

Telepsychiatry at Michigan State University

Jed Magen DO MS

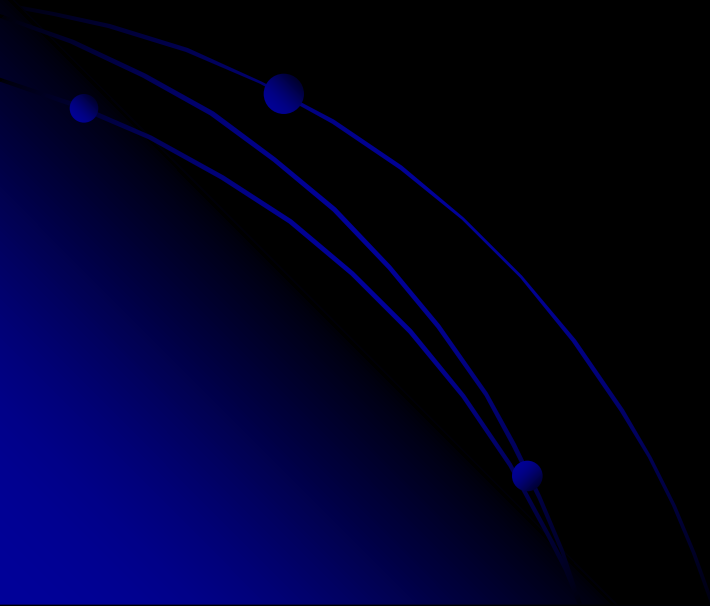
Associate Professor and Chair

Department of Psychiatry

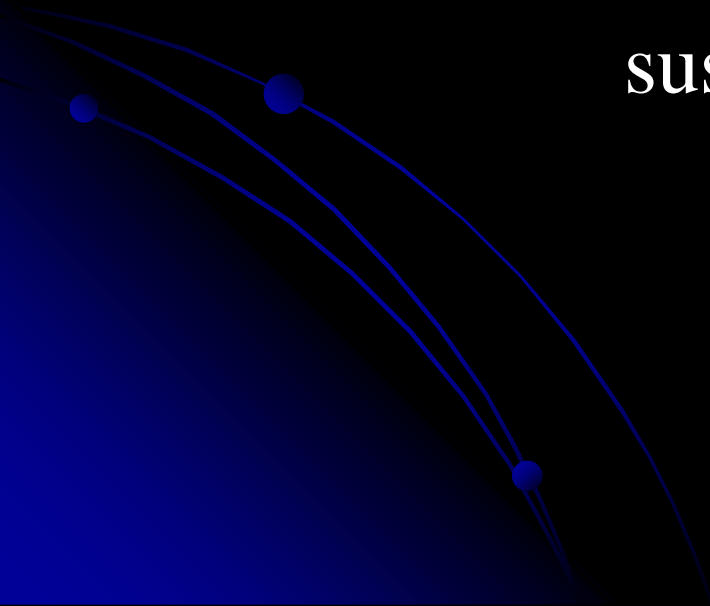


Disclosures

NONE

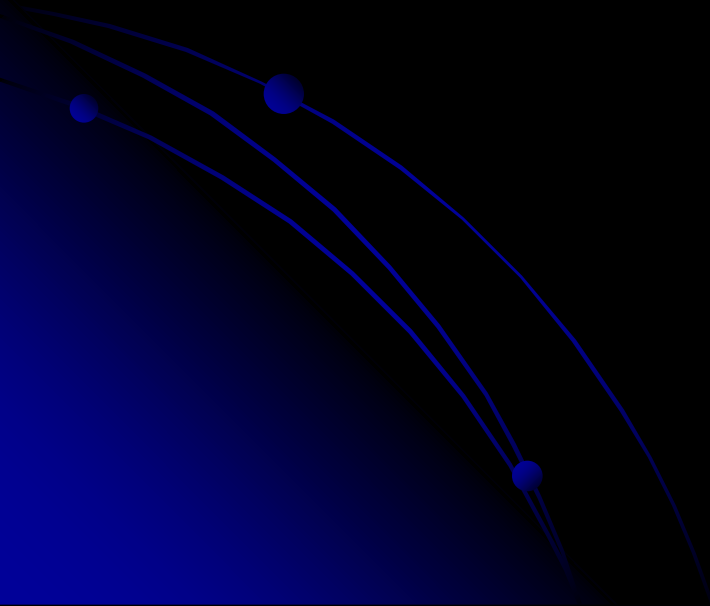


preconditions
organization
viable business plan
marketing
sustainability



Any sufficiently advanced technology is
indistinguishable from magic.”

