



American Telemedicine Association (ATA) Member Townhall Meeting December 15, 2020

Ann Mond Johnson, CEO, ATA

Joseph Kvedar, MD, Chair of the Board, ATA



ATA Year in Review

Modern
Healthcare

100 Most
Influential
People
2020

The ATA is pleased to congratulate
our **CEO** and **31 members** named to
Modern Healthcare's 100 Most Influential People list.



Marna Borgstrom, President and CEO,
Yale New Haven Health System

David Cordani, President and CEO,
Cigna Corp.

Dr. Joanne Conroy, President and
CEO, Dartmouth-Hitchcock and
Dartmouth-Hitchcock Health

Michael Dowling, President and CEO,
Northwell Health

Dr. Melinda Estes, President and CEO,
St. Luke's Health System

Peter Fine, President and CEO, Banner
Health

Dr. Laura Forese, Executive vice
president and chief operating officer,
New York-Presbyterian

Dr. Steve Goldberg, Vice president of
medical affairs, chief health officer,
Quest Diagnostics

Jason Gorevic, CEO, Teladoc Health

Dr. Marc Harrison, President and CEO,
Intermountain Healthcare

Samuel Hazen, CEO, HCA Healthcare

Dr. Rod Hochman, President and CEO,
Providence

Diane Holder, President and CEO,
UPMC Health Plan

Cynthia Hundorfean, President and
CEO, Allegheny Health Network

Joseph Impicciche, President and
CEO, Ascension

Jo Ann Jenkins, CEO, AARP

Ann Mond Johnson, CEO, ATA

Chip Kahn, President and CEO,
Federation of American Hospitals

Dr. Anne Klibanski, President and
CEO, Mass General Brigham

Kieran Murphy, President and CEO,
GE Healthcare

Amy Perry, CEO, hospital division,
Atlantic Health System

Rick Pollack, President and CEO,
American Hospital Association

Amir Dan Rubin, Chairman, president
and CEO, One Medical

Dr. Jaewon Ryu, President and CEO,
Geisinger Health

Dr. Roy Schoenberg, President and
CEO, Amwell

Dr. Jennifer Schneider, Former
president, Livongo (*now part of
Teladoc*)

Wayne Smith, Chairman and CEO,
Community Health Systems

Sophia Thomas, President, American
Association of Nurse Practitioners

Frans van Houten, CEO, Royal Philips

Andrea Walsh, President and CEO,
HealthPartners

Dr. Penny Wheeler, President and
CEO, Allina Health

David Wichmann, CEO, UnitedHealth
Group

ATA2020 Exhibitors & Sponsors

We cannot forget to mention and recognize the overwhelming support we received from our dedicated and supportive sponsors and exhibitors without whom ATA2020 would not be possible. Thanks as always for your continued support of ATA and its mission.



Expanded CME Offering!

Earn up to **53.25** CME credits through ATA2020 content through June 2021.

CME-eligible sessions

ATA2020 content is available for viewing through June 26, 2021 – replay ATA2020 on your own time.

Didn't register for ATA2020? [Purchase digital access to all recorded content.](#)





Policy & Advocacy Highlights

Policy & Advocacy Highlights

JUNE 17

ATA President Dr. Joe Kvedar testified at the Senate Committee Hearing on Telehealth before the full Senate Committee on Health, Education, Labor and Pensions (HELP)

JULY 16

Building on the letter sent to Congress on June 29th, the policy team accomplished the short-term goal of bipartisan legislation, Protecting Access to Post COVID-19 Telehealth Act of 2020

JUNE 29

ATA and digital health groups leading 340 organizations to sign on to a letter to Congress urging action on telehealth and advocating for permanency

AUGUST 3

The ATA helped lead [a letter](#), signed by 225 organizations, endorsing the Protecting Access to Post-COVID-19 Telehealth Act of 2020 (HR 7663). This legislation takes critical steps toward ensuring all Medicare beneficiaries have continued access to telehealth services after the COVID-19 public health emergency period.

Policy & Advocacy Highlights

AUGUST 26

The ATA published a new chart outlining the telehealth flexibilities during the COVID-19 pandemic and the [ATA's recommendations for permanent](#) telehealth policy

SEPTEMBER 11

The ATA released its [telehealth definition](#) to help stakeholders understand the multifaceted components of virtual care in the 21st century.

SEPTEMBER 14

Senators Brian Schatz (D-HI) and Roger Wicker (R-MS), leaders of the Senate's Telehealth Working Group, cosponsored S. 4375 the Telehealth Modernization Act, making it a bipartisan bill endorsed by important telehealth congressional leaders. **The ATA worked directly with these offices to endorse this policy.**

Policy & Advocacy Highlights

SEPTEMBER 24

The ATA's CEO, Ann Mond Johnson, [submitted comments](#) to the Centers for Medicare and Medicaid Services (CMS) on the CY 2021 Physician Fee Schedule proposed rule strongly supporting increased access to telehealth services in the Medicare program, including for underserved populations.

