

# Broadband Telemedicine Summit

Ray Hanley | AFMC President & CEO  
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*Arkansas Foundation  
for Medical Care<sup>SM</sup>*

[www.afmc.org](http://www.afmc.org)

# Arkansas Foundation for Medical Care

We don't provide health care...

we help make it better.

Leading efforts to improve health care...

- EHR adoption, achieving meaningful use
- Promote quality improvement in patient care through...
  - quality improvement projects
  - data mining and analytics
  - educational forums and materials
  - utilization and quality assurance review
  - satisfaction surveys



# AFMC is the Arkansas Quality Improvement Organization (QIO)

## Who we work with...

- Consumers
- Payers: Medicare, Medicaid, Private
- Insurance Department
- Physicians
- Hospitals
- Nursing Homes
- Home Health Agencies
- Pharmacies, Etc.

## How we work with them...

- Health Literacy
- Health Education
- CPCi
- PCMH – Practice Transformation
- Health Information Exchange
- Health Insurance Exchange
- Private Option, Etc.

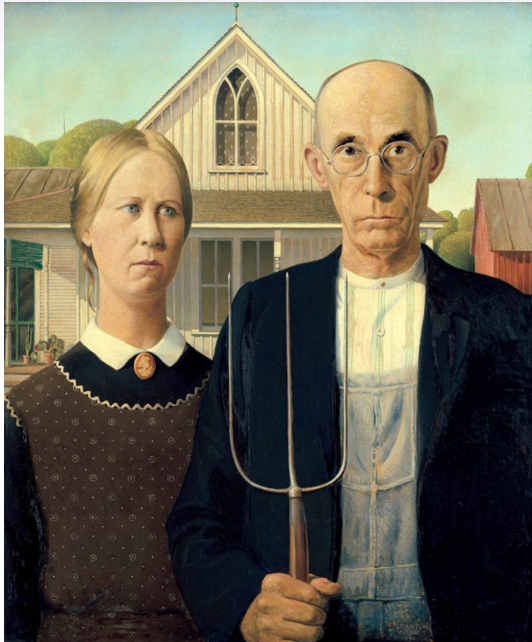


“The hard thing about  
real change is...  
it requires real change.”

Newt Gingrich

Health Reform will put pressure of the health care system and it's providers... telemedicine can help.





**Wife: “Junior’s gonna be a girl.”**

**Farmer: “Mabel, Docs down in Little Rock looked at all yer pictures... say helicopter is on its way fer you and Junior.”**

**“Arkansas is about to have one of the most connected health care systems in the nation.”**

*Rick Wade, Senior Advisor & Deputy Chief of Staff, U.S. Dept of Commerce*

**ANGELS**  
**We are**  
**here**  
**to help**





The help of programs like ANGELS and other Telemedicine are

**VITAL**

- Support existing rural providers
- Help keep more patients near home
- Help draw new providers to rural areas





March 2013... Arkansas passed an expansion of affordable health care coverage for 250,000 uninsured adults – Disproportionately in rural areas



“I’m afraid that when another 400,000 people get an insurance card, it will be like having confederate money with no place to spend it.” - Darren Caldwell, CEO, DeWitt Hospital