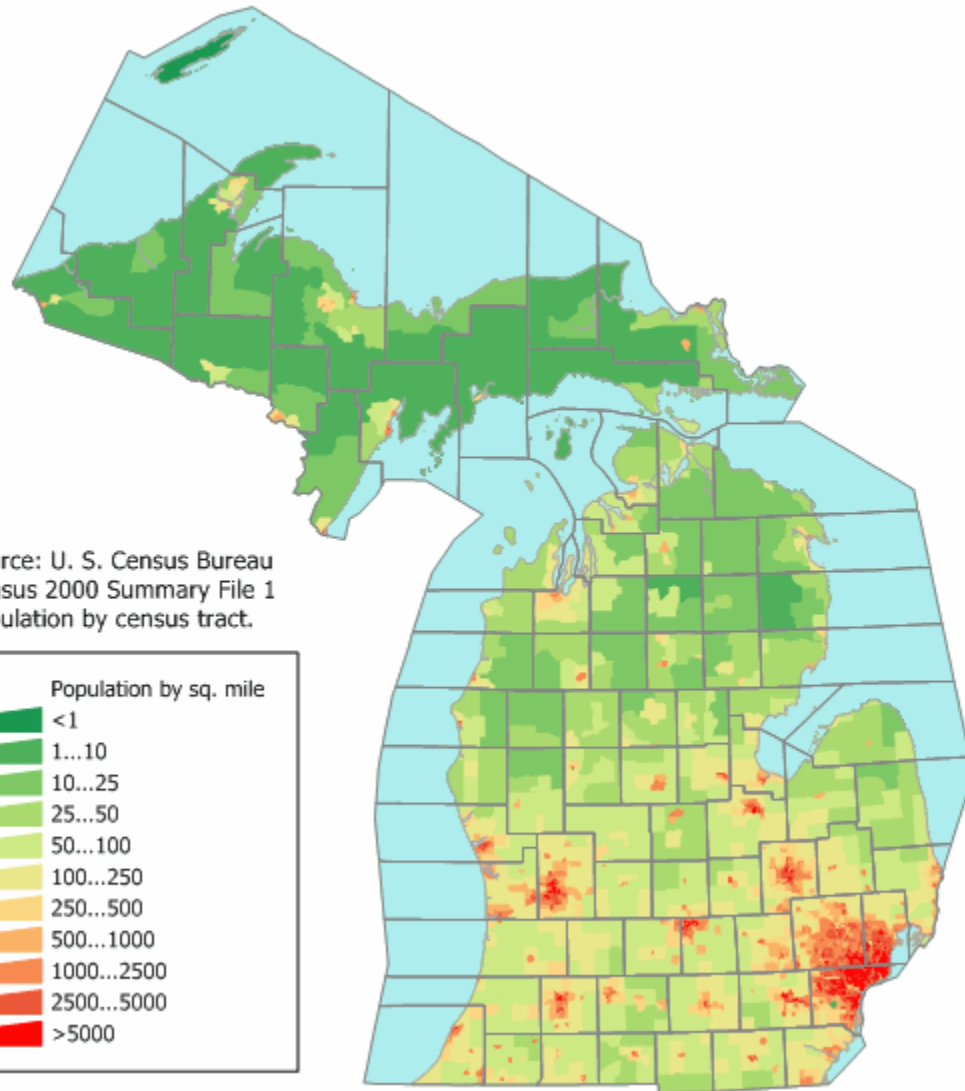
Arthur C Clarke



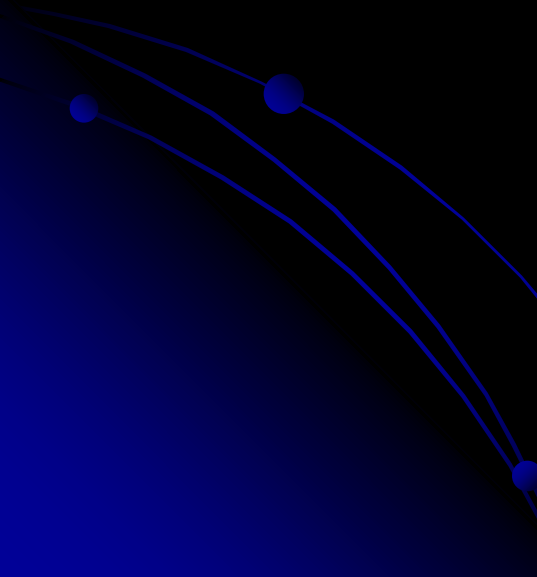
Telepsychiatry:

“the use of electronic communication and information technologies to provide or support clinical psychiatric care at a distance”

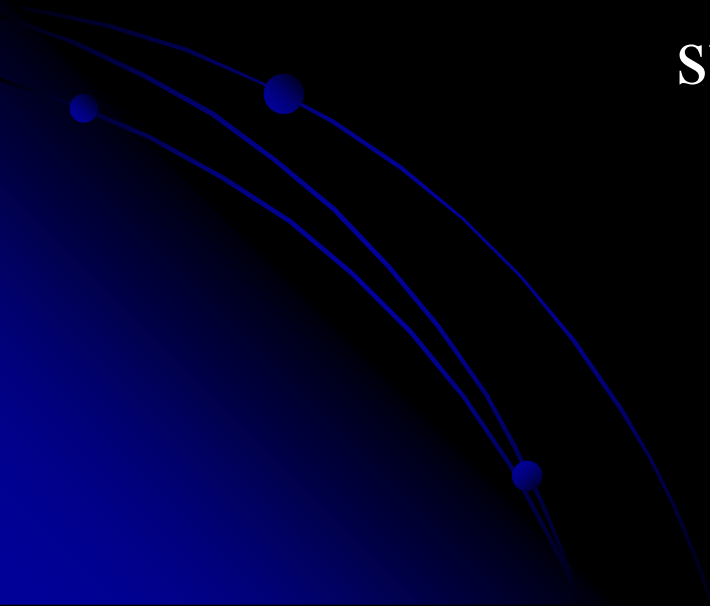
American Psychiatric Association, 1998



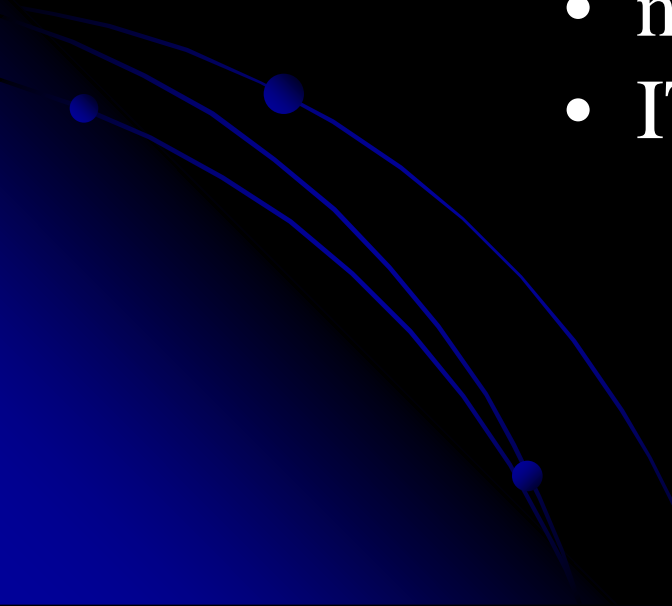
Source: U. S. Census Bureau
Census 2000 Summary File 1
population by census tract.



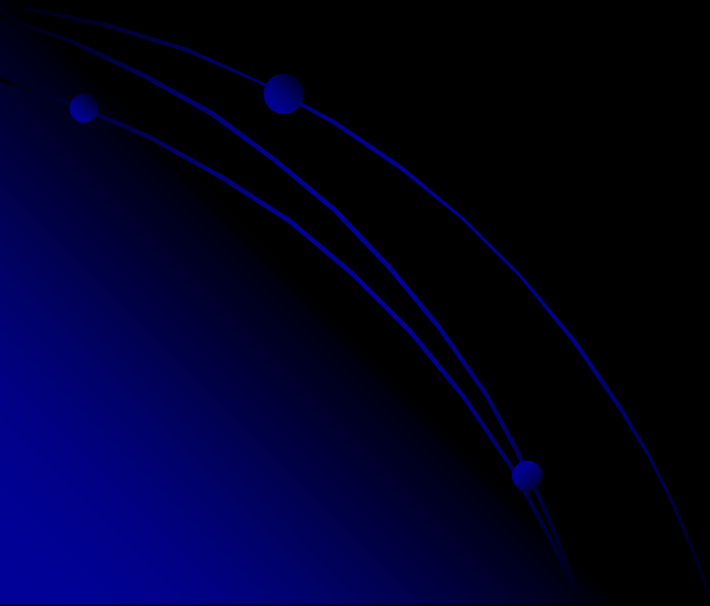
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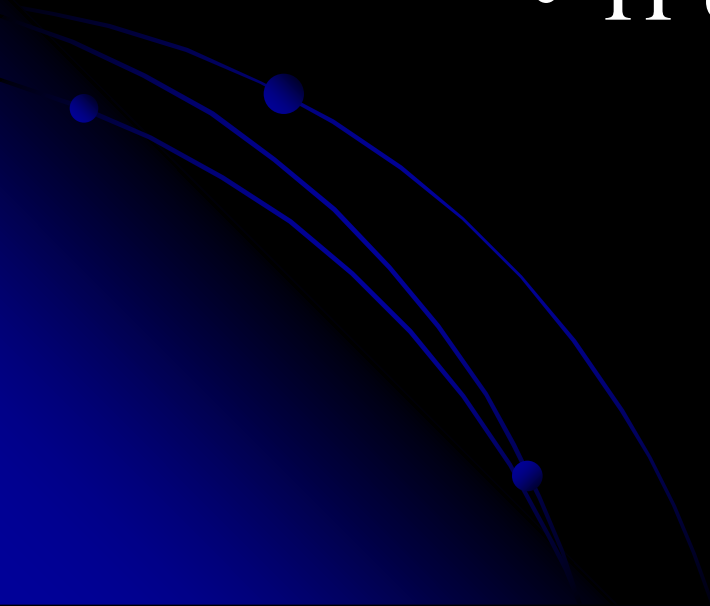
preconditions