This comprehensive and detailed effort, representing the views of the ATA CEO Advisory Group and the diverse ATA membership, was made public far in advance of the comment period deadline for maximum impact.

OCTOBER 6

The ATA released telehealth terminology and policy language for states on [coverage and reimbursement](#) as well as [medical practice](#).

Both documents are designed to serve as a toolkit for state policymakers throughout the country as they grapple with crafting telehealth laws that work in the best interest of their constituents.

Policy & Advocacy Highlights

OCTOBER 23

The ATA released a federal telehealth legislative [tracker](#) which outlines the ATA's federal priorities for the end of the 116th Congress.

ATA 2020 Federal Legislative Priorities

KEY: Green - ATA's Top Priority, Blue - ATA Support, Orange - Other Telehealth Bills

ATA Legislative Priorities at the End of the 116th Congress

State	Legislation	Summary	ATA Policy Priorities supported
Massachusetts	Protecting Access to Health Care Act (HR 7962)	House Telehealth Working Group: H.R. 7962, H.R. 7963, H.R. 7964, H.R. 7965, H.R. 7966, H.R. 7967, H.R. 7968, H.R. 7969, H.R. 7970, H.R. 7971, H.R. 7972, H.R. 7973, H.R. 7974, H.R. 7975, H.R. 7976, H.R. 7977, H.R. 7978, H.R. 7979, H.R. 7980, H.R. 7981, H.R. 7982, H.R. 7983, H.R. 7984, H.R. 7985, H.R. 7986, H.R. 7987, H.R. 7988, H.R. 7989, H.R. 7990, H.R. 7991, H.R. 7992, H.R. 7993, H.R. 7994, H.R. 7995, H.R. 7996, H.R. 7997, H.R. 7998, H.R. 7999, H.R. 8000	• Ensure Patient Choice, Access, and Satisfaction • Expand Reimbursement to Telehealth • Support Seniors and Expand "aging in Place"
Washington	Telehealth Modernization Act (HR 4916)	• Ensure Patient Choice, Access, and Satisfaction • Expand Reimbursement to Telehealth • Support Seniors and Expand "aging in Place"	• Ensure Patient Choice, Access, and Satisfaction • Expand Reimbursement to Telehealth • Support Seniors and Expand "aging in Place"
Ohio	Telehealth Requirements Act (HB 679)	• Ensure Patient Choice, Access, and Satisfaction • Expand Reimbursement to Telehealth • Support Seniors and Expand "aging in Place"	• Ensure Patient Choice, Access, and Satisfaction • Expand Reimbursement to Telehealth • Support Seniors and Expand "aging in Place"

OCTOBER 29

The ATA released a state legislative and regulatory [tracker](#) which outlines the ATA's state priorities and calls to action.

ATA 2020 State Legislative & Regulatory Priorities

KEY: Green - ATA's Top Priority, Blue - Other Telehealth Bills, Red - Call to Action

ATA Legislative & Regulatory Priorities Heading into 2021

State	Issue	Legislation/Rule	Main Sponsor	Status	Summary
Massachusetts	Establishing a Patient-Physician Relationship	Telehealth Modernization Act (HB 4916)	House Committee on Ways and Means	Introduced in the House 7/30/2020	The proposed legislation includes requirement for an initial in-person diagnosis before a provider can prescribe for treatment through a telehealth encounter. This provision will create unprecedented barriers to adoption of telehealth in Massachusetts. The ATA strongly supports removing this provision from the underlying bill. The ATA sent a letter to the Leaders of the General Court on 8/7 in support for amending this provision.
Washington	Modality Neutral & Establishing a Patient-Physician Relationship	Rule to regulate the use of telemedicine	Washington Medical Commission	Workshop held on 10/9 for outsiders to comment on draft Rule	The proposed rules narrowly defines telemedicine to care delivery through audiovisual technologies and unnecessarily mandates that providers use a real-time interaction to establish a valid practitioner-patient relationship. The ATA sent a letter on 10/5 to the Commission expressing concerns and commenting on the rule.
Ohio	Telehealth Requirements	Establish/modify requirements for telehealth services (HB 679)	Rep. Mark Frazier (R)	Passed House, now sitting in Senate Insurance and Financial Institutions Committee	Permits certain health professional to provide telehealth services and establishes related requirements. It also places certain requirements on health benefit plans to provide coverage for telehealth services, although it does not require a health plan issuer to reimburse a telehealth provider at the same rate as in-person services.

