

# Telepsychiatry at Michigan State University

Jed Magen DO MS

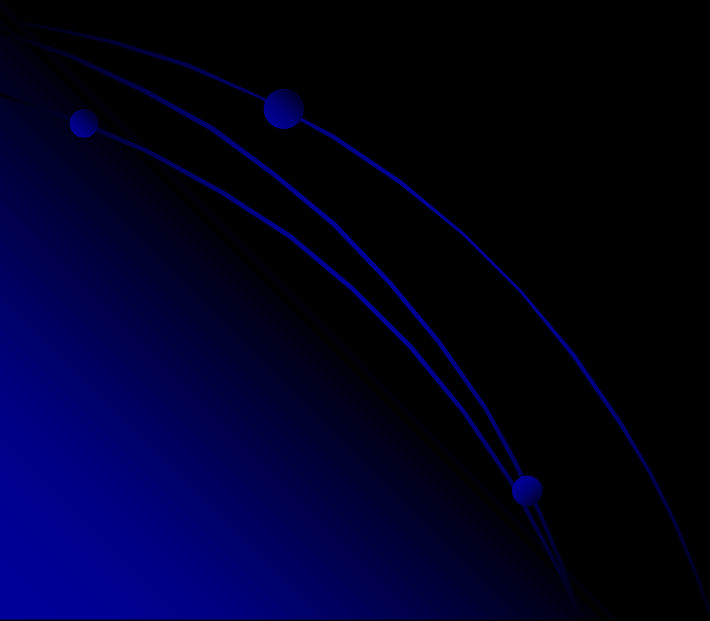
Associate Professor and Chair

Department of Psychiatry

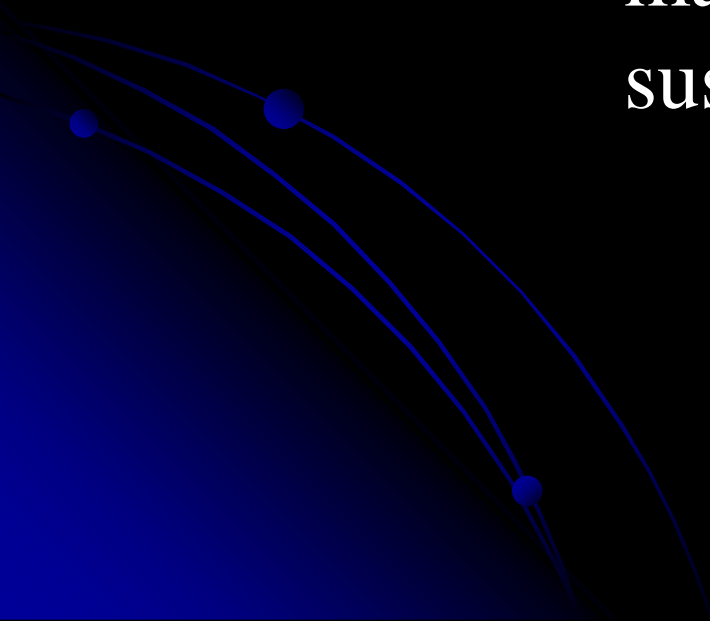


# Disclosures

NONE

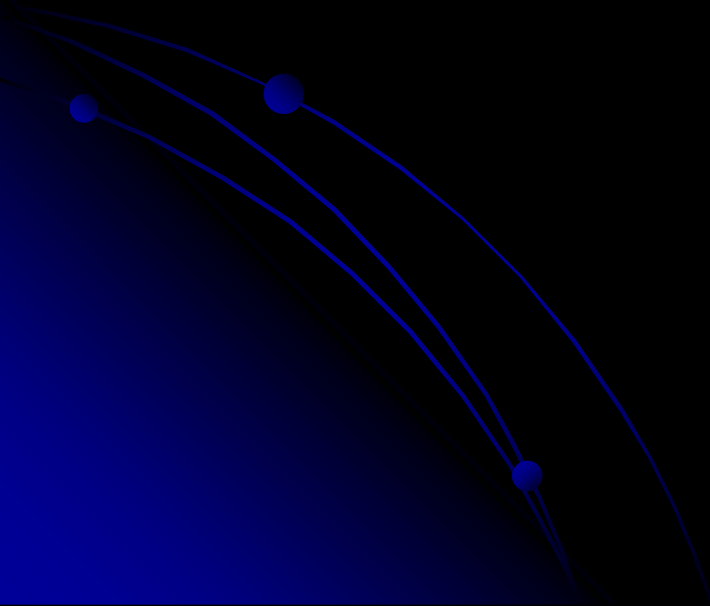


preconditions  
organization  
viable business plan  
marketing  
sustainability



Any sufficiently advanced technology is  
indistinguishable from magic.”