- equipment
 - connectivity
 - faculty time and interest
 - need (demand??)
 - IT capability
- 

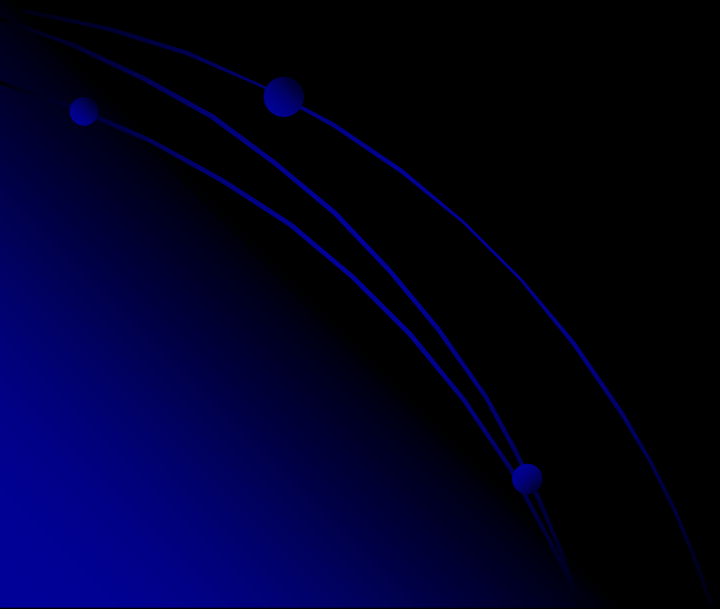
I like paying taxes. With them I buy civilization.
Oliver Wendell Holmes



equipment

- connectivity
 - faculty time and interest
 - need (demand??)
 - IT capability
- 

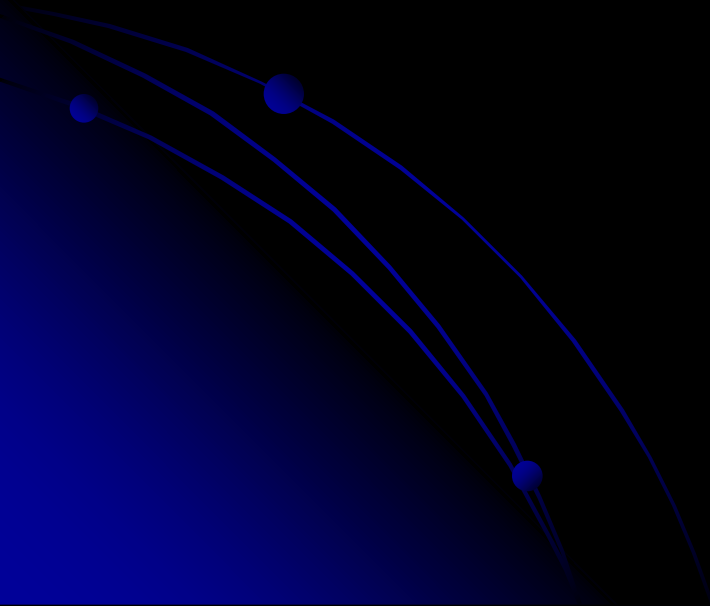
equipment







- video unit: \$,6000 to \$11,000
- fax
- computer



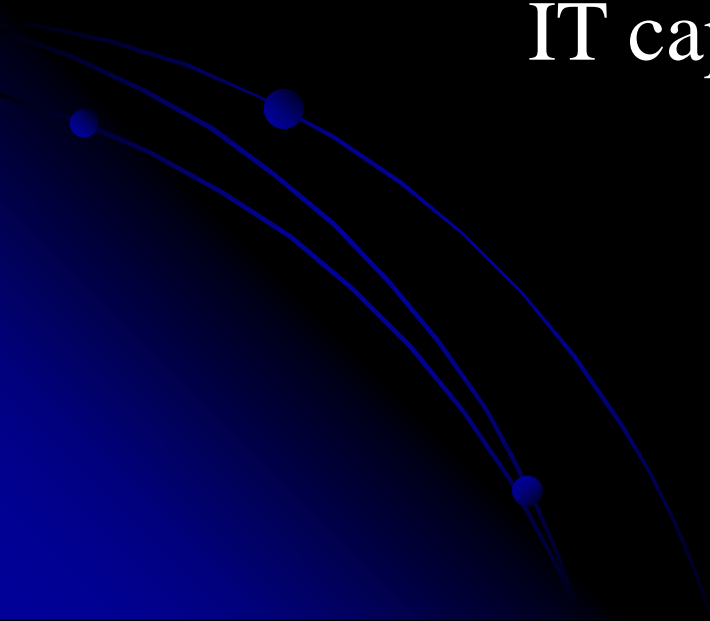
equipment

connectivity

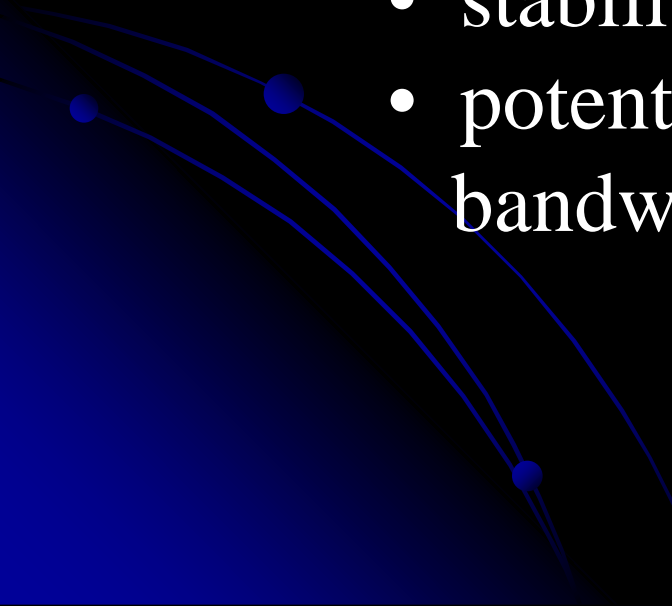
faculty time and interest

need (demand??)