ATA Thought Leadership Engagement

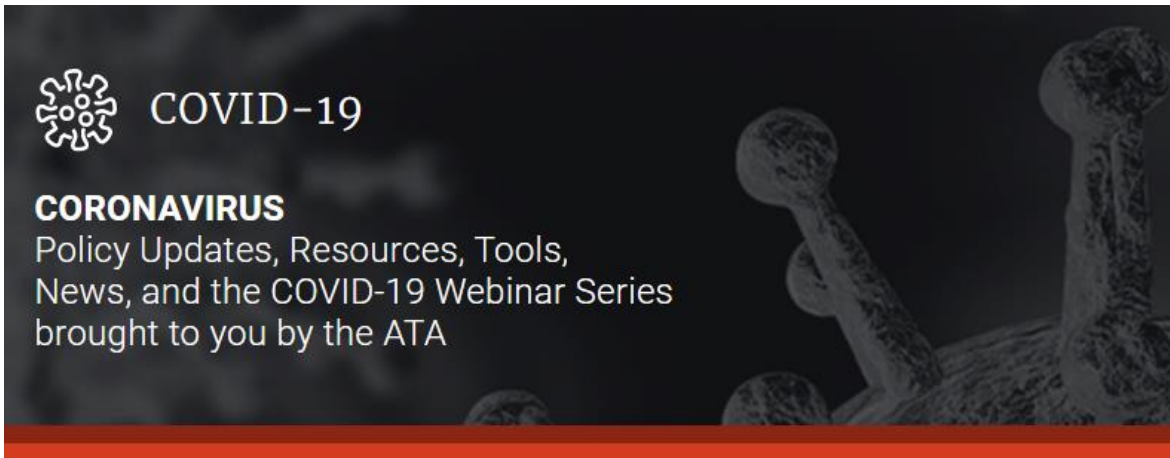
- ATA published a new definition of telehealth to help stakeholders understand the multifaceted components of virtual care in the 21st century
- ATA leadership have been invited to participate in over 240 virtual events, webinars, and podcasts
- Over 350 ATA interviews conducted, reaching an audience of more than 1.75 billion
- Over 75 media interviews were referred to ATA members





ATA Member Resources

New Resources for ATA Members



To support the information needs of our members, and the telehealth and virtual care community, the ATA has developed our new COVID-19 resource microsite to feature [news & information](#), [policy updates](#), [tools](#), [resources](#) and [upcoming events](#) related to the coronavirus pandemic.

COVID-19 Rapid Response

ATA'S QUICK-START GUIDE TO TELEHEALTH DURING A HEALTH CRISIS

TELEHEALTH BOOTCAMP WEBINAR SERIES

A NEW LEARNING OPPORTUNITY LAUNCHED BY THE ATA

If you are starting a telemedicine program for your practice or health system or simply want to improve the one you have, mark your calendar for this new educational series. These 90 min webinars will feature presentations from experts, tutorials, resources, videos, and more.

Part 3 - Preparing to Scale - Recording Now Available



Part 2 - High Tech and High Touch: Ensuring a Good Experience for Both the Patient and the Provider



Part 1 - Establishing a Telehealth Practice



Your Dedicated Resources: *The ATA Team*



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SPECIAL ASSISTANT TO THE CEO
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Connect with Us



TWITTER

17.9K followers



LINKED IN

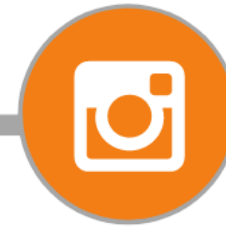
8.2K followers

13.6 group members



FACEBOOK

5.8K followers



INSTAGRAM

680 followers

@AMERICANTELEMED



ATA Board of Directors and Revised Bylaws

ATA Board of Directors and Revised Bylaws

The ATA Board of Directors assures effective leadership, oversees business required to carry out the mission and goals of the association, and appoints special committees.

EXECUTIVE COMMITTEE



JOSEPH C. KVEDAR,
MD
CHAIR OF THE BOARD



DEANNA LARSON
SECRETARY



GRANT CHAMBERLAIN
TREASURER



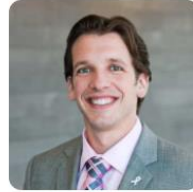
JOHN GLASER,
PHD
IMMEDIATE PAST PRESIDENT



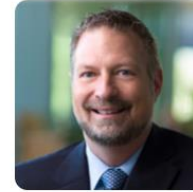
ATA Board of Directors and Revised Bylaws

Members voted to modernize the bylaws to better reflect current market trends and needs, as well as the culture and purpose of the ATA, including:

- Clarifying board-level committee responsibilities
- Revising board and officer election processes
- Re-affirming the ATA's commitment to diversity
- ATA President is now the Chair of the Board
- ATA CEO is now a member of the Board



