



# Virtual Health Opportunities

Rural



Urban

Neighborhoods

Employers

This paper aligns with telehealth, remote patient monitoring, telemedicine, chronic care management, and virtual hospital.

Written by

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## Introduction: Virtual Health Opportunities

Virtual care innovation and implementation help transform healthcare delivery with numerous and far-reaching benefits. In years past, telehealth was considered “too new” or the technology was “not ready.” That has all changed; today it is ready to go.

This informal paper presents ideas for leveraging Video Conferencing (Web and Video Conferencing) to support people and organizations in order to deliver healthcare services to people in rural, suburban, and urban locations. Today, our society can deliver healthcare services to people in many different locations: at home, schools, colleges, neighborhoods, community centers, non-profit organizations, employment sites, nursing homes, hospitals, and clinics. We can reach underserved populations, improve healthcare equity, and reduce the cost of healthcare delivery.

All things are possible. It takes imagination, belief, desire, motivation to learn and grow, new comfort zones, application of the things that work, and resiliency. We all want to deliver quality care. We all want virtual care users to have a WOW experience.

I began using “real-time distance place” software in the 1990s. During this early period, my virtual healthcare ideas were not accepted because they were too new or the technology was not ready. As I progressed with consulting, coaching, workshops, writing books, and completing distance/blended projects, I had the good fortune of providing these “virtual services” to AT&T, Nokia, IBM Software Group, small businesses, and consultants and training professionals.

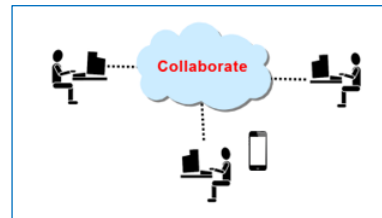
As a heart patient, I have had a successful recovery after being in UCU for 13 days. Telehealth and remote patient monitoring played an important role to me and my wife. With encouragement from our care team, my wife and I wrote a book about our experience. I invite you to learn more about our journey by using these links: [www.myheartishealing.com](http://www.myheartishealing.com) [Interview](#) It’s a “**Groundbreaking New Book**” (Heart Failure Society of America’s “News Weekly,” Jan. 6-12, 2024).

This paper is an update of previous documents I wrote. If I can assist you in any way, please contact me.

Henry E. Liebling  
Consultant, Trainer, Coach, and Writer

## Using Different Meeting Setups

**A**



Telehealth Professional(s) and Patient or Caregiver

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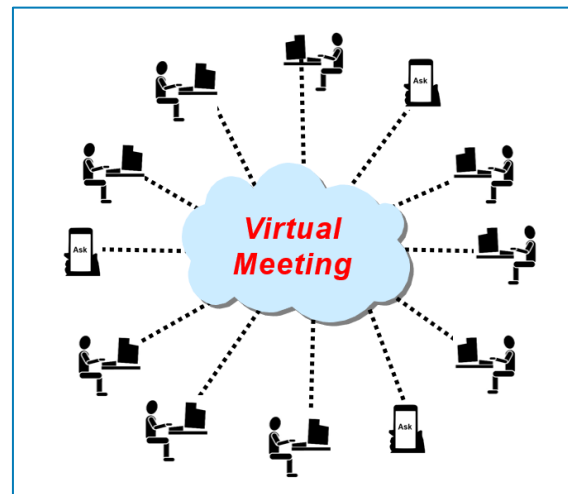


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### Opportunities

- Within a telehealth company and its employees and partners, for training.
- Multi-sector and Collective Impact solutions.
- Employees of hospitals, hospital systems, and medical offices.
- Telehealth Strategic Planning and Rollout discussions.
- Between medical practice offices.
- Between nursing homes.
- Among doctors, nurses, IT, and digital transformation consultants.

**B**




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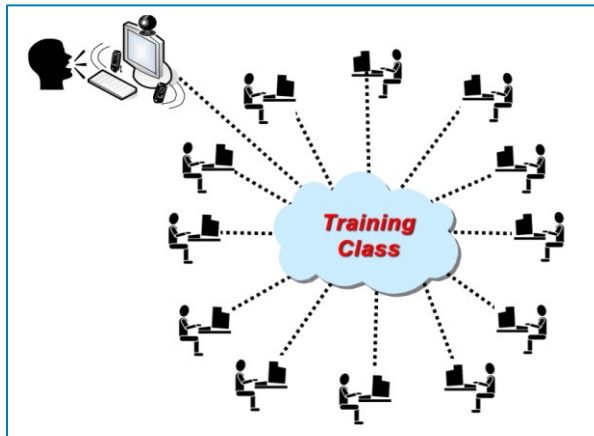
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## Using Different Meeting Setups, continued

C



Consider two SME's or  
 a SME and a virtual  
 meeting producer.

