

Emerging Healthcare Leaders Webinar Series

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Population Health through Telehealth: Industry Trends and Career Opportunities

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Hyeyoung Hah, PhD., Assistant Professor, Florida International University

Tala Mirzaei, PhD., Assistant Professor, Florida International University

The Webinar Will Begin at 11:00 am CT



Learning Objectives

- Recognize and understand key supporting roles (e.g., nurse practitioner) in providing telehealth to the wider public
- Define innovative solutions using telehealth to serve underserved populations
- Illustrate perceptions of various patient subpopulations about the use of telehealth services
- Identify various health IT roles and the workforce skills needed for both career success, and to support successful public health focused telehealth endeavors

Florida International University

Master of Science in Health Informatics and Analytics program

Cynthia LeRouge, Ph.D., serves as Professor and Program Director of the Master of Health Information Systems and Business Analytics at Florida International University. She has contributed to over 100 peer-reviewed publications has directly contributed to transformative health technology efforts for various health systems and government agencies. Dr. LeRouge served in leadership roles with the American Telemedicine Association Business and Finance SIG and with the Association of Information Systems -SIG Health. She served as the first scholar in residence for the Centers for Disease Control and Prevention (CDC) Public Health Informatics Fellowship program. Dr. LeRouge held various senior management roles in the accounting, software and healthcare sectors of industry prior to joining academe. Her work has been recognized with research, service, and teaching awards .



Dr. Cynthia LeRouge

Professor

Department of Information Systems and Business Analytics

Florida International University

Master of Science in Health Informatics and Analytics program

*Access to Healthcare at anytime and anywhere!
This is the potential of telehealth*

*What are the new opportunities and new
challenges?*



Dr. Tala Mirzaei

Assistant Professor

Department of Information Systems and Business Analytics



Dr. Tala Mirzaei

Assistant Professor | Florida International University

Dr. Mirzaei's research interests include health information technology and analytics. Her focus is on improving patient engagement through innovative interventions that enhance patient centered care. Dr. Mirzaei's teaching experience includes healthcare quality and outcomes courses in the Florida International University's Master of Science in Health Informatics and Analytics program.

- Faculty, Master of Science in Health Informatics and Analytics
- Ph.D., University of North Carolina at Greensboro

Key Takeaways

1

Age is not an impediment

In the age of COVID-19, the elderly have done more virtual care through messaging systems, telephone, and video than in-person visits with higher satisfaction

2

Telemental health is growing

There is a higher growth rate for telemedicine among patients with mental disorders

3

Patients expect more

People expect superior telehealth services in the post-pandemic phase since healthcare systems have passed the challenges experienced in the surge phases.

4

Rising demand and growing supply

Demand for telehealth is on the rise and more providers offer telehealth services such as remote patient monitoring, intelligent assistant and diagnosis and data analysis.

Florida International University

Master of Science in Health Informatics and Analytics program

Dr. Hyeyoung Hah is an active health information technology (HIT) researcher and teacher with emphasis on multi-stakeholders' attitudes and behaviors towards HITs. Her recent focus is on nurse practitioners' telehealth technology use at work and in education that help develop patient-centered telehealth education strategy in collaboration with School of Nursing.

Ph.D. Information Systems, Emory University
M.S. Consumer Behavior, Purdue University
B.S. Statistics, Dongguk University



Dr. Hyeyoung (Hannah) Hah

Assistant Professor

Department of Information Systems and Business Analytics



Education to Prepare for a Career in Telehealth:



Micro - credentials



Specialized Degree
(Nursing Informatics)



MS in Health
Informatics & Analytics



Certification



Joint Health Informatics
(e.g. MD / Health Informatics)



Careers where this education would be useful:



Clinical functions – direct and remote patient care and education



Public Health functions – public health monitoring and surveillance



Business/IT functions – data management, health analytics and visualization



Dr. Daniel Guerra

Associate Chief Medical Informatics Officer

Dr. Guerra leads both the clinical informatics and medication centers of excellence at ChenMed, a leader in value-based primary care for at-risk senior populations. He is committed to enhancing processes and technology that assists primary care physicians improve their performance and deliver positive health outcomes.

- Residency and Sleep Medicine Fellowship: University of Miami / Jackson Memorial Hospital
- MD, Ponce School of Medicine
- BA, University of Miami



Spencer Ash, MSHIA, MPS, CHFP, CSSBB, CSBI, CAHIMS

Principal, User Experience | Clinical Informatics Strategy

Spencer is the principal user experience designer and clinical informatics strategy lead at ChenMed where he leads the design and implementation of the organization's in-house EHR system (the only one build specifically for value-based care). His core focus is on solving mission critical problems in the health care space through the design of clinical technologies that lead to positive health outcomes for at-risk patient populations.

- MSHIA, Florida International University
- Grad. Medical Cert. Public Health and Epidemiology, University of Miami
- MPS, Oceans and Human Health focus, University of Miami

ChenMed

Value-Based Care Delivery in At-Risk Populations



Dr. Daniel Guerra

*Associate Chief Medical
Informatics Officer*



Spencer Ash

*Principal UX Designer
/ Informatics Strategy*



Industry Trends & Career Opportunities

1

Telehealth is going mainstream

Telehealth is transforming how care will be delivered in the future and organizations are starting to adapt their value propositions– RPM, Hospital at Home Programs, Virtual Prevention, etc. and is being supported by legislation (ex. CURES Act)

2

COVID was a catalyst, but we're just getting started

Early in the pandemic there was an "anything goes mentality." Now, it's time for organizations to look at stable, secure, and scalable infrastructure to fully enable the systematic adoption of telemedicine in American Healthcare.

3

Patient Experience will be Key

Patient demand for virtual-first primary and emergency care is growing, leading to a consumer mindset with high expectations. This presents many opportunities for informaticians who can integrate CX, UX, with consumer health informatics and clinical workflows to create seamless solutions focused on the patient in addition to the clinician.

Questions and Discussion