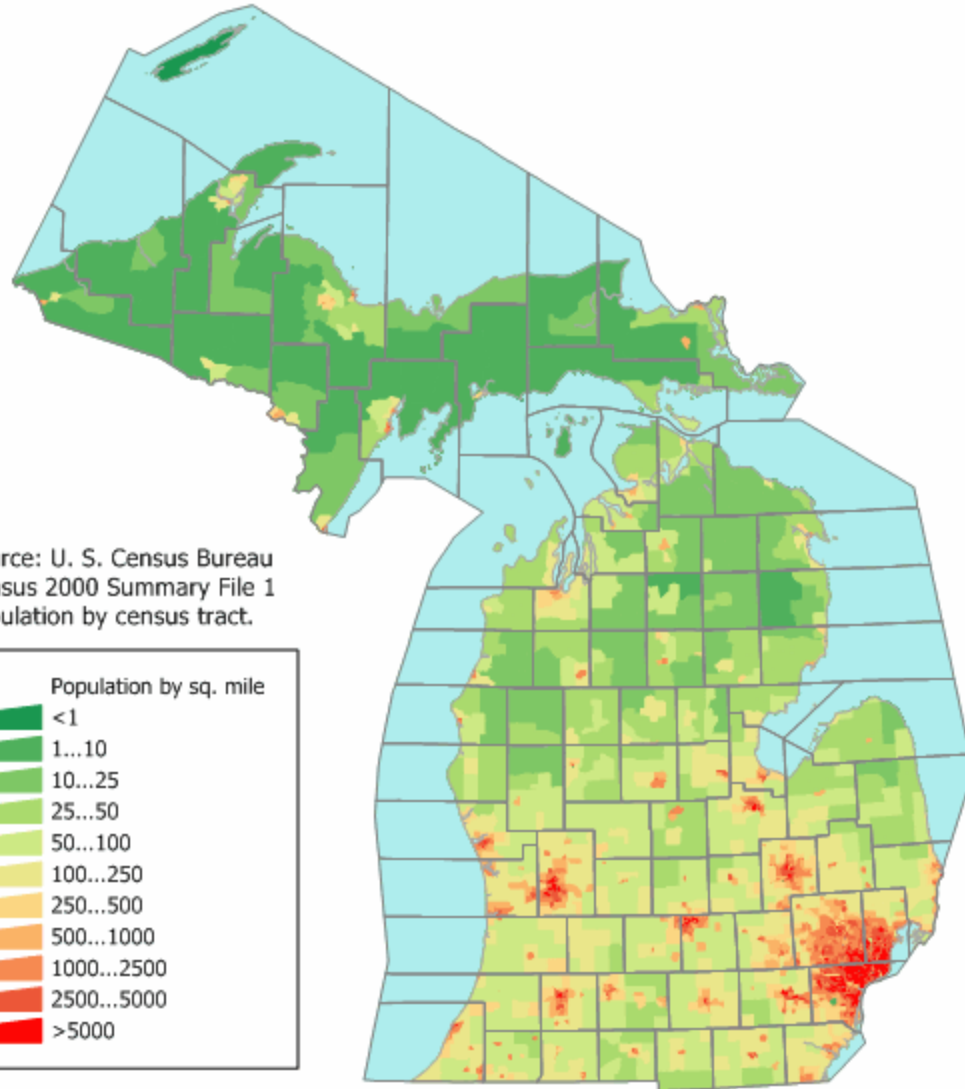
Arthur C Clarke



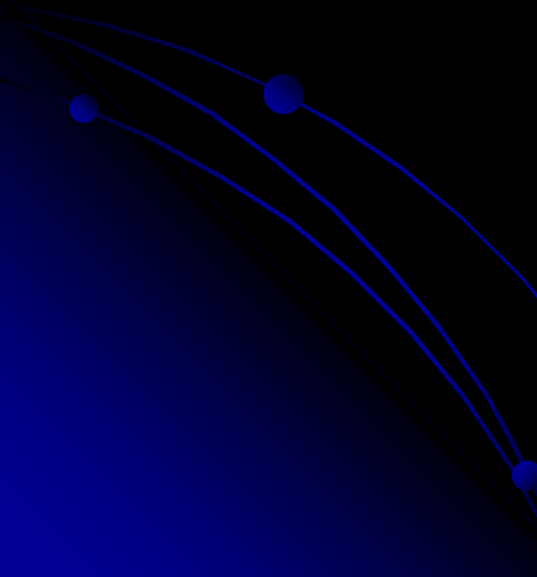
## Telepsychiatry:

“the use of electronic communication and information technologies to provide or support clinical psychiatric care at a distance”

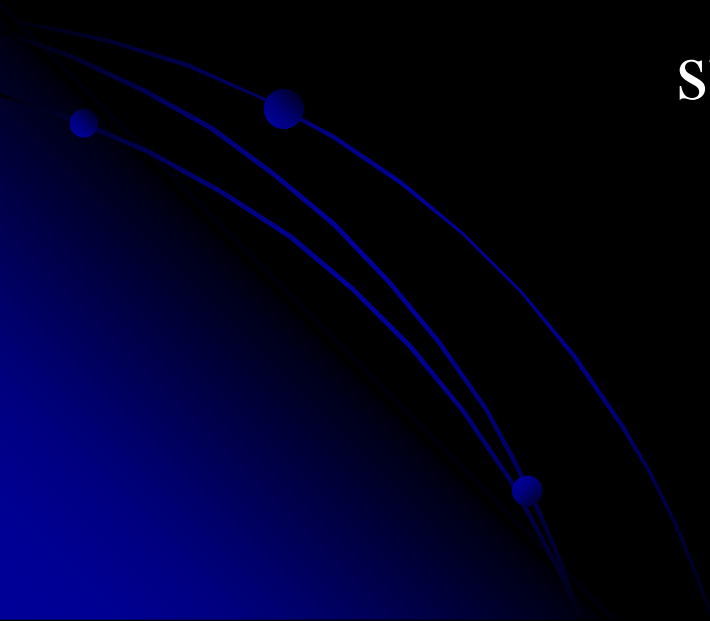
American Psychiatric Association, 1998



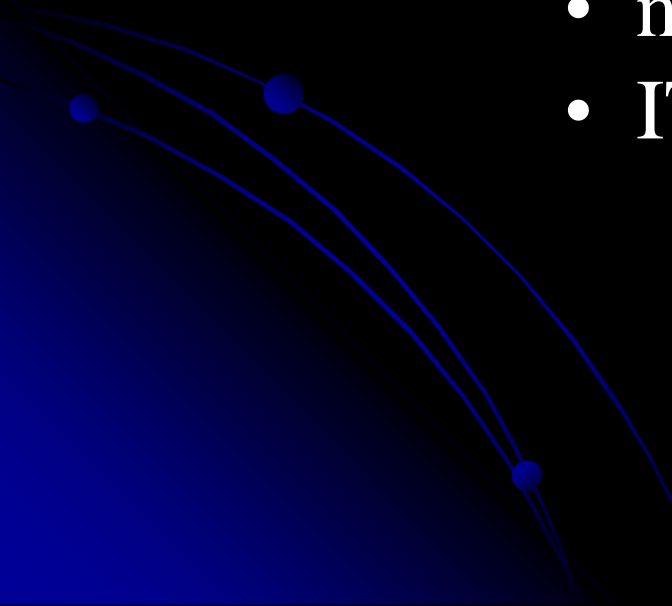
Source: U. S. Census Bureau  
Census 2000 Summary File 1  
population by census tract.