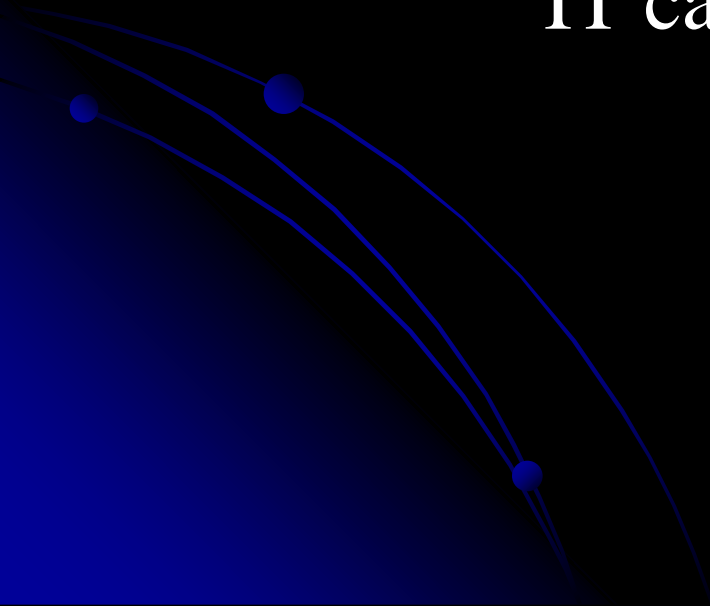
IT capability



connectivity

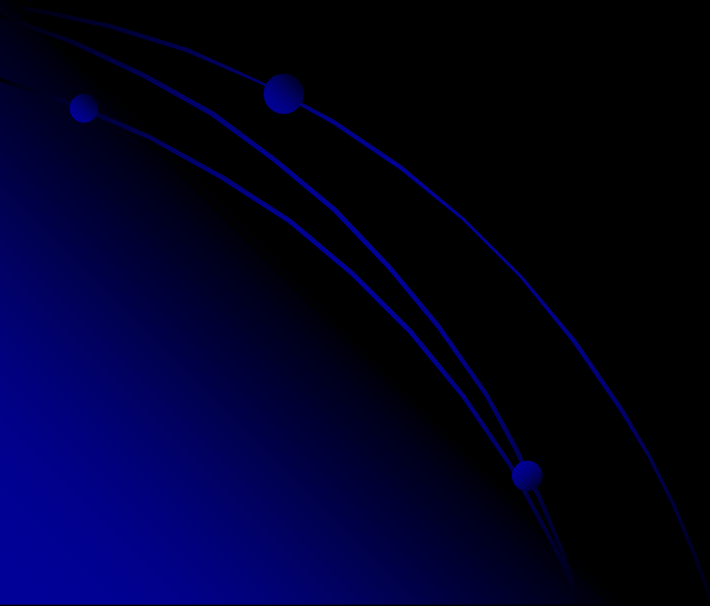
- internet protocol
 - about 2 MB needed for video
 - bandwidth issues?
 - stability
 - potential for “sheltering” bandwidth
- 

equipment
connectivity
faculty time and interest
need (demand??)
IT capability

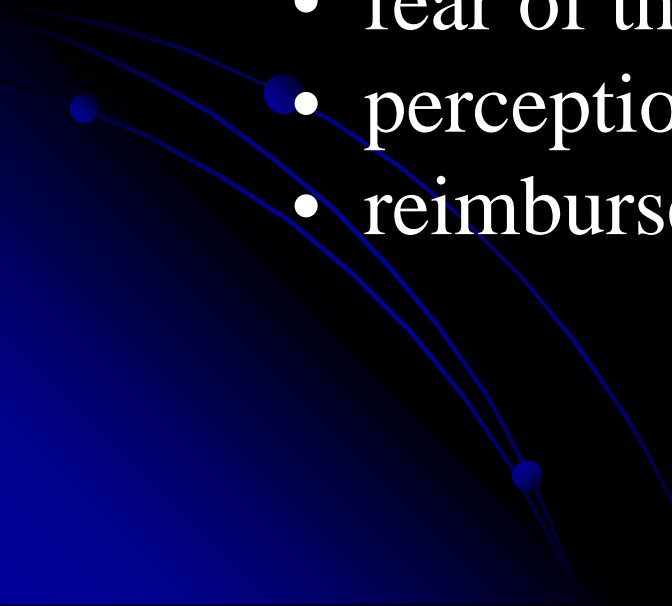


“I thought about surgery, then I met some surgeons”

quote from medical student
focus group about specialty
choice



faculty time and interest

- extra clinical load
 - exchanging time for other clinical time
 - fear of the unknown
 - perceptions of quality
 - reimbursement
- 

“not our community”

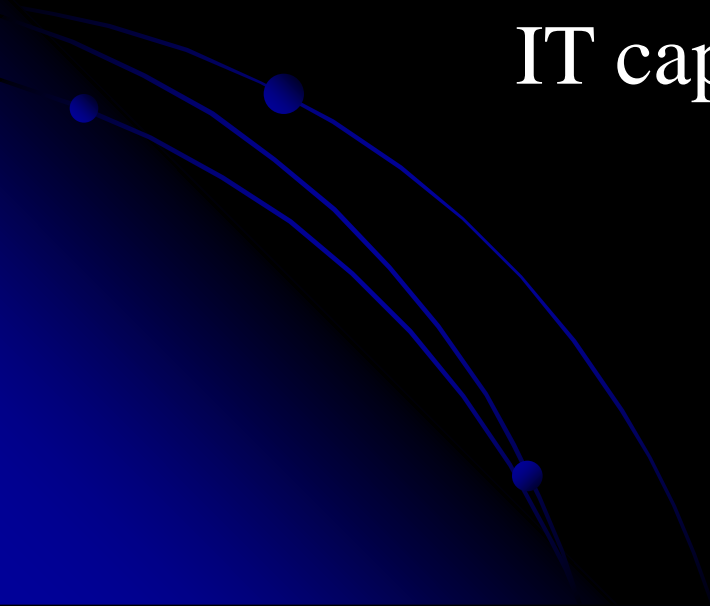
a faculty member

“when we can reach the entire state,
the entire state is our community”

Magen

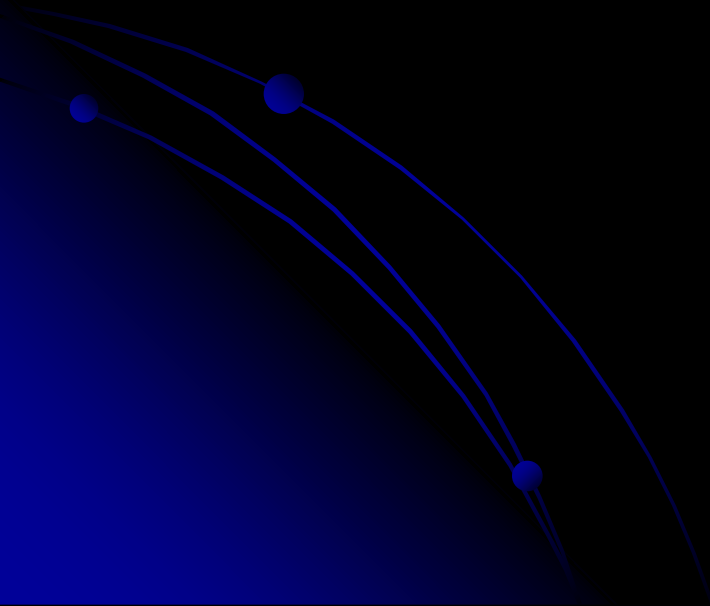


equipment
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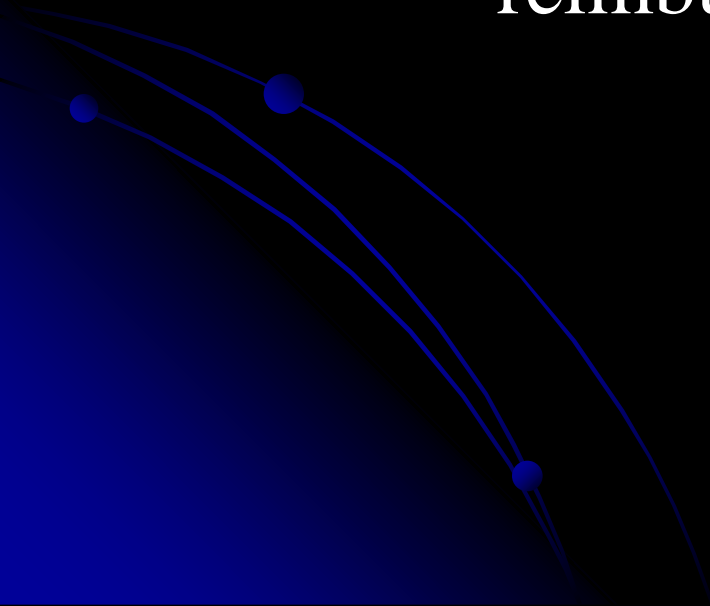
If everyone is thinking the same thing, someone's
not thinking.

