

### **Brief Summary of the ATIC Public Information Meeting on Telehealth and Electronic Medical Records (EMR) on 9/17/09**

An Arizona Telecommunications and Information Council (ATIC) (<http://www.arizonatele.com/atic/>) Public Information Meeting was held on Thursday, September 17, 2009. It featured a number of outstanding speakers from government and industry and related exhibitors, covering telehealth, electronic medical records (EMR), and consumer privacy, as well as social media and wellness. It was held at the Virginia G. Piper Auditorium, University of Arizona College of Medicine Phoenix Campus, 550 E. Van Buren St., Building 2, Phoenix, Arizona 85004 (<http://www.medicine.arizona.edu/phoenix/>).

Some 120 people attended the event in person, and many more attended remotely thanks to the remote audio and teleconferencing facilities provided by Cox Business Services (<http://ww2.cox.com/business/arizona/home.cox>) and iLinc Communications (<http://www.ilinc.com/>). Lunch was catered by Citron Catering and tours of the University of Arizona College of Medicine's Phoenix Telemedicine Facilities were conducted following the presentations.

ATIC gives special thanks to our sponsors:

- MedApps Inc. (<http://www.medapps.com/>) was the primary sponsor for the event, joined by
- BT Conferencing (<http://www.bt.com/>)
- Intel Corporation (<http://www.intel.com/>)
- Telink Networks (<http://www.telinknetworks.com/>)

ATIC also recognizes and thanks the exhibitors, which included:

- Arizona BioIndustry Association (<http://www.azbio.org/>)
- Arizona Health-e Connection (<http://www.azhec.org/>)
- Arizona Technology Council (<http://www.aztechcouncil.org/>)
- Airstrip Technologies (<http://www.airstriptechnology.com/>)
- AT&T (<http://www.att.com/>)
- BT Conferencing (<http://www.bt.com/>)
- Freescale Semiconductor (<http://www.freescale.com/>)
- GlobalMedia Telemedicine (<http://www.globalmedia.com/>)
- Intel Corporation (<http://www.intel.com/>)
- MedApps Inc. (<http://www.medapps.com/>)
- MyMedicalRecords.com (<http://www.mymedicalrecords.com/>)
- Optical-IP-Networks Inc. (<http://www.optical-ip-networks.com/>)
- Space Data Corporation (<http://www.spacedata.net/>)
- UA Arizona Telemedicine Program (ATP - <http://www.telemedicine.arizona.edu/>)
- Westech Recyclers (<http://www.westechrecyclers.com/>)

The event was produced and moderated by **Mark Goldstein**, ATIC Secretary and President, International Research Center (<http://www.researchedge.com/>). Mark gave a brief introductory statement, announced that the speakers' contact information and presentations were available on the ATIC site (<http://www.arizonatele.com/atic/>), and introduced **Ron Schott**, Chair of ATIC.

**Ron Schott**, ATIC Chair welcomed everyone and gave a special acknowledgement to Arizona Senator Robert “Bob” Burns, currently Senate President, who was in the audience and has been a champion of telemedicine and telehealth in the State of Arizona for many years. Ron then gave special thanks to the sponsors and exhibitors listed above. Ron also gave special thanks to Ralph Gierish, ATIC Board Member for putting this meeting in motion and helping make it happen, though knee surgery on this very day prevented his attendance.

Ron introduced the first speaker **Dan Gillmor**, Director of the Knight Center for Digital Media Entrepreneurship (<http://cronkite.asu.edu/experience/knight.php>), ASU Walter Cronkite School of Journalism & Mass Communications (<http://cronkite.asu.edu/>). Mr. Gillmor is a noted American technology writer and former columnist for the *San Jose Mercury News*. He is also the author of a book, *We the Media*, published in August 2004, chronicling how the Internet is helping independent journalists combat the consolidation of traditional media. *We the Media* is a quick guide to the new Internet tools for journalists, referring to weblogs, RSS, SMS, peer to peer and how all these tools will change communications.

Mr. Gillmor gave a stimulating presentation on the evolution of media from cave paintings to the Internet and on how the modes of instruction and learning have progressed through these stages. There have been corresponding critical shifts in thinking from the lecture style learning to conversation to collaboration to visualization and listening. He spoke of how these changes have affected our responses to disaster situations, including health emergencies, and potential pandemics. For example, we now have apps for the iPhone that can track the spread of the Swine Flu in real-time – allowing you to panic anywhere! Mr. Gillmor can be contacted at <mailto:dan.gillmor@asu.edu> and more about him found on Wikipedia at [http://en.wikipedia.org/wiki/Dan\\_Gillmor](http://en.wikipedia.org/wiki/Dan_Gillmor).