TAYLAN BOZKURT,
MBA, FACHE
AT-LARGE BOARD MEMBER



BART M. DEMAERSCHALK,
MD
AT-LARGE BOARD MEMBER



BERNIE ELLIOTT,
MD
AT-LARGE BOARD MEMBER



ROBIN GLASCO
AT-LARGE BOARD MEMBER



CHRISTOPHER NORTHAM
AT-LARGE BOARD MEMBER



MIKE BAIRD
AT-LARGE BOARD MEMBER



JOSEPH M. DEVIVO
AT-LARGE BOARD MEMBER



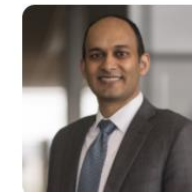
ELIZABETH BIERBOWER
AT-LARGE BOARD MEMBER



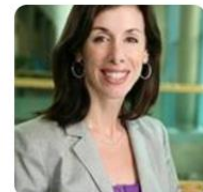
YASMINE WINKLER
AT-LARGE BOARD MEMBER



ANDREA GELZER,
MD, MS, FACP
AT-LARGE BOARD MEMBER



SREE CHAGUTURU,
MD
AT-LARGE BOARD MEMBER



KRISTI HENDERSON,
DNP, NP-C, FAAN, FAEN
AT-LARGE BOARD MEMBER





Looking Ahead to Q1 in 2021

Upcoming Telehealth Policy Events & Webinars

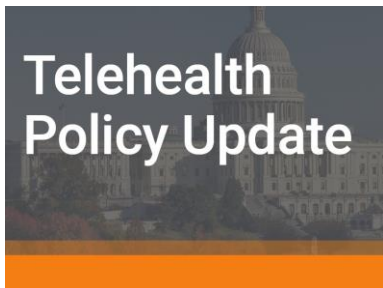


IMPACTING TELEHEALTH POLICY
TUESDAYS, JAN 12 - FEB 2, 2021
11:00AM - 1:30PM ET

REGISTER TODAY!

QUICK LINKS
[Register for EDGE](#)
[Program Overview](#)
[Full Agenda](#)
[Sponsorship Opportunities](#)

- Convening on **Telehealth Tuesdays**, January 12 – February 2, 2021
11am – 1:30pm ET
- On-demand viewing available for all sessions throughout the series



ATA Telehealth Policy Update Webinars - 3rd Thursday of each month
Join us **Thursday, December 17th - 1pm ET**

Save These Dates in 2021: January 21st • February 18th • March 18th

Member News, Resources & Upcoming Events

- The **NEW** online **ATA Membership Directory** is scheduled to launch in early January.
- **News from our Members** is amplified through ATA's website, social media pages, and blog. *Share your news, press releases, publications and other content with the ATA Team.*
- The **Telehealth Bootcamp Webinar Series** will continue in Q1 2021. The first 3 sessions are available online.

Stay tuned for *new* virtual events to keep you up-to-date on industry best practices and engaged with other ATA members.

TELEHEALTH BOOTCAMP WEBINAR SERIES

A NEW LEARNING OPPORTUNITY LAUNCHED BY THE ATA

If you are starting a telemedicine program for your practice or health system or simply want to improve the one you have, mark your calendar for this new educational series. These 90 min webinars will feature presentations from experts, tutorials, resources, videos, and more.

Part 3 - Preparing to Scale - Recording Now Available



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Part 1 - Establishing a Telehealth Practice



ATA Member Newsletter

Beginning in the new year, the ATA will publish its own official Telehealth News Brief in alignment with the ATA mission and standards.

- Cutting-edge News
- Visionary Events
- Critical Resources
- Insightful Industry Updates
- Latest Innovations

Effective immediately, MultiView Inc. is no longer affiliated with or working on behalf of the ATA and its members.



**ATA Telehealth
News Brief**

New Special Interest Groups (SIGs) and Work Groups

- Asynchronous Care
- Decentralized Clinical Trials
- Healthy Aging
- Remote Patient Monitoring (RPM) Working Group
- Target State Working Group



ATA Federal and State "Next Steps" Campaign - 2021

We have a **Call to Action** to our members and partners and telehealth stakeholders to join us in making permanent regulatory and statutory change.

To ensure we create a lasting expansion of telehealth access and reimbursement post-COVID, the ATA proposes to undertake a campaign in 2021 on three major fronts:

1. federal policy
2. state policy, and
3. media/thought-leadership



Questions?



Thank you for joining us today.
The ATA Team Is Your Dedicated Resource!

SAVE THE DATE

MARCH 16, 2021 • 1:00-1:30PM ET

Q1 ATA Member Townhall Meeting