George S Patton

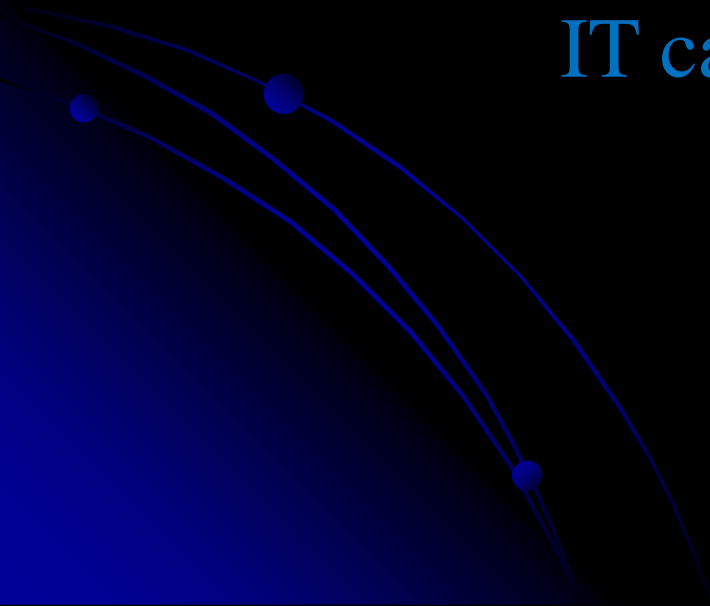


tremendous need, but no demand

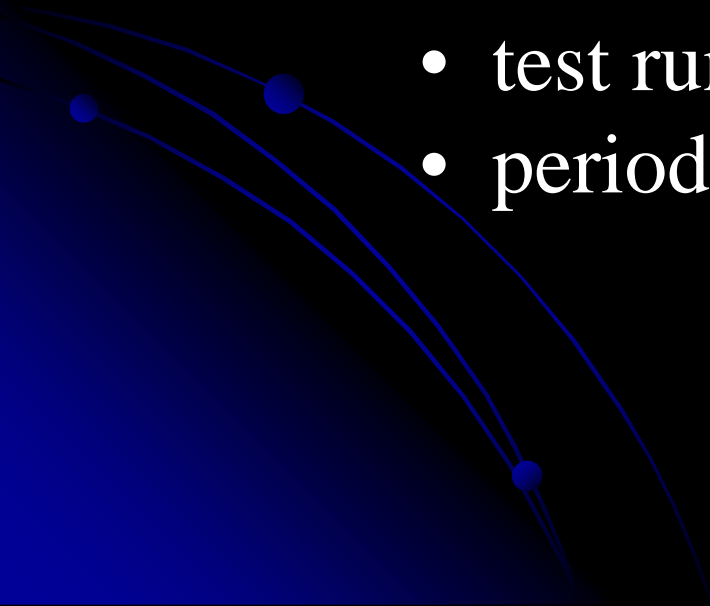
- foreign concept
- questions about quality
- reimbursement issues



equipment
connectivity
faculty time and interest
need (demand??)
IT capability



IT capability

- sophistication
 - adequate workforce
 - vendor and equipment purchase
 - initial set up
 - test runs and troubleshooting
 - periodic problems (just in time)
- 