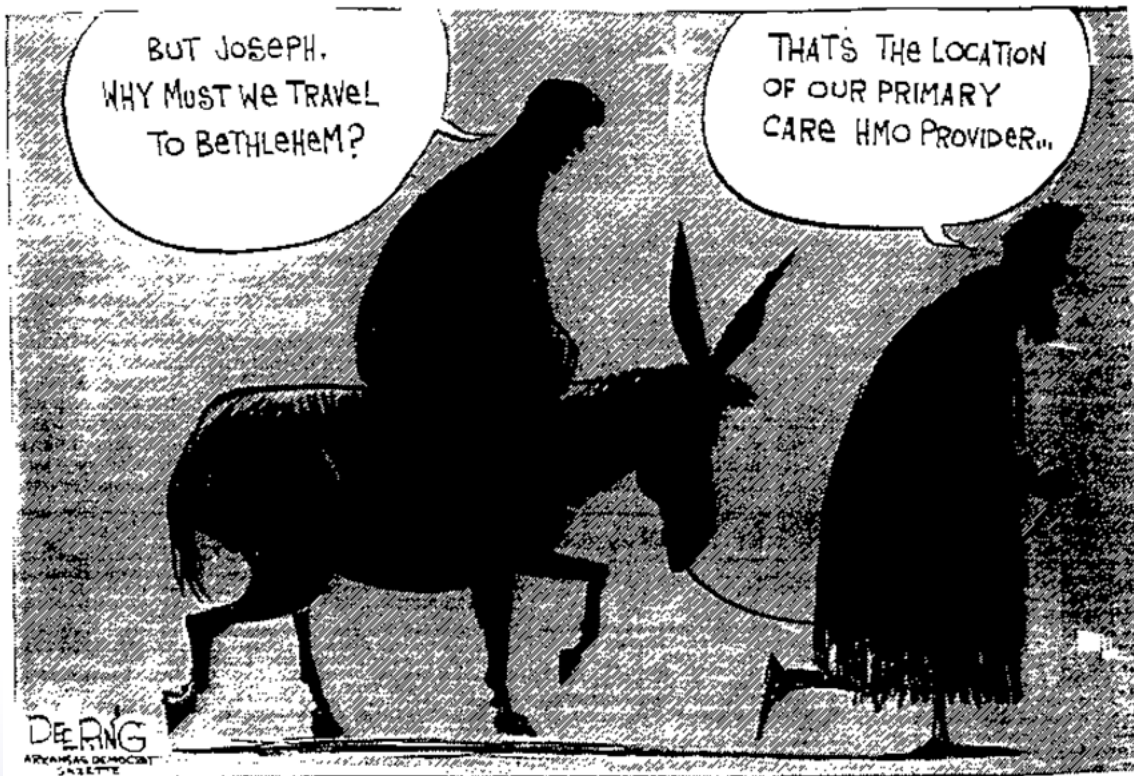
**Rural states are in a bind on health care access – The technology of Telemedicine can make a huge difference.**