### Subject Matter Expert (SME)

- Dieticians teach a class to heart patients about sodium.
- Diabetes nurses and doctors teach a class to patients and caregivers who have been discharged from the hospital and are at home. (Or to college students or company employees.)
- A Remote Patient Monitoring company teaches a class to patients and caregivers.
- A telehealth company:
  - Leads a marketing seminar about their prevention service.
  - Facilitates a class where participants work on group activities and ask questions.
  - Collaborates with a customer and their staff to discuss business process improvements.
  - Teaches a class to a nonprofit organization's chapters in different cities.
- Patients in different hospital rooms participate in a virtual care program.

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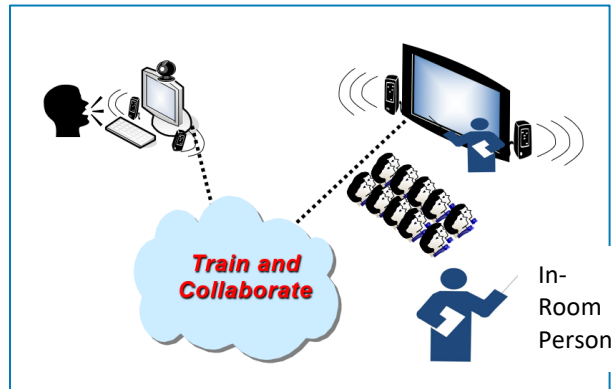
## Using Different Meeting Setups, continued

**D**

**Classes and Programs in nonprofits,  
 libraries, schools, banks, companies,  
 government offices, community centers,  
 religious centers, and so forth.**

**Topics**

- Health Education
- Senior Health and Wellness
- Heart
- Nutrition, Sodium
- How To Read Nutrition Facts Labels
- High Blood Pressure (Hypertension)
- Mental Health
- Positive Thinking and Resiliency
- Taking your Meds (on time)
- Advocacy for Yourself and Others
- Mental Health for Caregivers
- Diabetes
- Gratefulness
- Prevent Falling (Canes and Walkers)
- Cancer
- Preparing Healthy Meals
- Looking Out For Each Other, Building your Support Network
- Transportation
- Shopping for Food
- Telephone Scams, Internet Security
- Relaxation Techniques



**Subject Matter Expert (SME) with In-Room  
 Coordinator, Facilitator or Teacher**

- A Remote Patient Monitoring company teaches a class to patients and caregivers.
- A telehealth company teaches a class to hospital employees about their prevention service.
- A Chronic Care Management or Virtual Hospital expert gives a presentation with breakout rooms and Q&A.
- Health classes are conducted for non-profits, community centers, and government offices.

**Glitch-free and High-quality.  
 Be successful with this setup!**

Contact me.

## Using Different Meeting Setups, continued

### E

Henry was a Table Facilitator in Columbia, South Carolina for this program.

- 3,500 people connected across 57 sites via satellite and Internet. Participants used touchpads for voting. Participants were a diverse and representative group.
- Goals included: engage each other, discuss the issues, no one person dominates the discussion, and people leave the town hall meeting feeling they were listened to. Participants were given materials during the meeting and they also had a pre-meeting assignment. Recommendations went to government officials.
- The program was sponsored by AmericaSpeaks. The Lead Facilitators were Carolyn Lukensmeyer and Greg Hodge. Program: *"Our Budget, Our Economy"* (June 26, 2010). Table Facilitators completed a training program.

Pictures from YouTube: [https://www.youtube.com/watch?v=DfOqh\\_yKPR0](https://www.youtube.com/watch?v=DfOqh_yKPR0) and <https://www.youtube.com/watch?v=sODpGx8lo-o>

