



Telehealth & Client Engagement

STRENGTHENING OUR VITAL NETWORKS

As a presenter, I have no real or perceived relevant financial relationships to the content of this presentation.

Deborah Riddick JD RN

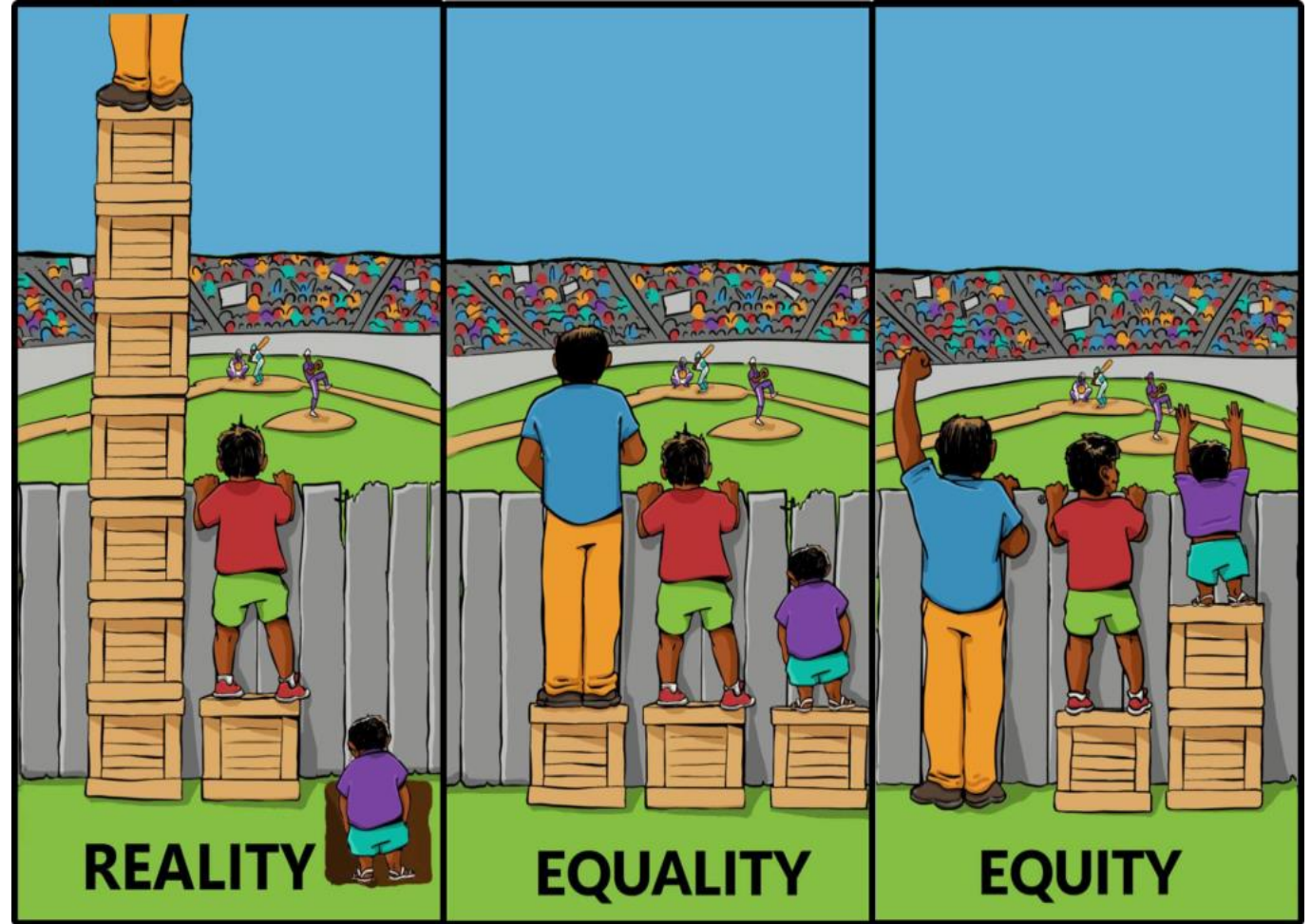
**Statement of
Vested Interest**

What is Health Equity as a Telehealth Practice?