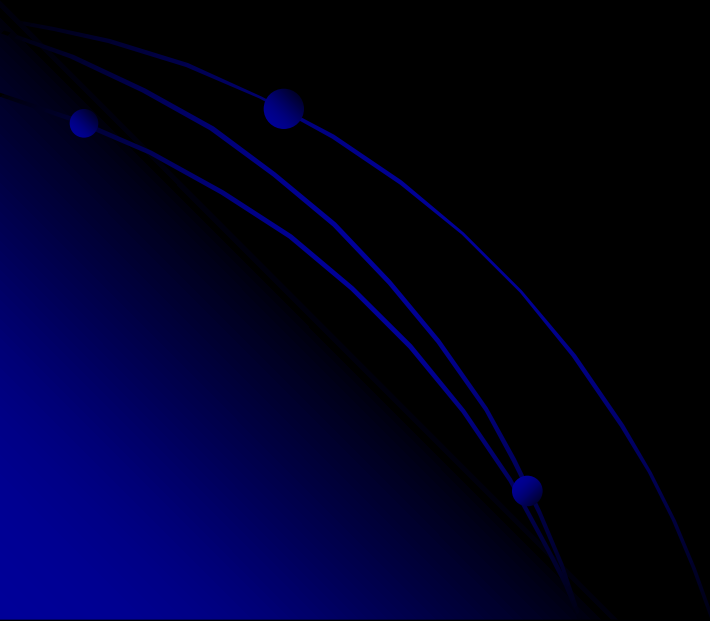
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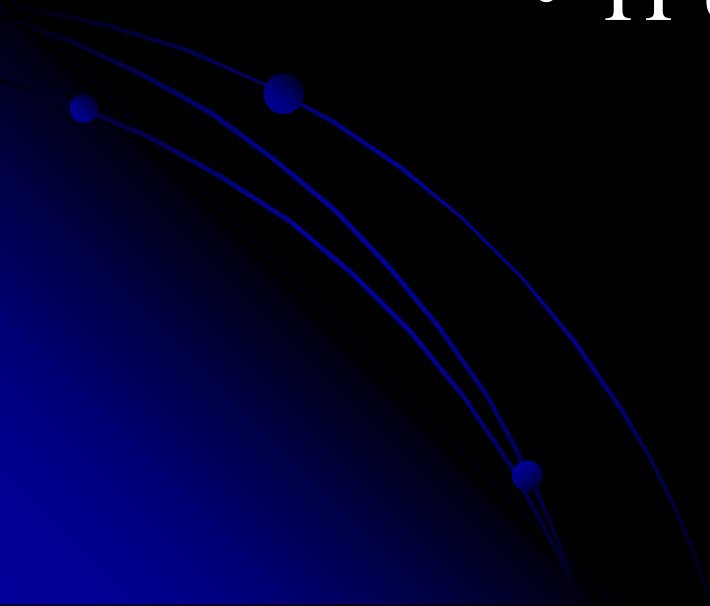
## preconditions

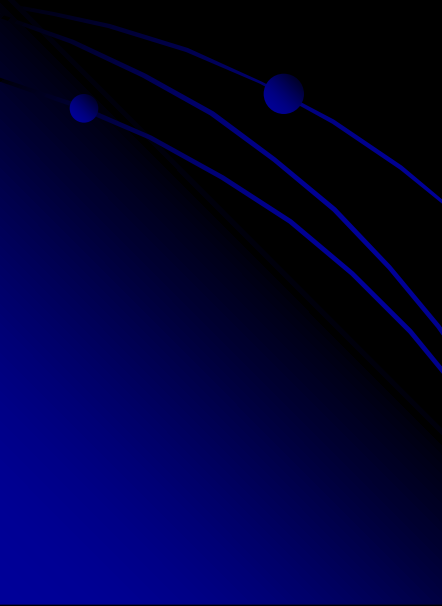
- equipment
  - connectivity
  - faculty time and interest
  - need (demand??)
  - IT capability
- 

I like paying taxes. With them I buy civilization.  
Oliver Wendell Holmes



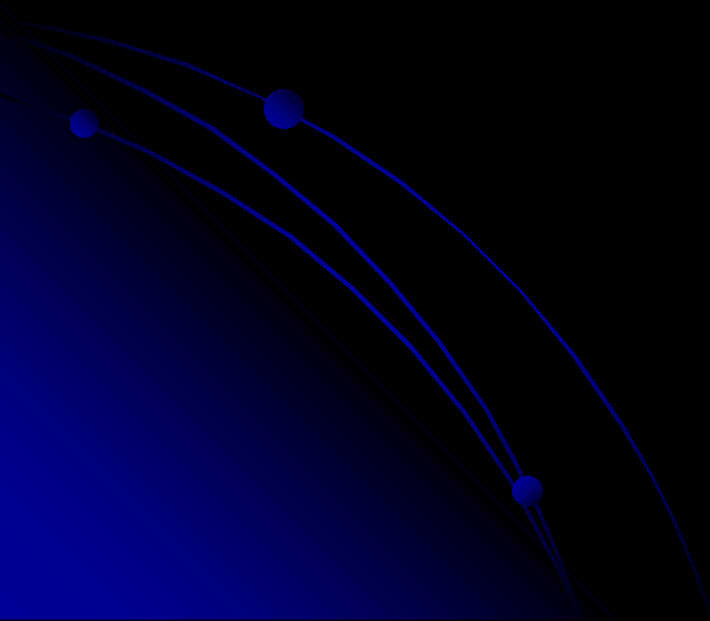
## equipment

- connectivity
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  - IT capability
- 