The next speaker was **Dr. Ronald Weinstein**, Director of the Arizona Telemedicine Program (ATP) (<http://www.telemedicine.arizona.edu/>) at the University of Arizona that he co-founded with State Senator Robert “Bob” Burns in 1996. The Arizona Telemedicine Program is credited with creating one of the first membership-based sustainable statewide broadband healthcare/education telehealth networks. The Institute for Advanced Telemedicine and Telehealth (T-Health Institute), also founded by Dr. Weinstein, is a division of the Arizona Telemedicine Program. It is headquartered in Phoenix and serves as a regional telehealth training center. Dr. Weinstein received his M.D. degree from Tufts University School of Medicine. He has received numerous national and international awards and honors including the American Telemedicine Association President’s Award for Leadership in Telemedicine, the top individual award in the telemedicine field.

Dr. Weinstein noted that telemedicine is not really new, and that he was engaged in remote delivery of medical services while at Massachusetts General Hospital as far back as 1968. A comprehensive telemedicine program consists of a telemedicine infrastructure, services, assessment and professional education. The Arizona Telemedicine Program (ATP) infrastructure includes a network that links 71 communities and 152 sites in Arizona, and has provided the infrastructure for over 700,000 teleconsultations to date. The ATP links 9 state prisons to telemedicine service providers, in Tucson and Phoenix, serves the telehealth needs of the Navajo, Hopi, and Apache Reservations, and other Indian Reservations in Arizona, and has affiliation agreements with 55 health care organizations in Arizona. The services provided by ATP include

telepsychiatry, teledermatology, teletrauma, and tele-home health. An example of assessment is the Arizona Diabetes Virtual Center of Excellence (ADVCE), which is a comprehensive program for diabetes prevention, assessment and management that uses the ATP network. Part of the professional education requirement is being fulfilled by the recently created T-Health Institute. It graduated its first complement of high school students this year as part of the T-Health Institute High School Summer Fellowship Program. Dr. Weinstein can be contacted at <mailto:ronaldw@u.arizona.edu>.

**Melissa Rutala, MPH**, Associate Director of the Arizona Health-e Connection (AzHec) (<http://www.azhec.org/>) then took the podium. The goal of the Arizona Health-e Connection is to use technology to create an infrastructure for the coordination of personal health, public health and health care delivery. Some of the Health-e Connection initiatives are Government Information Technology (GITA) Rural Grants for Electronic Health Records and Health Information Exchange, GITA Privacy and Security Projects, Southern Arizona Health Information Exchange (HIE), Statewide Electronic Prescribing Initiative, Medicare Personal Health Record (PHR) Choice Pilot (using Google, for example) and the Arizona Medical Information Exchange/Electronic Health Records (HER). They are seeking funds from the American Recovery and Reinvestment Act (ARRA) and they are seeking new members and people to get involved with AzHec. Ms. Rutala can be contacted at <mailto:melissa.rutala@azhec.org>.

**Terry Callahan**, Managing Director, presented in place of Kelly Martin Callahan to explain the role of HIPAAT Consent Management Specialists (<http://www.hipaata.com/>). HIPAAT is an acronym for Health Information Protection and Associated Technologies. HIPAAT is unique in that it is the only known commercial solution for consent management. Consent Management is a process that enables consumers to establish privacy preferences to direct who shall have access to their electronic Personal Health Information (PHI), for what purpose and under what circumstances, and it supports the creation, management and enforcement of consumer, organizational and jurisdictional privacy policies through access control mechanisms. Consent management enables healthcare organizations to implement and consistently enforce information privacy across diverse applications and environments, to prevent health information privacy breaches, to have access to the Personal Health Information (PHI) necessary for critical care and to improve the quality of care. Ms. Callahan can be contacted at <mailto:kcallahan@hipaata.com>.

The last presenter was **Jennifer Mensik, PhD RN**, Director of Clinical Practices and Research, Arizona and Western Regions, Banner Health Telehealth and home care (<http://www.bannerhealth.com/>). Dr. Mensik spoke about the Banner Health Care (BHC) Telehealth Program. BHC offers telehealth monitoring to patients who are on Banner Home Care services who have a primary diagnosis of Heart Failure, Diabetes, COPD, Post CABG, Hyper or Hypotension, or any other Cardio-Pulmonary condition at no cost to the patient. The telehealth monitoring program is provided to the patient as an adjunct to the skilled nursing care they are receiving. The monitoring system includes a scale, a blood pressure monitor, a pulse oximeter and a telestation monitor. The telestation monitor captures the patient's vital signs data and sends the information via a phone line, to a website. The telestation monitor is multi-functional and can be customized to ask assessment questions as well as send short pieces of education to the patient on a daily basis. At any given time monitoring station in Arizona is monitoring up to 70 patients. Dr. Mensik can be contacted at <mailto:jennifer.mensik@bannerhealth.com>.