



The Role of Champions in Telehealth Service Development

Dr Victoria Wade
Clinical Director, Adelaide Unicare
Telehealth Project
The University of Adelaide

Background

- Background: This work is part of my PhD on the Uptake and Sustainability of Telehealth Services.

So, when did you say you were going to finish your PhD?

Actually, I didn't mention an exact date



Methods

- Qualitative interview study of telehealth clinicians, managers and academics
- Telehealth services selected for maximum diversity
- Telehealth services must have been operating for at least 2 years



Results

- 37 different telehealth services included in the sample: majority real time video to rural areas
- 25 services initiated by champions
- 18 clinical champions, 5 management, 4 academic and 2 technical



Roles of Champions (1)

Enthusiastic promoter

- Motivation: one champion could sustain a small scale service on their own
- Driven by desire to improve health services
- Shepherd through transition from project to service



Roles of Champions (2)

Legitimation: promoting a set of beliefs about telehealth

- Telehealth is effective
- Telehealth is safe
- Telehealth is normal practice (protocols and standards)



Roles of Champions (3)

Relationship Building: champions bring clinicians together

- Creating referral pathways
- Building trust
- Feed demand to enhance sustainability
- Provide telehealth education and training



Loss of Champions

- Continuing implementation problems can lead to loss of champions

- OUCH !!!!!!!



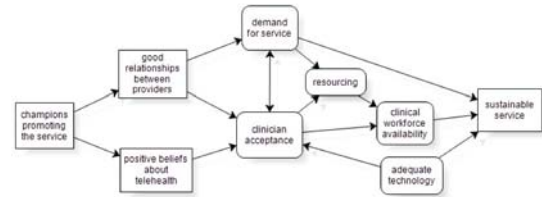
Can Champions be Problematic?

Yes

- Potential problem of champions not wanting to let go and allow the service to develop
- Ongoing reliance on champions is a vulnerability



Champions and Stages of Telehealth Service Development



In Summary

- Champions are important for initial uptake
- Champions operate by promoting clinician acceptance of telehealth
- Where telehealth remains optional, the role of champions continues to be important



Putting Research into Practice at www.e-unicare.com.au

ASK US A QUESTION

Unicare e-health

HOME ABOUT US EVIDENCE FOR TELEHEALTH TELEHEALTH EDUCATION FAQ AND RESOURCES BLOG

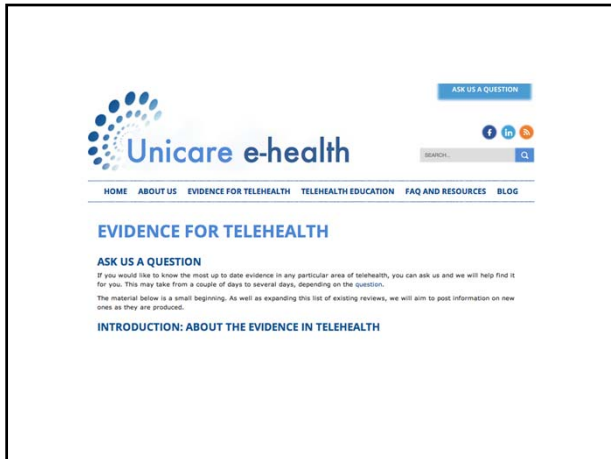
A Project Of Adelaide Unicare

Supporting Telehealth Services

→ What is telehealth?
→ Where can I learn more about telehealth?
→ Does telehealth improve patient care?
→ What is the Adelaide Unicare telehealth project?
→ What's the latest news?

ASK US A QUESTION

BLOG



The screenshot shows the Unicare e-health website. At the top left is the Unicare e-health logo, which consists of a circular pattern of blue dots of varying sizes. To the right of the logo is a navigation menu with links for HOME, ABOUT US, EVIDENCE FOR TELEHEALTH, TELEHEALTH EDUCATION, FAQ AND RESOURCES, and BLOG. Above the navigation menu is a search bar with a magnifying glass icon and a button labeled 'ASK US A QUESTION'. Below the navigation menu is the heading 'EVIDENCE FOR TELEHEALTH' in blue. Underneath this heading is the sub-heading 'ASK US A QUESTION' in bold. Below that is a paragraph of text: 'If you would like to know the most up to date evidence in any particular area of telehealth, you can ask us and we will help find it for you. This may take from a couple of days to several days, depending on the question. The material below is a small beginning. As well as expanding this list of existing reviews, we will aim to post information on new ones as they are produced.' At the bottom of the screenshot is the sub-heading 'INTRODUCTION: ABOUT THE EVIDENCE IN TELEHEALTH' in bold.

