear the latest federal and state telehealth policy updates.

Upcoming webinars will be held:

**Thursday, March 18**

**Thursday, April 15**

**Thursday, May 20**



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## Upcoming Webinars

ATA events bring together industry experts and thought leaders to discuss the important issues impacting the industry. We invite you to register for these upcoming complimentary webinars co-hosted by ATA members.

**Innovations in Virtual Health:  
Accelerating and Optimizing Prevention and Care Outcomes**

Wednesday, March 24, 2021 1:00-2:00PM ET



**The Road to Hybrid Patient Journeys**

Wednesday, March 31, 2021 1:00-2:00PM ET



**Post Pandemic Telehealth – What Will It Look Like?**

Wednesday, April 7, 2021 1:00-2:00PM ET





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# ATA2021 Annual Conference & Expo



[Past Events >](#)

[About >](#) [Program >](#) [Pricing](#) [News >](#) [Connect >](#)

**TELEHEALTH:** Enabling Flexible, Inclusive  
and Contemporary Care Delivery

**VIRTUALLY, TUESDAYS & THURSDAYS IN JUNE 2021**

- **Convening Tuesdays and Thursdays, June 1 – 29, 2021**
- **Registration is now open at [GoTelehealth.org](https://www.gotelehealth.org)**
- **Limited sponsorship opportunities are available**



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# Questions?





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Thank you for joining us today.

# MARK YOUR CALENDARS FOR OUR NEXT TOWNHALL

**JUNE 17, 2021 • 2:30-3:00PM ET**

**Registration is Open**