

# Quick Guide and Checklist for Launching a Telemedicine Program



Telemedicine is rapidly becoming a vital component of the healthcare industry. With the onset of the COVID-19 pandemic, healthcare providers scrambled to find an alternate solution for patients. This need quickly brought telehealth and telemedicine to the top of the industry's priority list.

Advancements in patient monitoring, smart (IoT) devices and a better, big data-backed understanding of patient needs allow providers to give care while minimizing many of the challenges and bottlenecks they faced previously. However, getting it right is a delicate process of understanding patient needs, carefully aligning objectives with choice of tools and platforms, and successfully getting the financial backing and stakeholder buy-in needed to make the project a success.

## ❑ Step 1. Establish your vision and strategy and set goals

You must know why you want to roll out a telemedicine solution before actually doing so. This will help you avoid the adoption of tools, technologies, or processes that may not benefit you.

### Questions to answer:

- What's the problem you are facing?
- Can a telemedicine program address this problem? Are any other options viable?
- What do you hope to achieve by rolling it out?
- What KPIs will you use to measure project success?
- What do you need (e.g. metrics, business model) for political and financial buy-in, and how do you obtain what you need?
- How long will the project take?
- What is the estimated cost?
- Can the initial project scale to broader applications and use cases?

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## ❑ Step 2. Assemble your team and identify key stakeholders.

Getting telemedicine right will require you to successfully bring together and streamline the collaboration of many different professionals, including doctors, nurses, patients, caregivers, insurers, device manufacturers, I.T. personnel, and other external vendors and partners. A designated implementation team, capable leadership, and stakeholder buy-in are critical to any program's success.

### Questions to answer:

- Who needs to be involved, at what steps, and in what capacity?
- How will decision-making be handled?

## ❑ Step 3. Understand rules and protocols.

You will need to be sure your program complies with laws and regulations. Make sure to ask the right parties, for example, legal counsel, to review your program and strategy.

### Questions to answer:

- Does your solution require HIPAA compliance?
- Are there any specific approvals, security implementations, or data storage requirements that you must meet?

## ❑ Step 4. Partner with the right technology provider.

The success of any telemedicine program will hinge in part on your ability to choose and then use the right technology based on your needs. Consider security, easy-of-use, ability to integrate with other software platforms, as well as cost when selecting a partner. [Tip: Look for a partner that can help with strategy, device provisioning, launch, and on-going system maintenance.](#)

### Questions to answer:

- What tools do we need?
- Does the solution integrate with our existing platforms, or will additional engineering be needed?

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## ❑ Step 5. Get marketing and training right.

Your telemedicine program can only work if people understand it, can see the benefits it can provide, and willingly participate in it. Your staff, patients, and their families must understand the program's benefits, what they need to do, and when.

### Questions to answer:

- Does everyone know what is expected of them and when?
- What do patients and users need to make the project work?

## ❑ Step 6. Solicit feedback and incrementally improve your program.

Ask for feedback on how the program is working and ways you can improve it. Based on user feedback, you can identify bottlenecks or other issues and tweak your program to address those shortcomings. **TIP: Ask multiple parties and stakeholders for feedback. A patients experience will be vastly different from a providers or your tech team.**

### Questions to answer:

- How are my patients engaging with the program and what issues do they have?
- Are providers having any trouble with the technology or feel it is missing a particular feature or function?

## ❑ Step 7. Measure performance and adjust goals and actions as needed.

Evaluate your goals against the program's KPIs to ensure you are hitting the targets you set for yourself. Make changes along the way to tools, strategies, staff or user training, and benchmarks as you gain a deeper understanding of how your implementation is working and what can be done.

Kajeet's team of healthcare IoT strategists are ready to assist you in launching your telehealth or telemedicine program. Our solutions include cost-effective data plans, a device and data management platform, and dedicated support for launch and management of the program.

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