- **Is it making sure telehealth addresses barriers in language, ability, proficiency, and connectivity?**
- **Is it accommodating cultural preferences or community values concerning telehealth?**
- **Is it creating policies and innovative programs that focus on telehealth equity?**
- **Is it designing telehealth systems that are as responsive to patient-needs as payor requirements?**
- **Is it making sure payment models support interstate telehealth?**
- **Is it best achieved in partnership with the communities we serve?**
- **Is it something more...Is it something less?**

Equity reconciles the tension between equality and reality

- Income
- Education
- Food & Nutrition
- Housing Quality & Stability
- Environmental Integrity
- Transportation
- Family & Social Networks
- Political Agency



Notable Telehealth Successes & Challenges

- **Clients/Patients**
 - **Providers & Support Staff**
 - Accessibility
 - Convenience
 - Cost
- **Clients/Patients**
 - **Providers & Support Staff**
 - Broad Band & Net Neutrality
 - Statutes, Regulations, & Portability
 - Reimbursement, Parity, & Incentives

All Roads Lead Back To Policies, Systems, & Practices

- State
- Regional
- County
- City/Town
- **Health Systems & Clinical Practices**
- **Providers & Support Staff**
- Education
- Research
- Payment Models
- Professional Boards & Associations
- **Internal Policies, Practices, & Priorities**
- **Care & Culture**

- ❖ **Have those affected been engaged to shape the identified goals?**
- ❖ **What values underlie the decision-making process?**
- ❖ **What are the assumptions taking place?**
- ❖ **Who is benefiting from the status quo; Who is being disadvantaged?**
- ❖ **What does the data reflect and how were the metrics developed?**
- ❖ **Who is/isn't at the decision-making table?**
- ❖ **Has a commitment to sustainability and resources been firmly established; by whom and for how long?**
- ❖ **Do programs, policies, and services reflect client values, culture, and preferences?**
- ❖ **What revisions are needed/what could be done differently?**
- ❖ **How & who will implement the identified remedies; is evaluation and revision built within an iterative cycle?**
- ❖ **Is there an ongoing community engagement strategy to promote trust and partnership?**

Using a Health Equity Lens



A Health Equity Lens is a means of assessing impacts, intentional or unintentional, on health. It's a purposeful evaluation of systems, structures, policies, practices, and resource allocation to identify historic and current disparities, to identify and resolve barriers to health.

KEY TAKE-AWAYS

- ❖ **Client engagement must be elevated as an inter-organizational priority.**
- ❖ **Integrating client engagement as a budget priority establishes its importance throughout your organization and community.**
- ❖ **Client engagement strengthens telehealth practice and fosters real-time learnings to advance a shared goal: Better outcomes and greater health equity.**
- ❖ **Using a health equity lens and thoughtful planning identifies barriers and redefines value-based care.**
- ❖ **Building equitable telehealth systems, practices, and policies are vital and should start within your sphere of influence.**
- ❖ **Relationship development takes time and is an irreplaceable output.**

Resources & Tools

- [What is Health Equity? A Definition and Discussion Guide – RWJF](#)
- [PENNSYLVANIA: 2020 Census](#)
- [2021 Disparities Report | AHR \(americashealthrankings.org\)](#)
- [Achieving Racial and Ethnic Equity in U.S. Health Care: A Scorecard of State Performance \(commonwealthfund.org\)](#)
- [Why achieving health equity is so hard in the telehealth age](#)
- [Health equity in telehealth | Telehealth.HHS.gov](#)
- [ACO REACH | CMS Innovation Center](#)
- [Telehealth and behavioral health | Telehealth.HHS.gov](#)
- [Behavioral Health Equity | SAMHSA](#)
- [Structural Urbanism Contributes To Poorer Health Outcomes For Rural America \(healthaffairs.org\)](#)





Deborah Riddick JD, RN

driddick@alternateframe.org

Alternate Frame

We are a multi-service consulting firm specializing in public policy, stakeholder engagement, and training. For more than 25 years, we have helped communities and organizations, nationwide, advance priority initiatives that strengthen partnerships and improve health equity.

Community isn't just a place; it's a value. We connect the people, organizations, and policies that support community health equity.

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