Social Marketing of Telehealth

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Goals

• Introduce Telemedicine
• Touch on Social Marketing Challenges
Telemedicine/Telehealth/Ehealth

- “…the use of electronic information and telecommunications technologies to support long-distance clinical care, patient and professional health related education, public health and health administration.” (Office for the Advancement of Telehealth – OAT)
Bringing health into the home

POTS Systems

56-64 KBPS
Clinical care and education from the desktop

PC System

64 - 384 KBPS
High-end telemedicine

Room Systems

128 KBPS - Cable
Web, E-mail Reports

- Web and email reports
- PDF and image files
- Reports and data visualization

Example: EKG tracing and X-ray images

- Click on the EKG lead to ZOOM IN, click again to ZOOM OUT.
Remote Monitoring Devices
Telehealth Today

• Applications are all over the map…
• Can view from different perspectives
  – Specialty service
  – Delivery Model
Telemedicine: Specialty Services

- Oncology
- Neurology
- Cardiology
- Psychiatry
- Surgery (pre, post, monitoring)
- Radiology
- Ophthalmology
- Endocrinology
- Pediatrics
- Ob/Gyn
- ENT
- Dermatology
- Etc…
By Delivery System

1. Specific context/service
   • Hub-to-Spoke Specialty Services
   • Home Health Services/Hospice Services
   • School-based
   • Nursing Homes
   • Community Mental Health Facilities
By Delivery Systems

2. Integration within a health system
   – Military telemedicine
   – Veterans’ Hospitals
   – Socialized health care systems (e.g., Norway)
   – Managed care (e.g., Kaiser Permanente)
Social Marketing Challenges

• ...process of developing, distributing, and promoting products or services for the purpose of eliciting a behavior from members of a targeted population that it is in their -- or society’s -- best interests (Maibach et al., 2002)
Sample Challenges

• Who is consumer?
  – Providers
  – Consumers

• How deal with constraints?
  – Legal/Regulatory
  – Access to technology/telecommunications
Your issues...