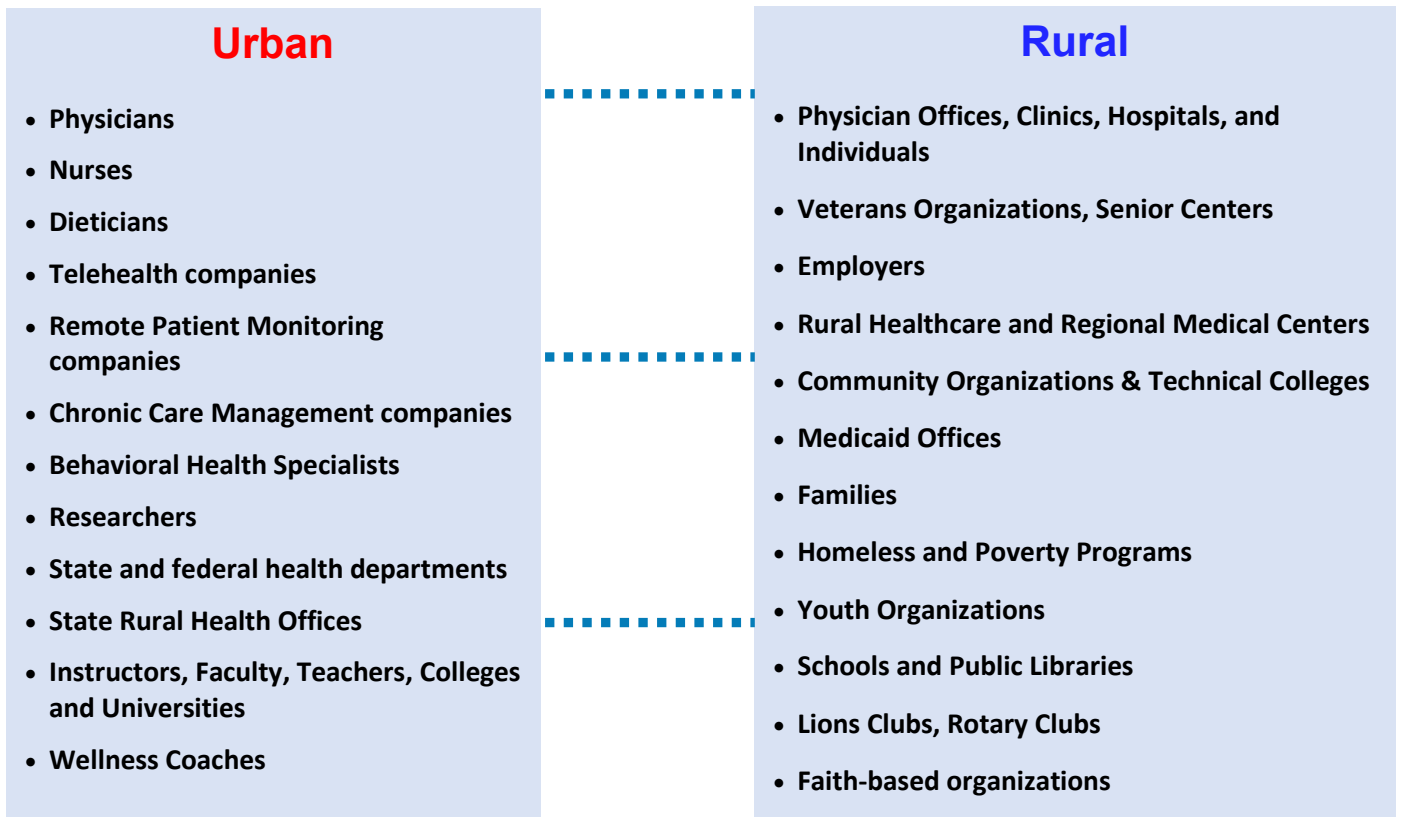




## Connect ... **Urban** ... with ... **Rural**

**LEFT-column (Urban)** represents people and organizations that are in urban and suburban areas.

**RIGHT-column (Rural)** represents people and organizations in rural areas.




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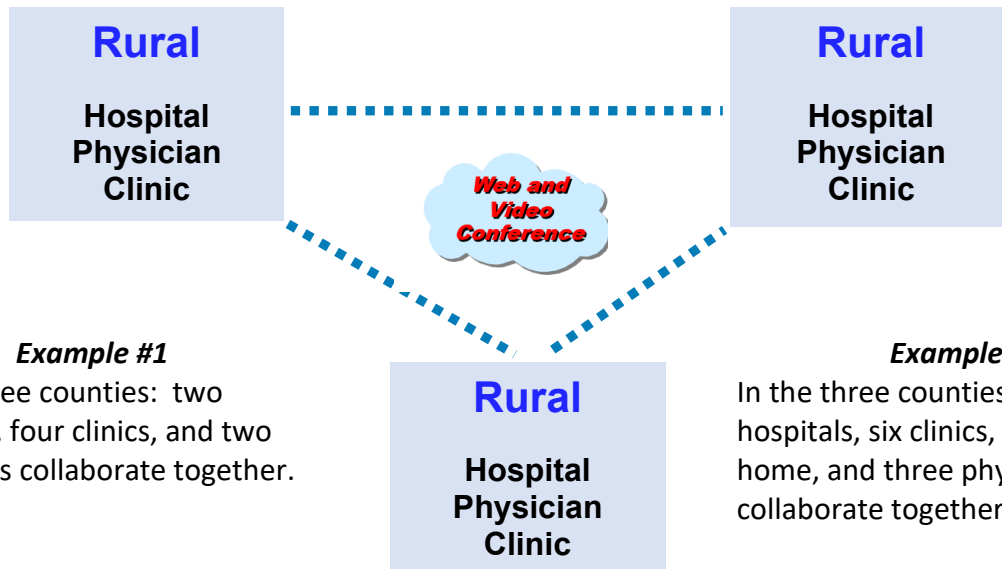
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## Healthcare ... Rural ... with ... Rural

### 3 Counties



#### **Example #1**

In the three counties: two hospitals, four clinics, and two physicians collaborate together.