- video unit: \$,6000 and \$11,000
- fax
- computer



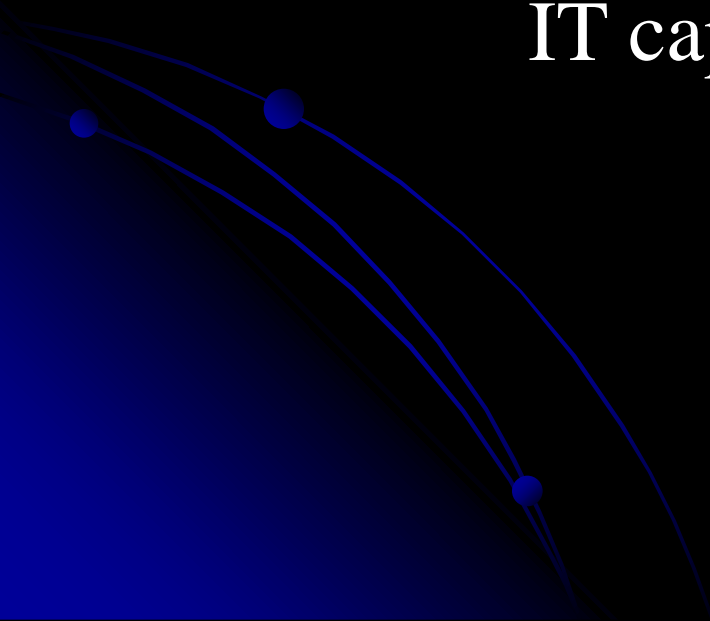
equipment

connectivity

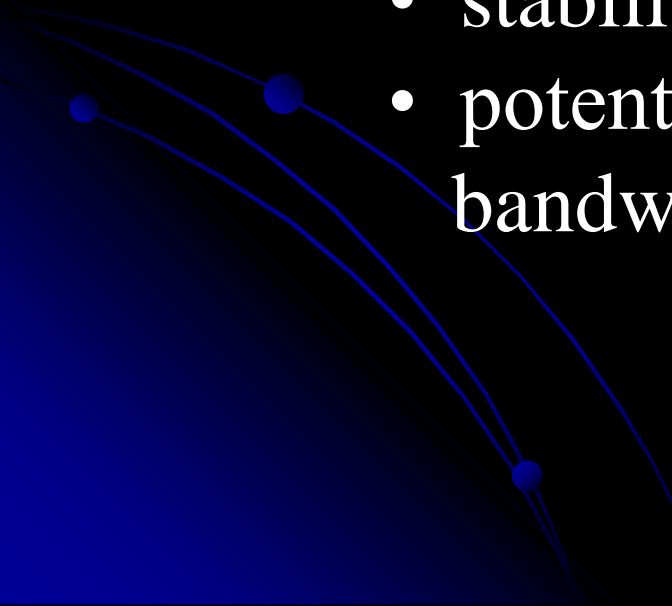
faculty time and interest

need (demand??)

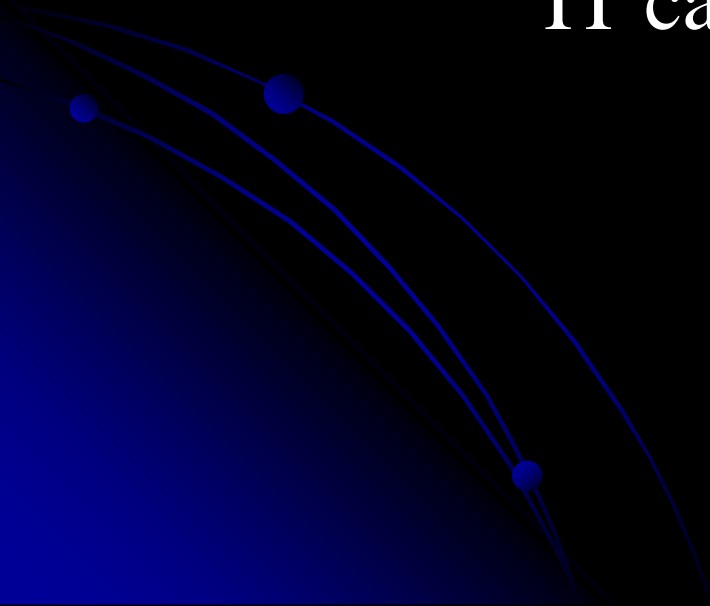
IT capability



## connectivity

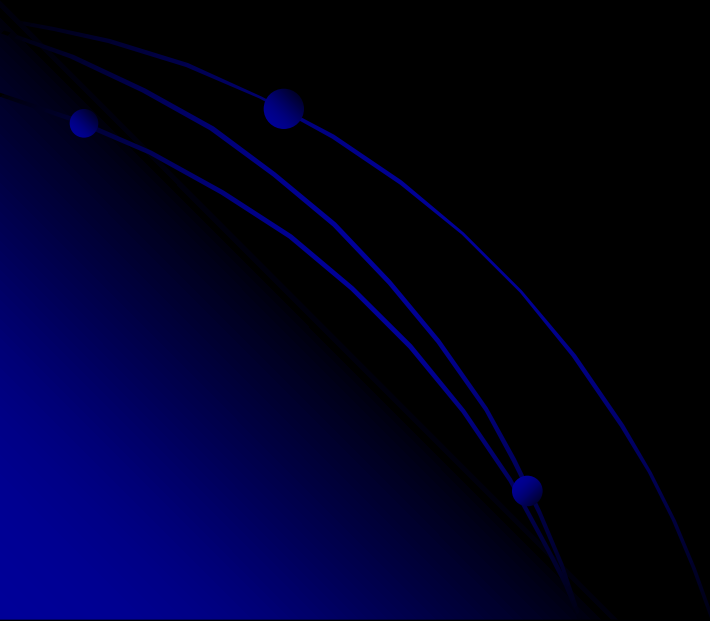
- internet protocol
  - about 2 MB needed for video
  - bandwidth issues?
  - stability
  - potential for “sheltering” bandwidth
- 

equipment  
connectivity  
faculty time and interest  
need (demand??)  
IT capability

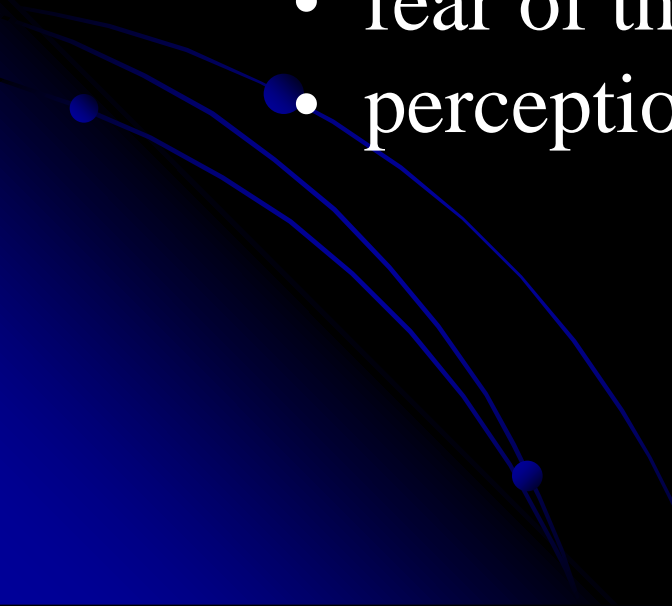


“I thought about surgery, then I met some surgeons”

quote from medical student  
focus group about specialty  
choice



## faculty time and interest

- extra clinical load
  - exchanging time for other clinical time
  - fear of the unknown
  - perceptions of quality
- 

