



## The ATA's Principles of Practice for Virtual Health Providers

In pursuing policies that allow for providers to provide safe, equitable, affordable and appropriate care, the ATA and ATA Action are guided by the ATA Policy Principles. To express the commitment of member organizations to deliver quality virtual healthcare and serve as valuable contributors to the public health, the ATA and ATA Action adopt the following Principles of Practice for Virtual Health Providers. These principles are expressed in broad statements to guide ethical decision making.

Members of the ATA and ATA Action take seriously their responsibility to comply with all existing federal and state legal requirements. Beyond meeting their legal obligations, members of the ATA and ATA Action strive to deliver virtual healthcare that is consistent with the highest ethical standards.

All services provided remotely should meet the clinical standard of care and adhere to practice standards determined by the profession, state regulatory boards, and state law.

Providers should be appropriately licensed, credentialed, or certified to deliver care and permitted to practice without impermissible influence on their clinical judgement.

Telehealth and virtual care platforms, systems, and devices should mitigate cybersecurity risk and provide for patient safety and confidentiality.

Advertising for virtual care services should be truthful and non-misleading and demonstrate a commitment to quality healthcare that meets the standard of care and compliance with all applicable state and federal laws.

As voluntary membership organizations, the ATA and ATA Action ask members to voluntarily comply with the Principles of Practice for Virtual Care Providers. Any comments or questions about the compliance of a member company received by the ATA or ATA Action will be directed to the member company.



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



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