**Telemedicine  
can be a  
key to unlocking  
transportation  
barriers to care**



# It can be a really long way to care from Rural Areas





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American Idle

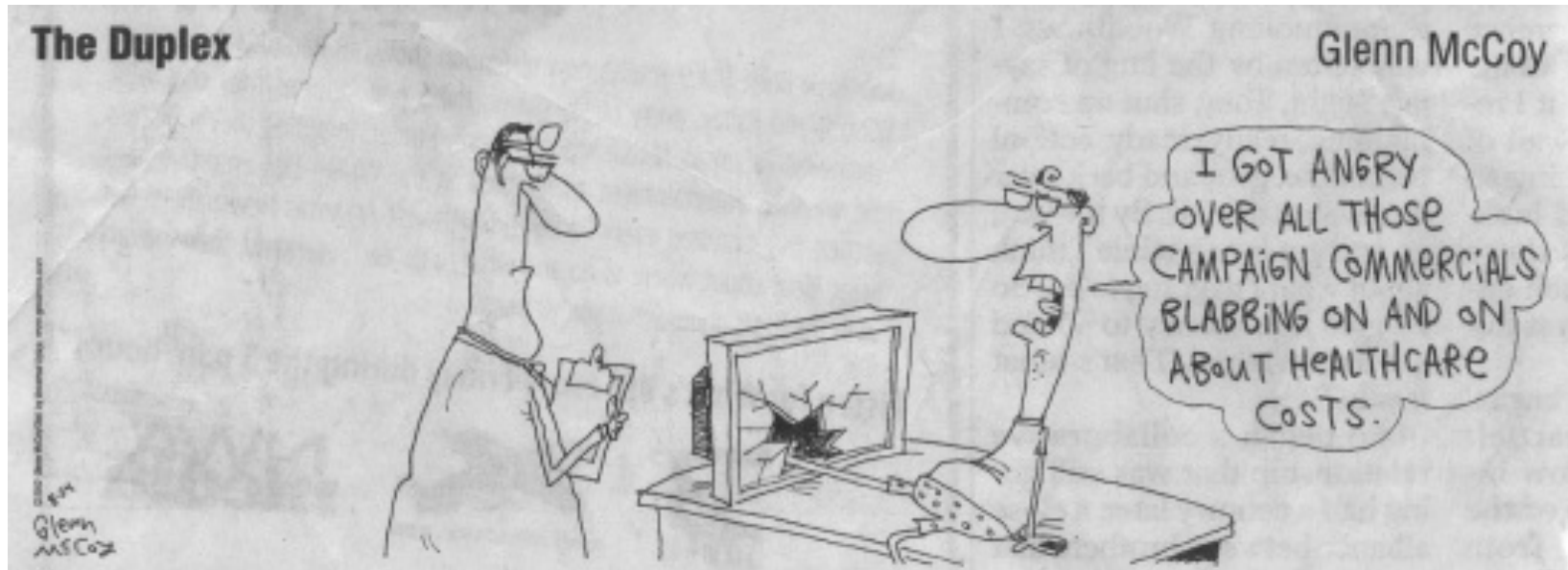


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"What fits your busy schedule better, exercising  
one hour a day or being dead 24 hours a day?"

These newly insured  
patients will present in  
rural areas with a  
multitude of challenges...

Connectivity to Specialists  
and support mechanisms  
will be **vital**



Getting rural providers, especially older doctors, to embrace technology takes strategy and hard work



In an era of cost containment Telemedicine can help rural providers make more appropriate use of technology.





Telemedicine supports key providers acting as physician extenders in rural areas.

# A Telemedicine Partnership MUST include...

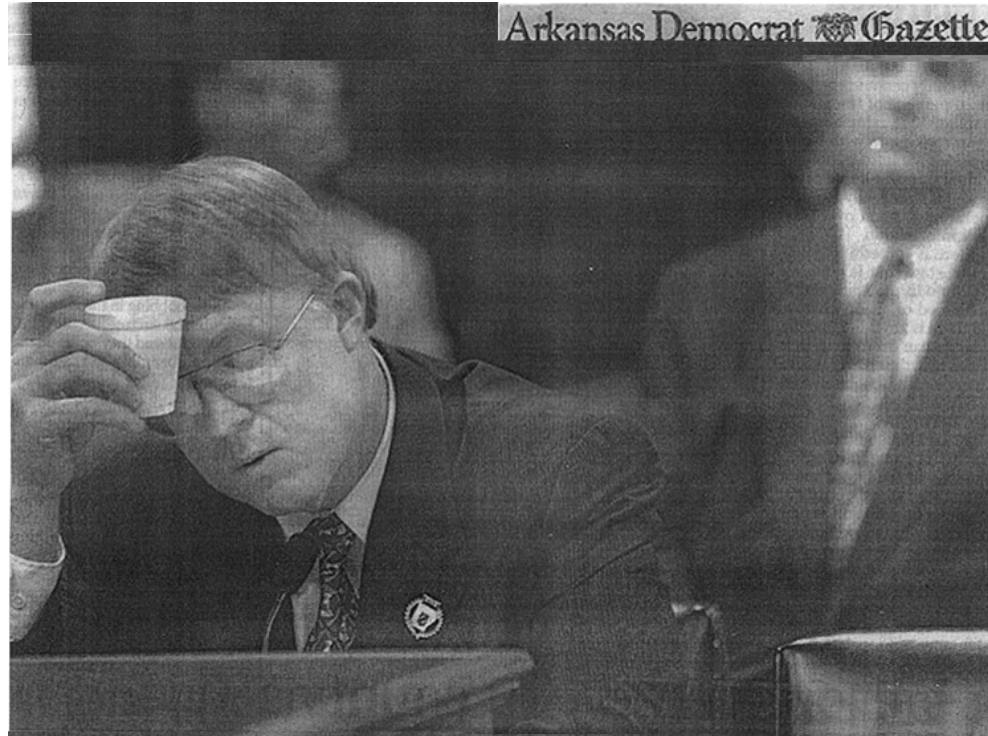
- Payers
  - Medicaid
  - Medicare
  - Private Insurance
- Providers
- Technology Vendors

Otherwise, it's...



... confusion.

# Together...



## ... we can solve a lot of headaches

**Please hold your questions until the  
conclusion of our panel...**

**Thank You!**

**Ray Hanley**

ph: 501-212-8610

[rhanley@afmc.org](mailto:rhanley@afmc.org)



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