“not our community”

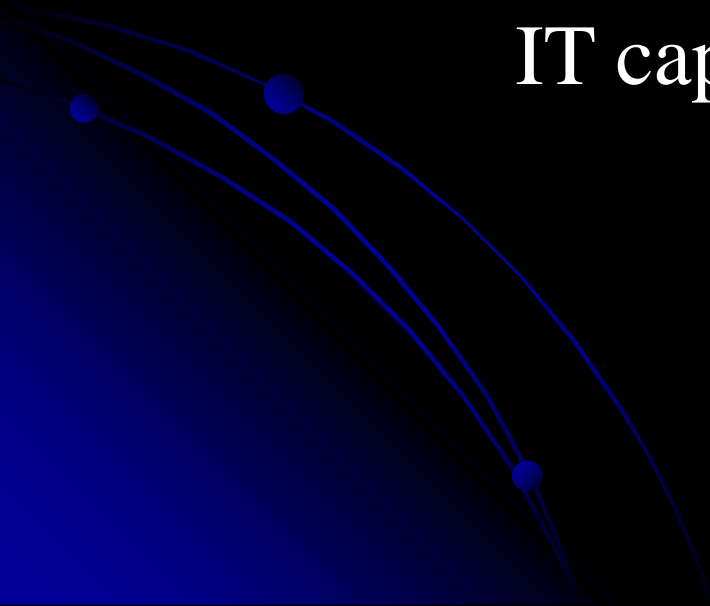
a faculty member

“when we can reach the entire state,  
the entire state is our community”

Magen

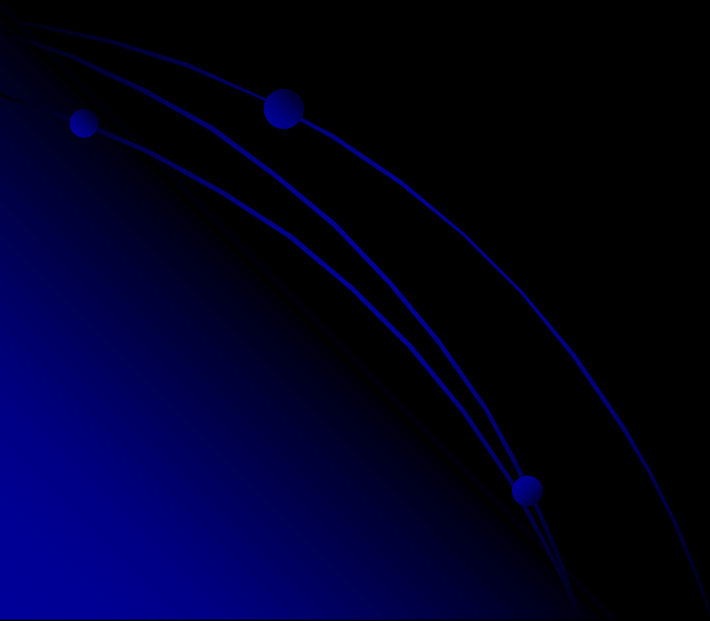


equipment  
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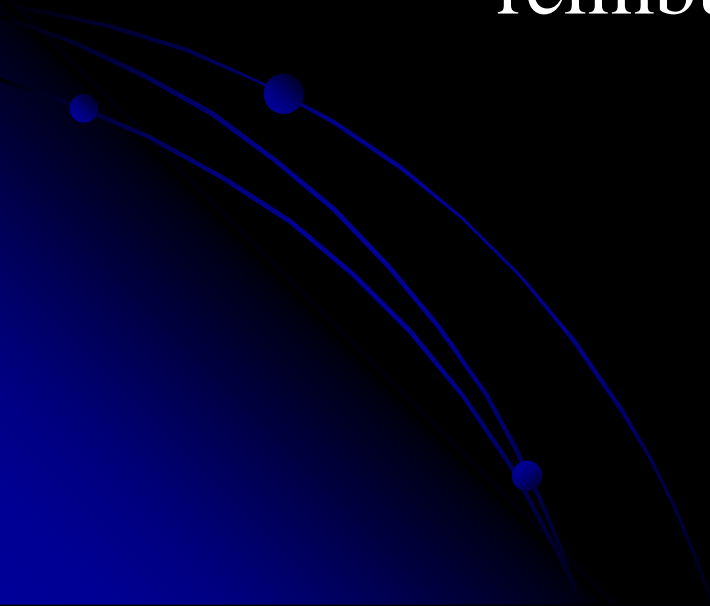
If everyone is thinking the same thing, someone's  
not thinking.

