

ATA Business & Finance SIG Executive Committee Conference Call Minutes
August 14, 2006

1. Posting of SIG website materials:

Materials from the 2006 annual meeting SIG breakfast have been submitted to ATA for posting on the SIG website. Materials include:

- Powerpoint presentations on breakeven analysis tools and activities based costing/management
- Breakeven analysis tool (generic)
- Comprehensive breakeven analysis tool (rehab. example)
- Reference document on RHIO's

Action Pending: None

2. Goals and objectives update:

The goals and objectives survey of members revealed interests in a very broad range of areas. Consistent areas of interest were in the following areas:

- **On-line “tools” (in line with ATA objectives)**

Telehealth network resource database:

Jon Linkous indicated that a resource database of telehealth programs is in the early stages of development and is being initially populated with available data from several sources such as the OAT grantee directory. The database will start with a listing of telehealth networks and primary contacts. The second phase will include a more detailed listing of individual network member sites and contacts. ATA staff will be responsible for maintaining the database. Members of the SIG could assist in their respective regions by identifying additional networks and verifying current information. The initial database is anticipated to be complete within the next few weeks. This item will be included in the next update through the SIG list serve

Action Pending: ATA will notify the SIG when the database is ready for distribution and review.

On-line narrated Business & Finance presentations:

The group discussed possible tools to be able to add narration to selected annual meeting business & finance track presentations as well as the business models presented at the annual SIG breakfast. The group discussed the added value to membership and is currently exploring potentials tools that could be used to support this effort.

Action Pending: ATA, Sam and Denny will continue to explore tools to support this initiative.

De-identified strategic plans:

The group also discussed searching for good examples of strategic plans for telehealth programs that could be de-identified and posted on-line. This could be part of a toolkit that summarizes “best business practices.”

Action Pending: It was suggested that the SIG contact OAT to see if they could identify existing strategic plans which could be reviewed for posting on the SIG website.

Resource list of organizations that promote telehealth

Jon Linkous noted that the ATA website has such a list but the page is not easily found and could perhaps be relocated within the site to make it more visible.

Action Pending: Joe Ternullo will review his list of organizations that promote telehealth to determine if they could be potential additions to the website. Jon Linkous suggested that the Exec Committee members review the site to suggest items potentially in need of updating.

- **Migration from a short course to a long-course at the 2007 annual meeting**

Ideas for the course included:

- Critical success factors for telehealth programs
- Strategic planning in healthcare (by non-healthcare industry experts)
- Day-to-day operational challenges of running a telehealth program
- A more in-depth program building on last year’s business models

Long-Course discussion:

The group discussed several possible format changes for next year’s conference ranging from a long-course to two sequential short courses that could build upon each other. The group also discussed ideas to improve enrollment and participation following a slightly smaller attendance from the prior year. Joe Ternullo suggested targeting participant groups who typically don’t attend this type of session but might find a “targeted presentation” to be of value to their organizations.

Action Pending: It was suggested that the SIG solicit potential planning committee members from the general SIG membership. This item will be included in the next update through the SIG list serve.

- **Collaboration with Industry Council on survey of state support for telehealth**

Industry council would like to collaborate with the Business & Finance SIG on sharing the results of the recent survey on states that currently have support for telehealth programs. The council feels that this information could be useful to networks seeking future support through state funding.

Action Pending: Gail will follow up with Industry Council to determine next steps.

SIG Co-Chair:

Sam Burgess has graciously accepted the position of SIG Co-Chair for the current year.

Other:

Call for presentations:

Jordana noted that conference planning is underway for the 2007 ATA Annual Meeting with the call for presentations underway. The deadline for submissions is September 15th. ATA would also like to solicit volunteers from the Exec Committee who could serve as peer reviewers for presentation submissions.

Student paper award:

Beginning this year, the ATA will be sponsoring a student paper award. A student is defined as a graduate student, medical student, resident, post doc or anyone in a fulltime training program. Applicants will be required to submit an abstract for presentation and will ultimately be the presenting author at the annual meeting.

Members Present: Denny Lordan, Gail Barker, Bill England, Sam Burgess, Joe Ternullo, Jordana Bernard, Jon Linkous, Nina Antoniotti, Donna Hammack