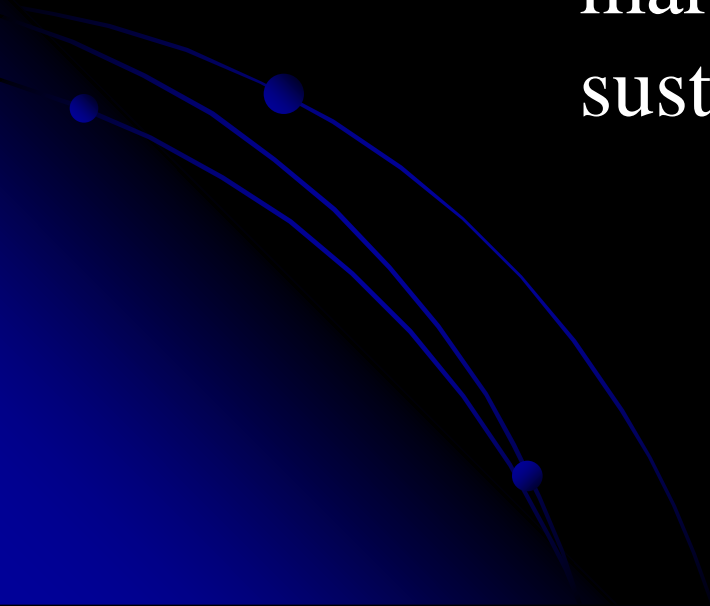
preconditions

organization

viable business plan

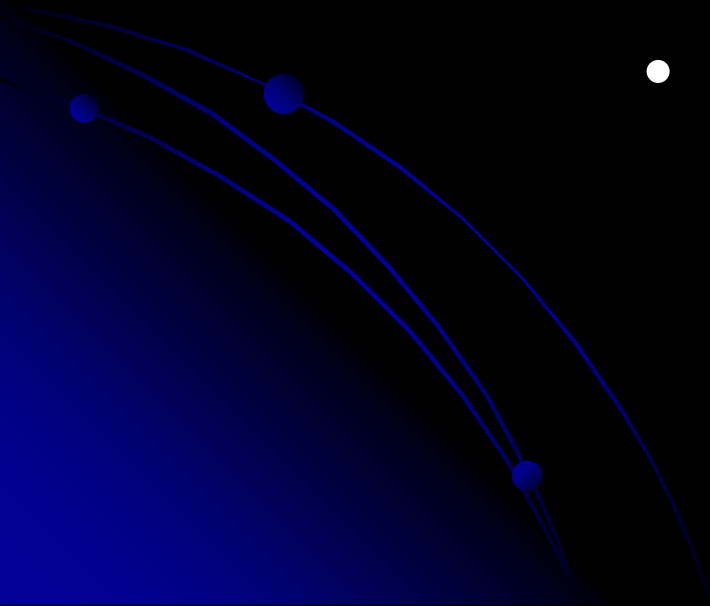
marketing

sustainability

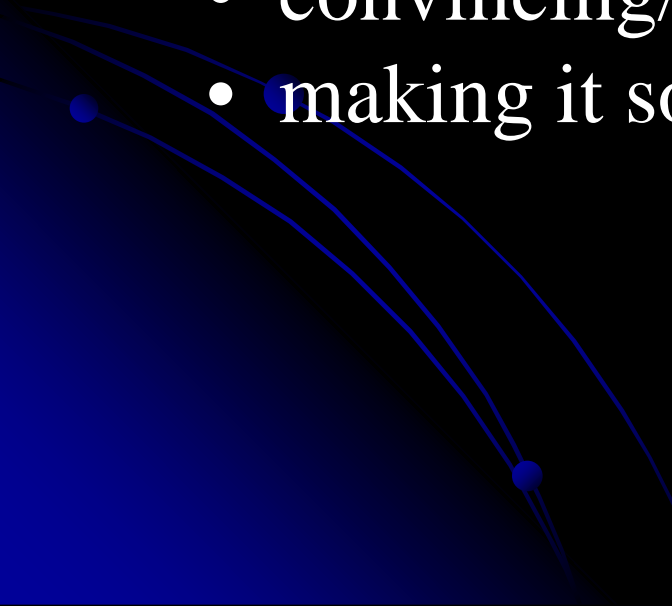


organization

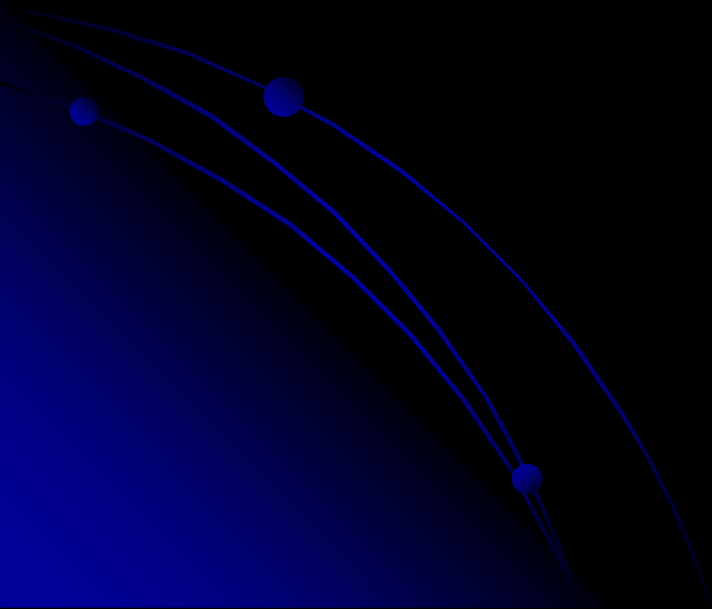
- leadership
- new sites
- staffing
- scheduling



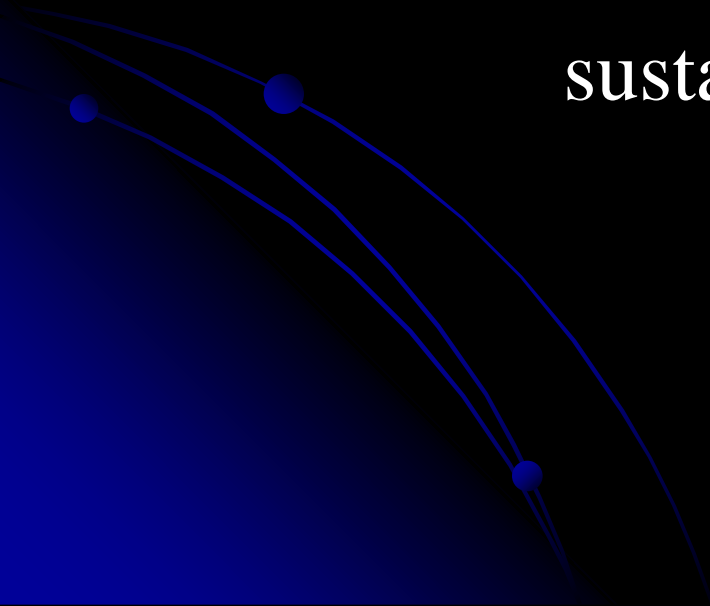
leadership (someone needs to be in charge)

- institutional commitment
 - pounding away at obstacles
 - committing venture capital
 - convincing/compelling others
 - making it sound like a good idea
- 

new sites
staffing
scheduling

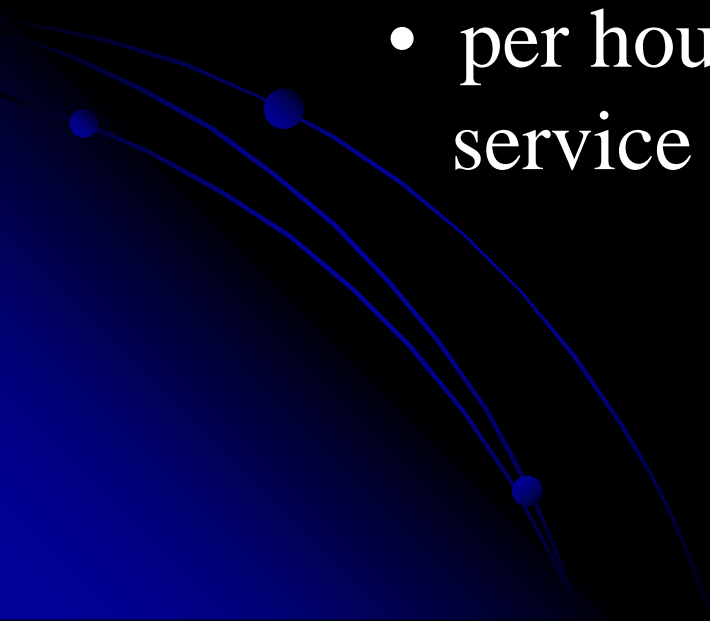


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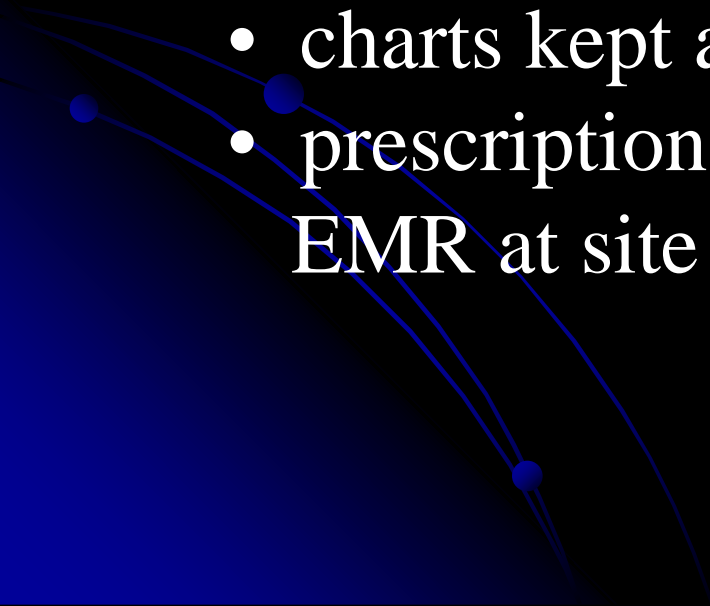


business plan

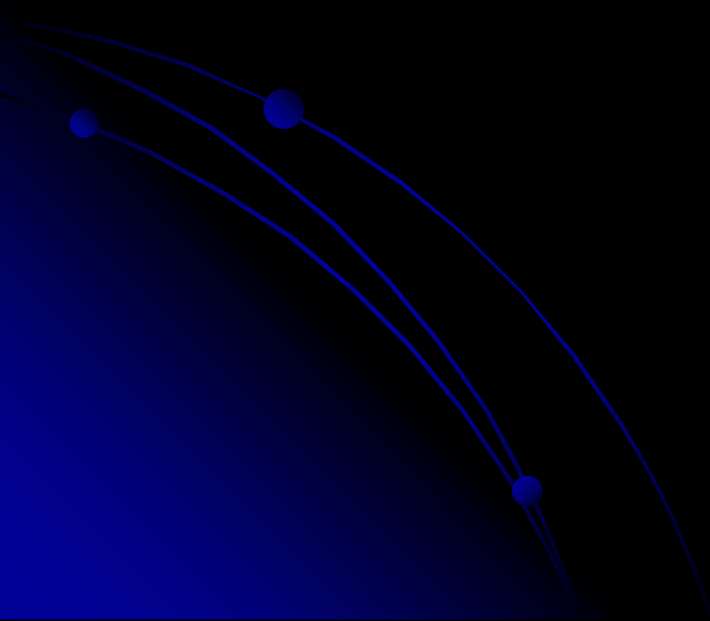
- fixed costs
- start up costs
- return on investment
- per hour rate compared to fee for service