#### **Example #2**

In the three counties: three hospitals, six clinics, one nursing home, and three physicians collaborate together.

#### **Example #3**

Telehealth company connects with their clients in three counties at the same time.

## Three Styles of Web and Video Conferencing

Web and Video Conferencing software and tools (today, shortened to video conferencing) are often underused, causing virtual meetings and learning to not be quite as effective as they could be.

I think about three styles, each one having a different style. During a virtual event, and depending on what you want to accomplish, you might use all three styles together. No doubt, these styles overlap with each other.



### Webinar

You present information and interact with chat and Q&A. Often, it is “light” interaction. You might use break-out rooms.

### Training and Education

- What are the learning objectives?
- Are you transferring knowledge or building skills, or both? Will you be using a blended learning approach? Is there pre-work or a follow-up activity?

After the learning:

- What processes will be used to help drive application of what they learned?
- What will reinforce new behaviors?
- What will drive performance?

### Collaborative and Interactive

As you know, you can accomplish many things to drive meaningful interaction, such as: engage and involve people to set goals, brainstorm, define a problem, and outline the tasks for a proposed plan. You can co-create a presentation and make changes to something everyone sees on their screen, and much more.

- Annotate (mark-up) a screen, use active listening skills, use videocams, record a meeting, and collaborate in virtual breakout rooms, and more.
- Co-facilitate meetings and team teach.
- Show pre-recorded MP4 videos, conduct surveys, debrief a survey, and be as creative as you can so that you effectively involve and engage the participants.



## Purposeful Design

Give thought to the design of virtual meetings and virtual classroom teaching and learning. Be creative and purposeful when considering your objectives, your participants, and the different ways in which people can communicate and collaborate with each other. You can have great meetings. Start with a mental picture of what “great” means and understand what “great” means for others.

### Consider these questions when planning your virtual event:

- What are the objectives?
  - Brainstorming? Informing? Round Robin discussion? Making a group decision? Meeting new people? Getting agreement? Small group discussions? Clarifying a problem or project plan?
- What preparation is needed by the teachers, instructors, and facilitators?
- What “participant experience” do you want people to have? Engagement? Mostly listen?
- What meeting tools will you use? What meeting tools do you need to practice before the meeting?
- Would it be helpful to have two facilitators? Will you be using SME’s (subject matter experts)?
- What engagement skills do teachers have for the virtual environment?
- Will people be using webcams? Will they be using a smartphone?
- What experience do people have with Web and Video Conferencing?
- A pre-meeting activity?
- Follow-up?



## Enhance Your Skills



### Overview of eBook (Amazon Kindle) (2020)

Gives you a vision of **WHAT you can do** and **HOW you can do it** with Web and Video Conferencing software and technology, for virtual meetings and virtual classroom teaching and learning.

Provides a short refresher course on **soft skills**, such as **communications and active listening**.

There are **more than 100 skills to practice**. Most of the skill practices take just a few minutes.

By practicing these skills, you will gain comfort and confidence. You will be able to apply your software technology knowledge and soft skills to your online virtual meetings.

Kindle link: click [here](#)

Click [here](#) for an explainer document that give you tips for personal and community practicing with buddies.

***“What you practice, you get good at.”***

anonymous

***“With repetition, you develop new habits and a new comfort zone.”***

Founder, The Pacific Institute Community (an affiliate company of The Pacific Institute)



## Additional Resources

### Telemedicine Telehealth Report (50 pages)

Please request: [hliebling@morevirtual.com](mailto:hliebling@morevirtual.com)

*How To Achieve Virtual Meeting Effectiveness: Skills Training For Online Virtual Effectiveness.* Click [here](#)

### 2021 – Great Practices Podcast: The PMO Leader

“Keeping Your Virtual Meetings Real with Henry Liebling”

<https://www.thepmoleader.com/the-pmo-leader-podcast> Speaker (Episode E05)

[www.lessdriving.org](http://www.lessdriving.org)

(my web site)





## Virtual Health Opportunities: Discussion Questions

**Make a list of ideas on how to leverage Video Conferencing to accomplish your virtual health goals?**

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**Do you see value in better leveraging Video Conferencing?**

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## Transformation

### **Napoleon Hill**

*First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The Beginning, as you will observe, is in your imagination. (BrainyQuote)*

### **Wayne Dyer**

*Transformation literally means going beyond your form. (BrainyQuote)*

### **Maya Angelou**

*We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty. (AZQuotes)*