George S Patton

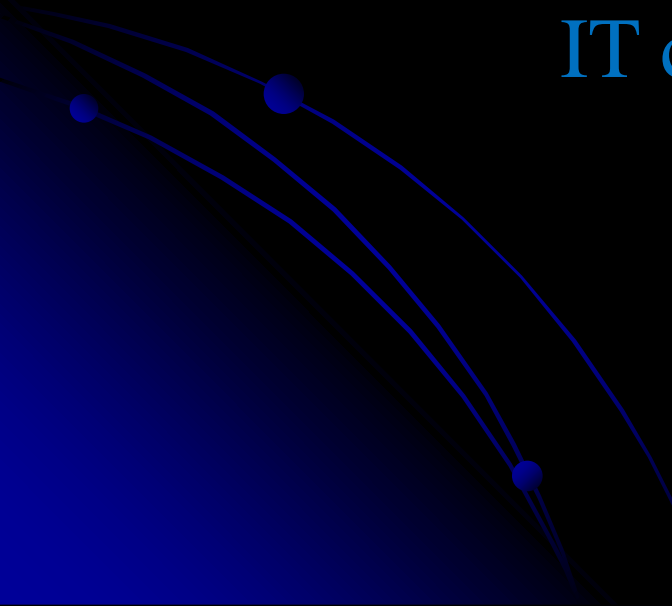


tremendous need, but no demand

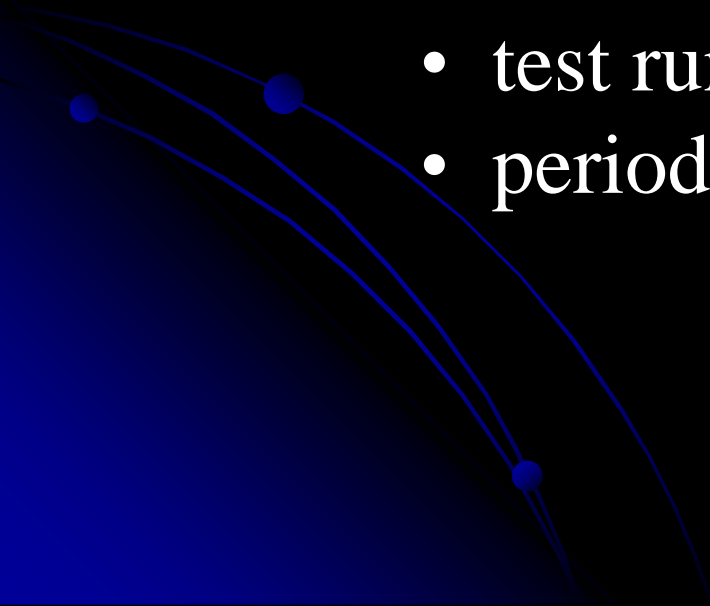
- foreign concept
- questions about quality
- reimbursement issues



equipment  
connectivity  
faculty time and interest  
need (demand??)  
IT capability

The bottom-left corner of the slide features a decorative graphic consisting of three curved, parallel lines in a light blue color. Three small, solid blue circles are placed at various points along these lines, creating a sense of motion or a path.

## IT capability

- sophistication
  - adequate workforce
  - vendor and equipment purchase
  - initial set up
  - test runs and troubleshooting
  - periodic problems (just in time)
- 