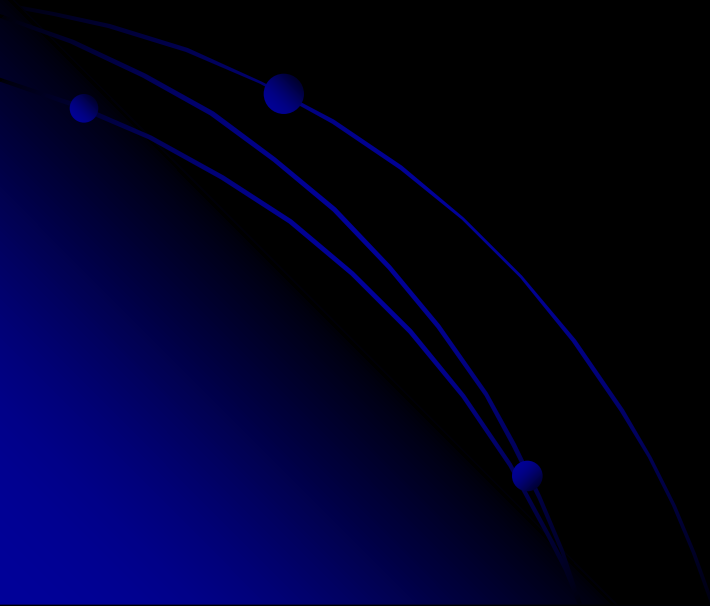
contracts

- guaranteed amounts of time
 - payment whether patients fill time or not
 - paperwork time paid
 - charts kept at clinical site
 - prescriptions mailed/faxed or use EMR at site
- 

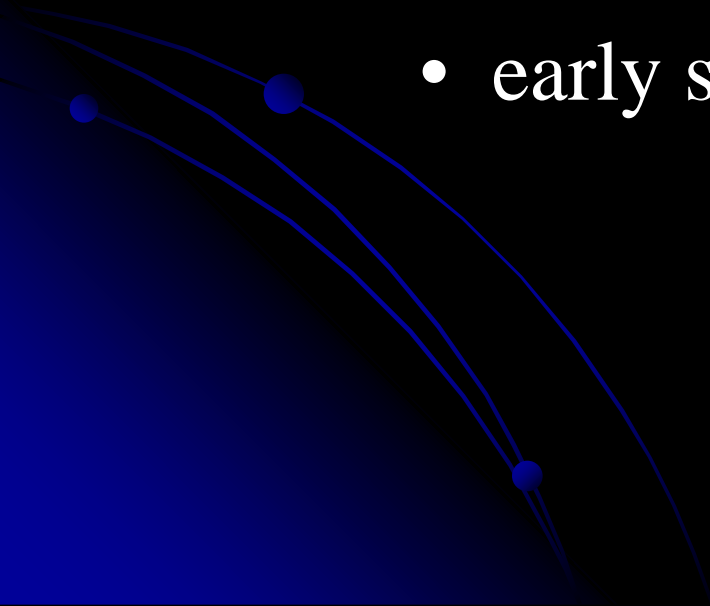
- lower overhead costs
 - no patient billing by department
 - few staffing costs



scheduling for each session done by sites
sites have staff move patients, assist physician

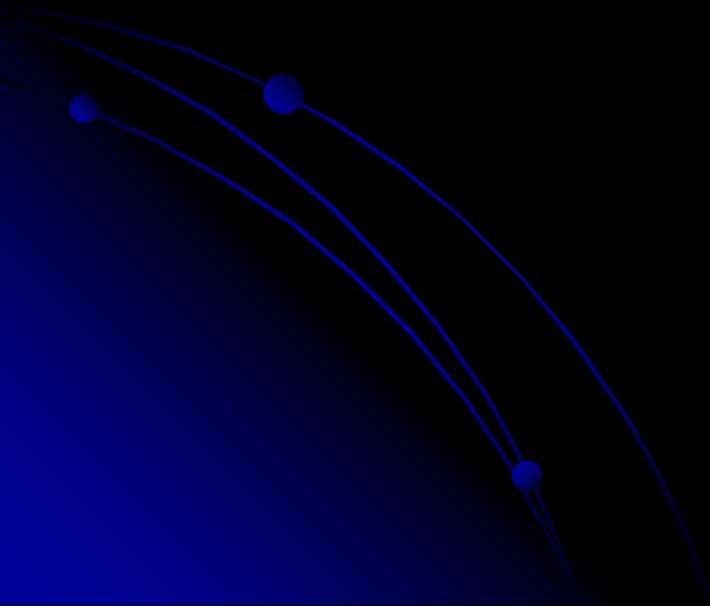


marketing

- who is your target?
 - how do you get to them?
 - information
 - early successes (early adopters)
- 