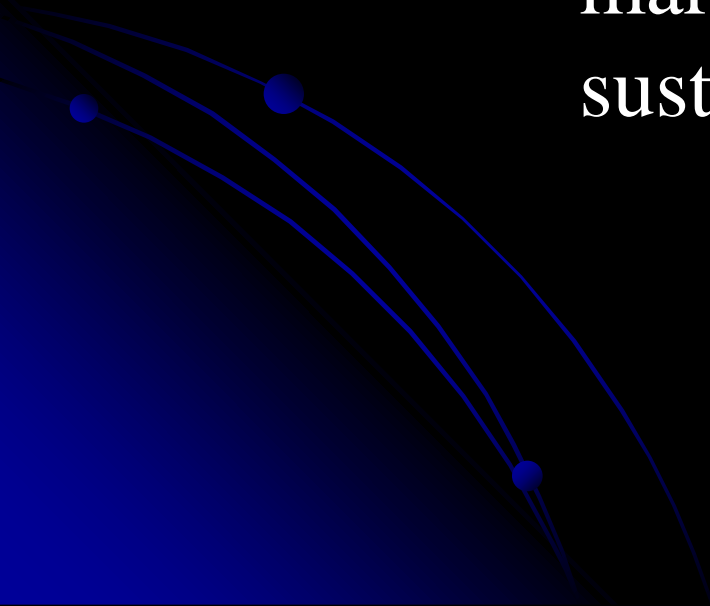
preconditions

**organization**

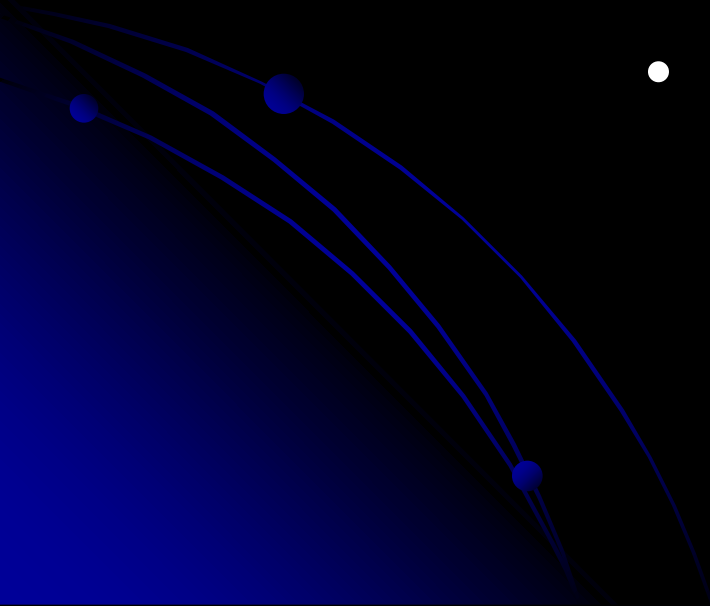
viable business plan

marketing

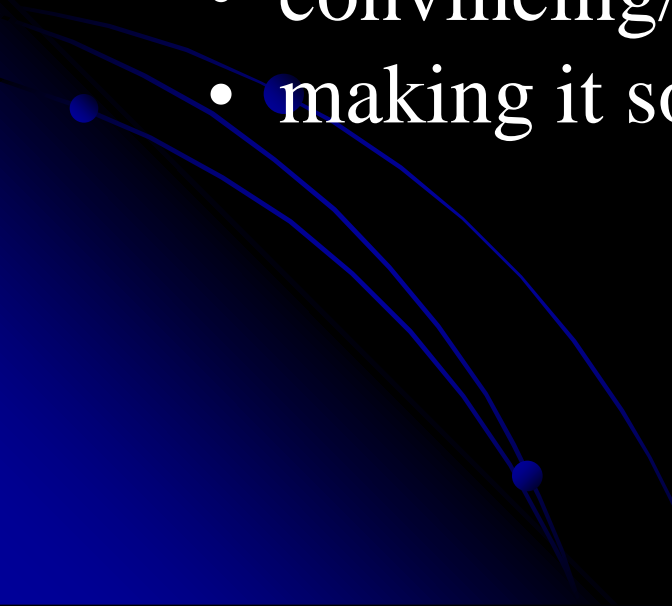
sustainability



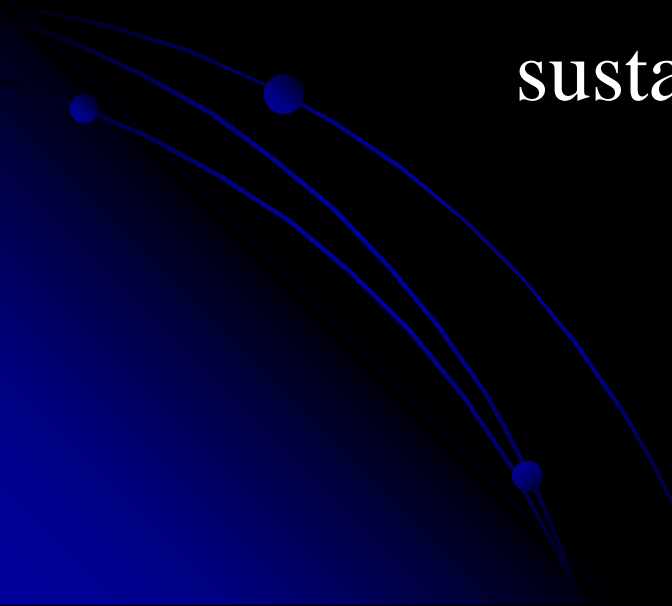
## organization

- leadership
  - new sites
  - staffing
  - scheduling
- 

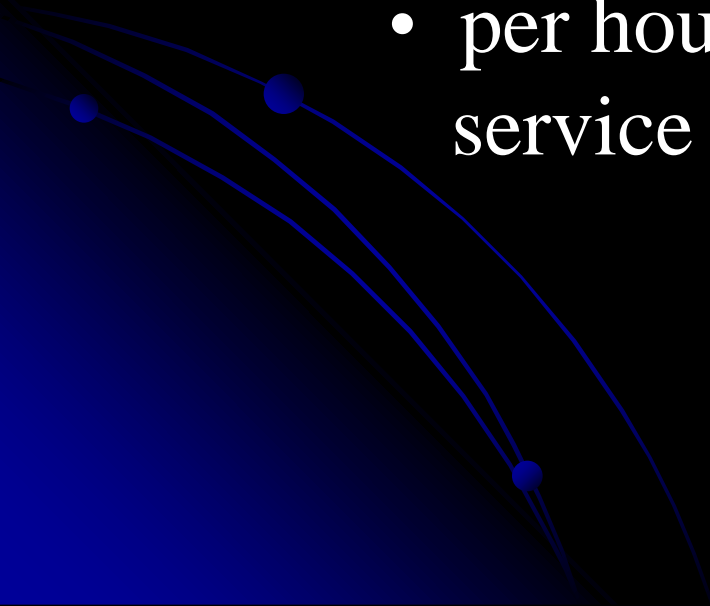
## leadership (someone needs to be in charge)

- institutional commitment
  - pounding away at obstacles
  - committing venture capital
  - convincing/compelling others
  - making it sound like a good idea
- 

preconditions  
organization  
**viable business plan**  
marketing  
sustainability

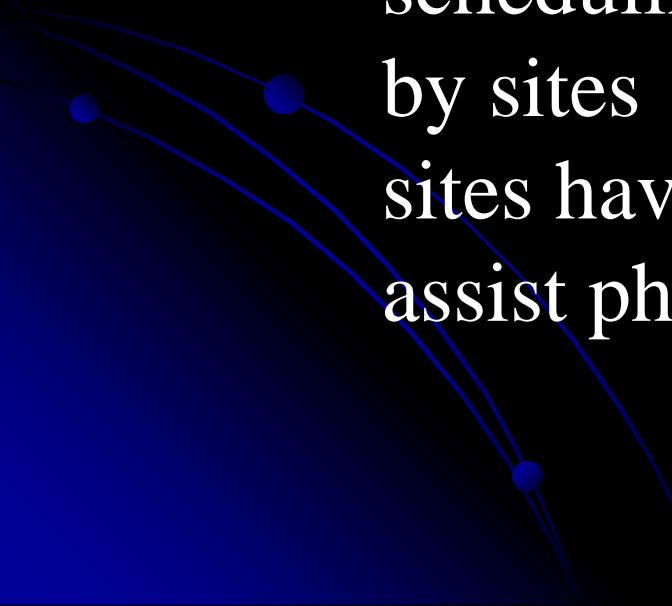


## business plan

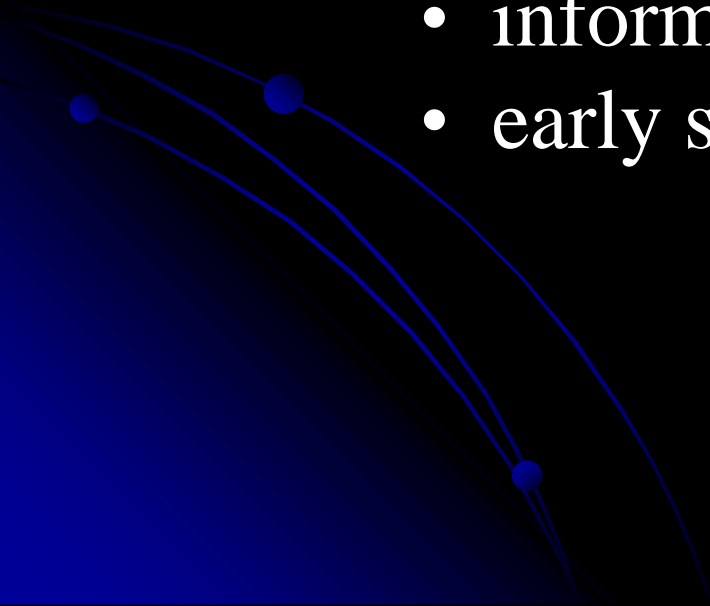
- fixed costs
  - start up costs
  - return on investment
  - per hour rate compared to fee for service
- 