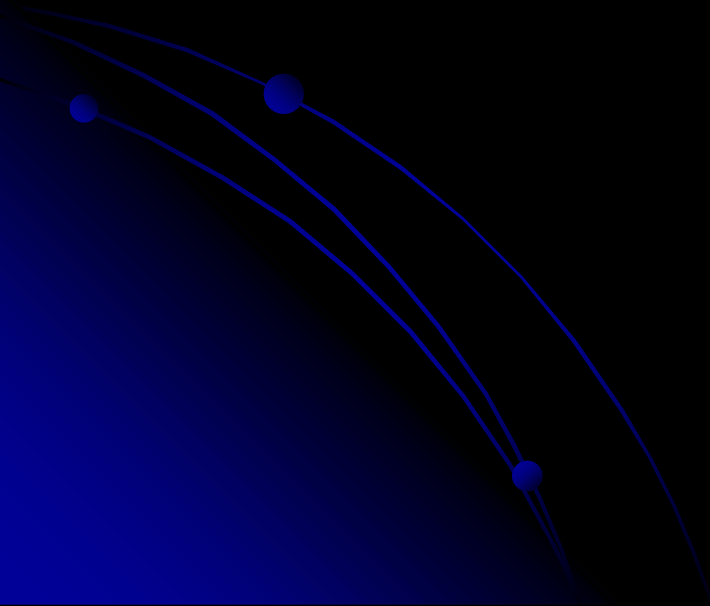
target

Public (CMH) vs private sector
hospitals vs outpatient

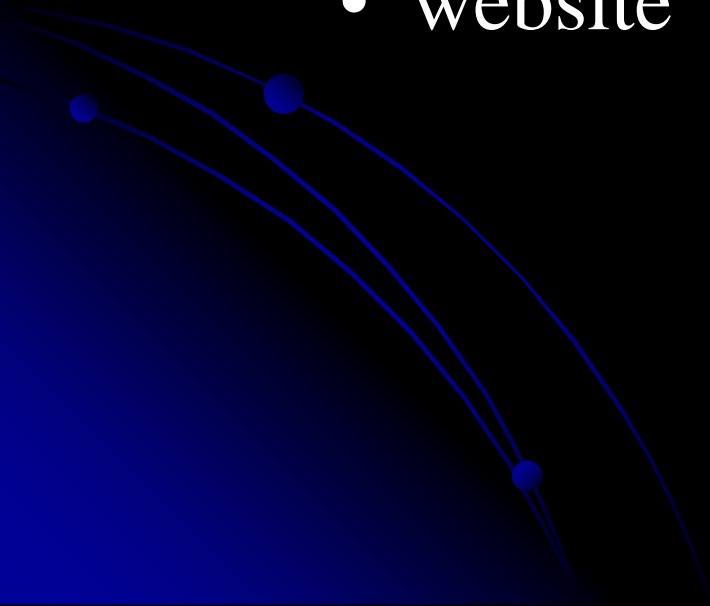


getting to them

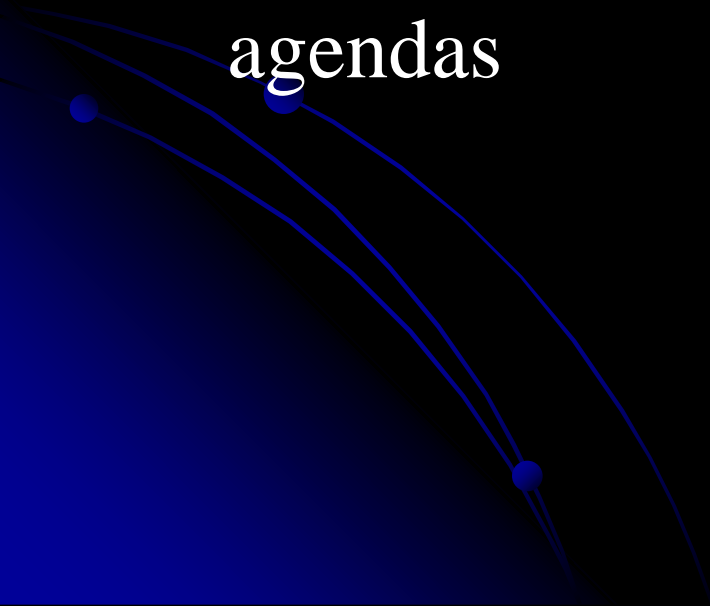
- persistence
- targets of opportunity



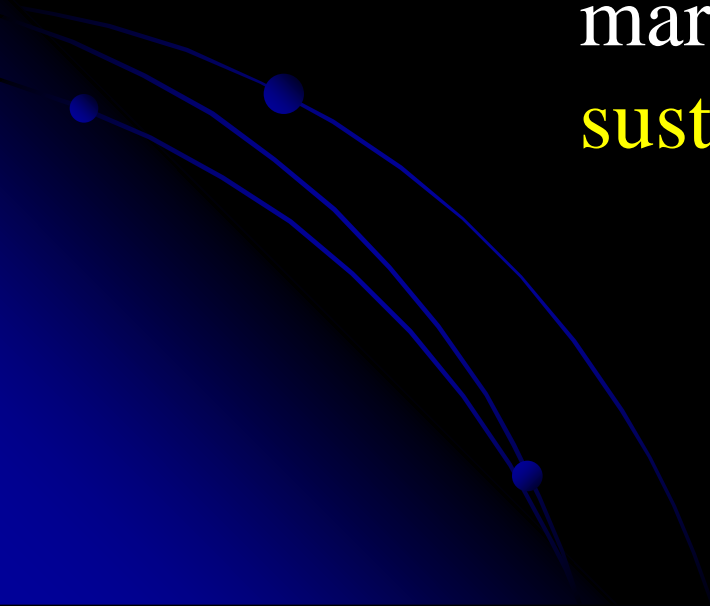
information

- talk about it at every opportunity
 - printed/digital material
 - website
- 

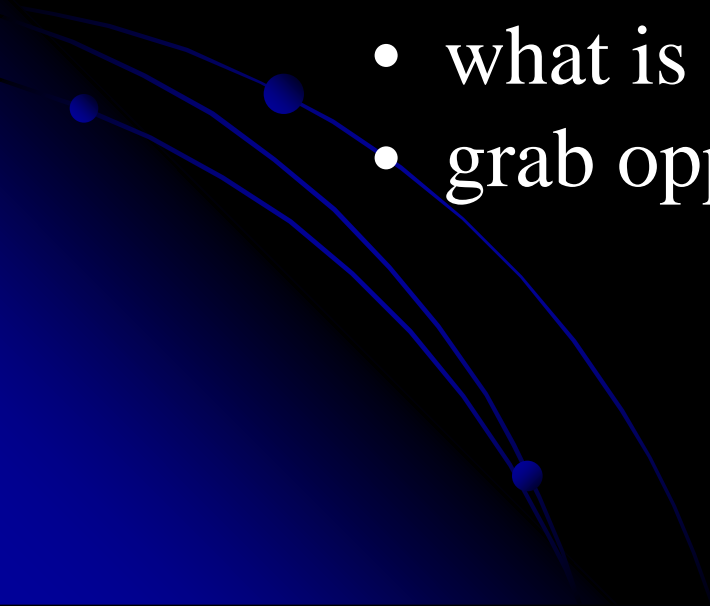
- get the early adopters to market for you
- presentations at conferences
- link with other groups with complementary agendas



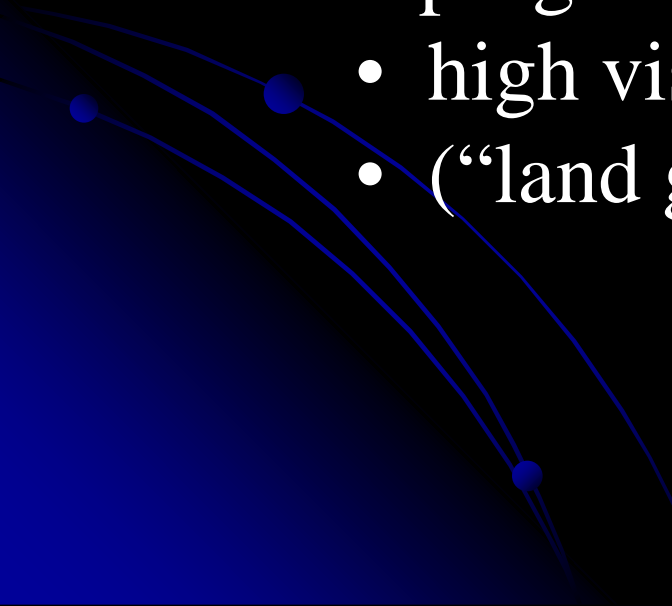
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sustainability

- staff liaison with IT
 - renewing contracts
 - tracking costs/reimbursement
 - what is the rest of the world doing?
 - grab opportunities
- 

additional benefits

- great PR
 - good marketing tool for residency programs
 - high visibility in college
 - (“land grant outreach”|)
- 

Stanley Fish, commenting on observations by Baldrige, Bennis, Fullan and Clark:

“What is required, in addition to resources, planning, flexibility and leadership, is luck; for given all the factors that militate against successful change—a scarcity of resources, frequent administrative turnover, a faculty so captive to its past that anything new can only be perceived as a threat,

leaders who can plan but not adapt, leaders who can adapt but in the absence of prior planning have no idea what they are adapting to or for-
the accomplishment of real and healthy change is little short of a miracle. Let us pray”

Stanley Fish, Ph.D