## contracts

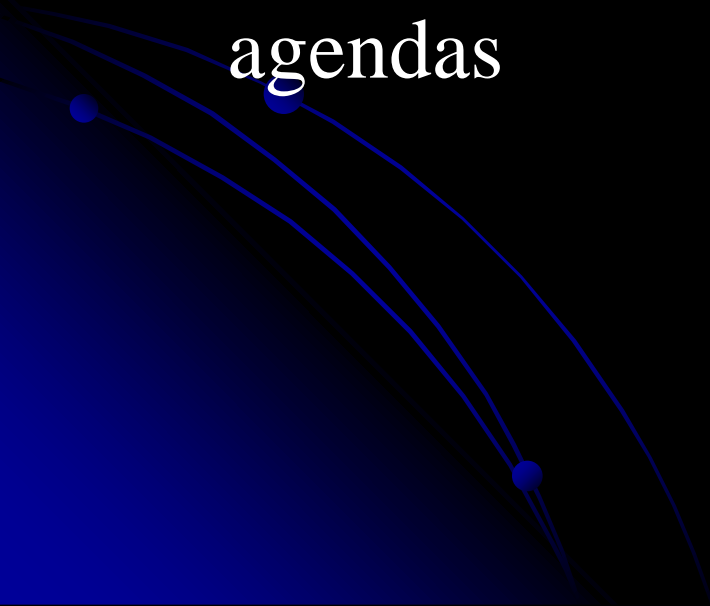
- guaranteed amounts of time
- payment whether patients fill time or not
- paperwork time paid
- charts kept at clinical site
- prescriptions mailed/faxed or use EMR at site

- lower overhead costs
    - no patient billing by department
    - few staffing costs
    - scheduling for each session done by sites
    - sites have staff move patients, assist physician
- 

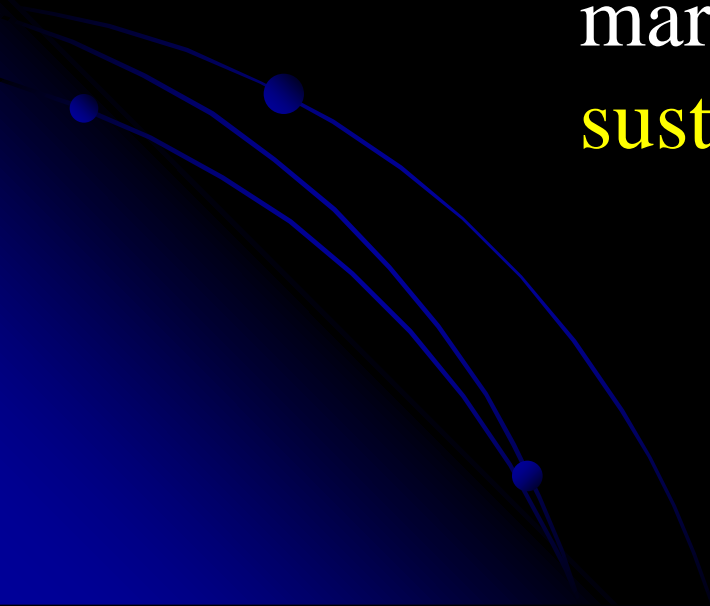
## marketing

- who is your target?
  - how do you get to them?
  - information
  - early successes (early adopters)
- 

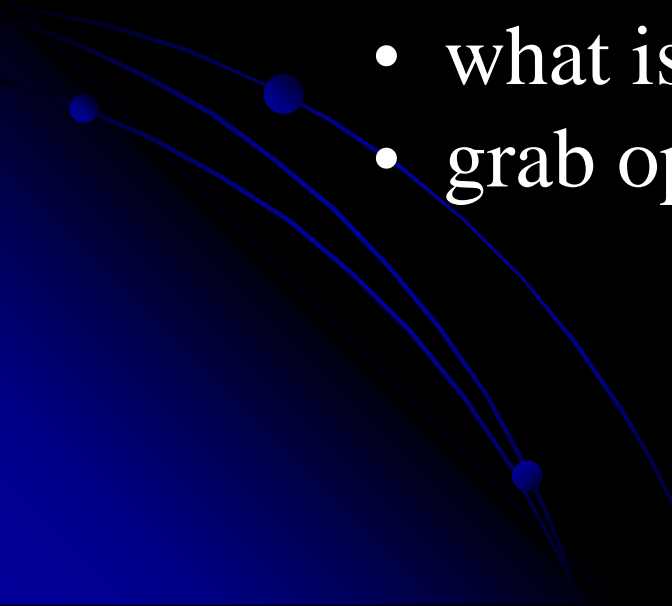
- get the early adopters to market for you
- presentations at conferences
- link with other groups with complementary agendas



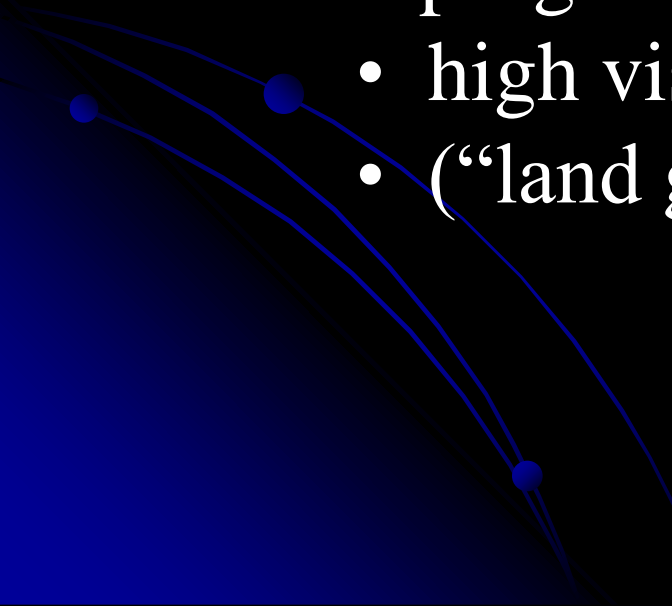
preconditions  
organization  
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## sustainability

- staff liaison with IT
  - renewing contracts
  - tracking costs/reimbursement
  - what is the rest of the world doing?
  - grab opportunities
- 

## additional benefits

- great PR
  - good marketing tool for residency programs
  - high visibility in college
  - (“land grant outreach”|)
- 

Stanley Fish, commenting on observations by  
Baldrige, Bennis, Fullan and Clark:

“What is required, in addition to resources,  
planning, flexibility and leadership, is luck; for  
given all the factors that militate against successful  
change—a scarcity of resources, frequent

- administrative turnover, a faculty so captive to its  
past that anything new can only be perceived as a  
threat,

leaders who can plan but not adapt, leaders who can adapt but in the absence of prior planning have no idea what they are adapting to or for-  
the accomplishment of real and healthy change is little short of a miracle. Let us pray”

Stanley Fish, Ph.D