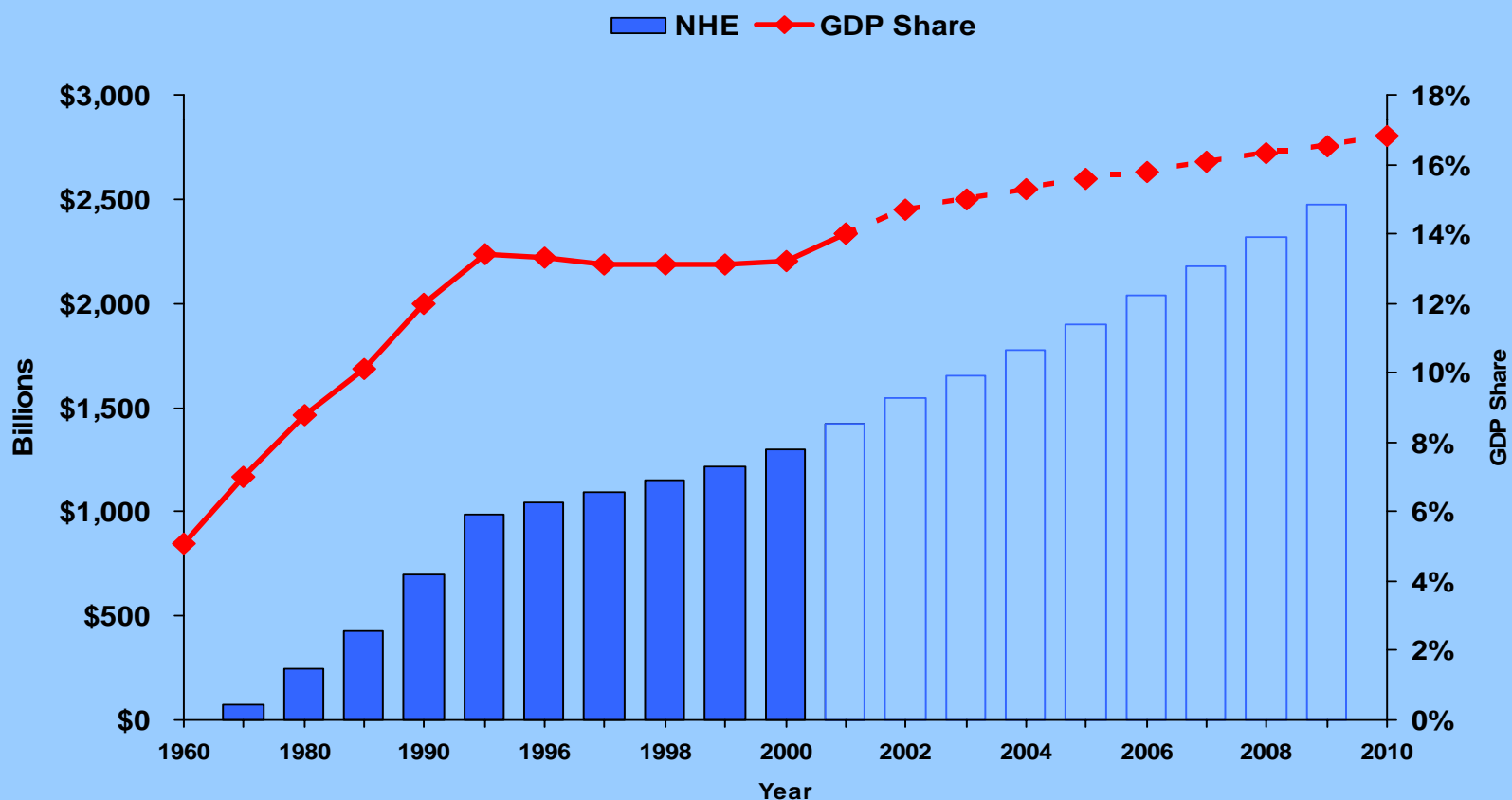


Healthcare is in crisis



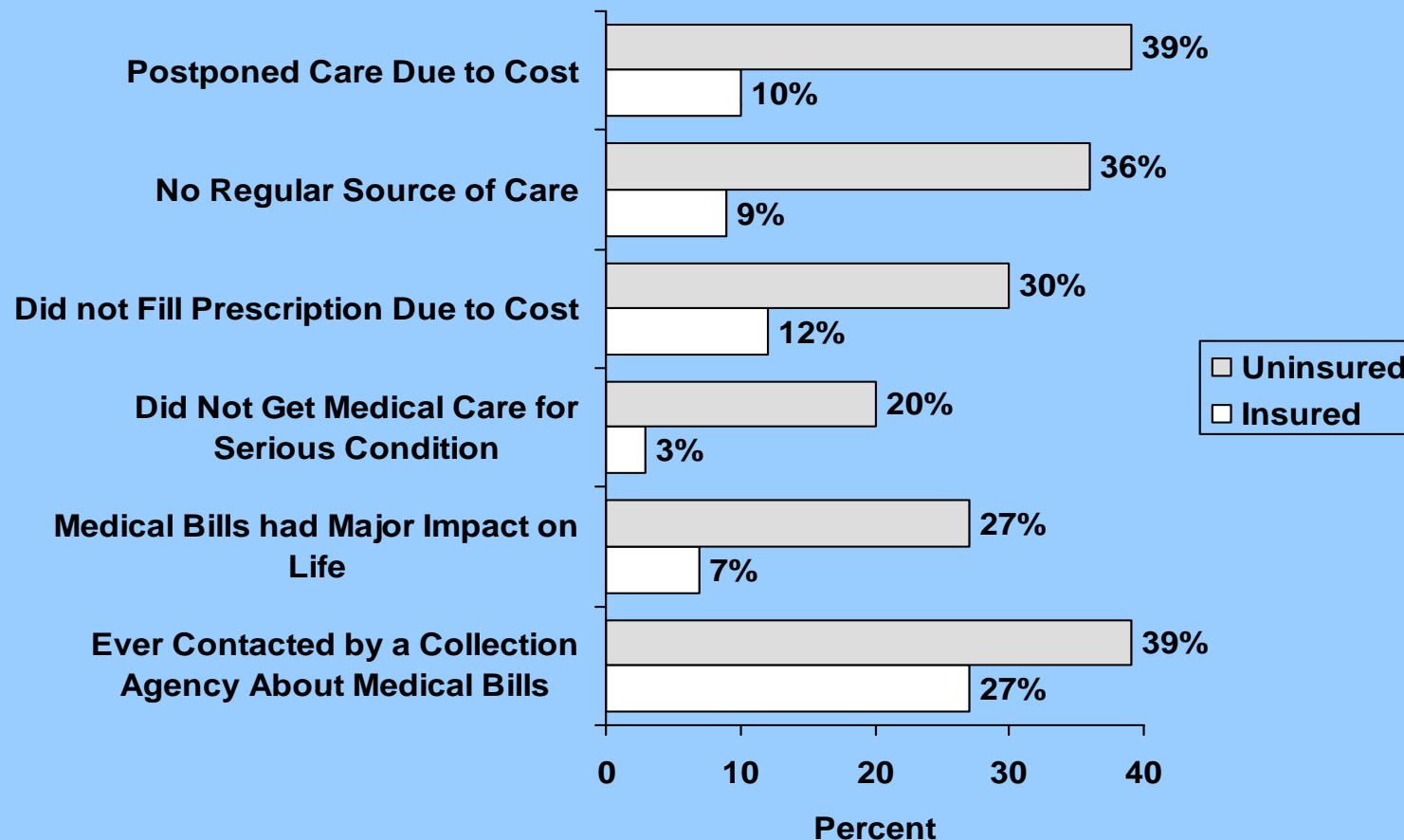
The **COSTS** of healthcare are rising

National Health Expenditures and Share of Gross Domestic Product, 1960-2010



Lack of **ACCESS** leads to further complications

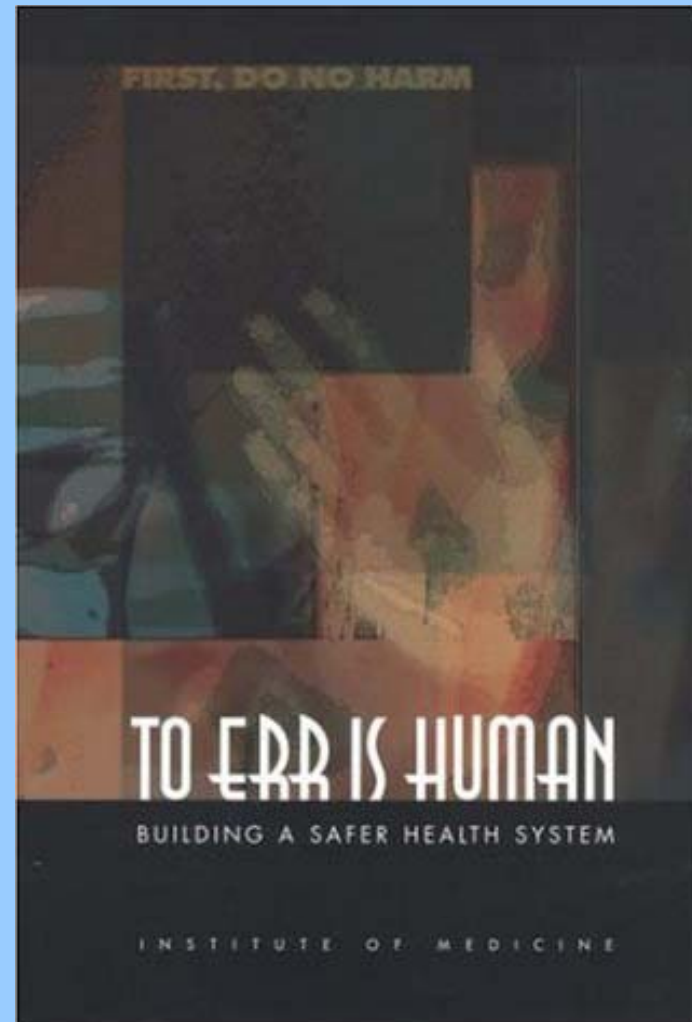
Impact on Non-Elderly Adults of Being Uninsured, 2000



There are increasing concerns about healthcare **QUALITY**

Types of Errors

- Diagnostic
- Treatment
- Preventive
- Other



Telemedicine can reduce COSTS, expand ACCESS and improve QUALITY



What is Telemedicine?

- many names

- **Telemedicine**
- **Telehealth**
- **Remote Healthcare**
- **E-Health**
- **Telecare**

What is Telemedicine?

- a continuum of services

Fitness



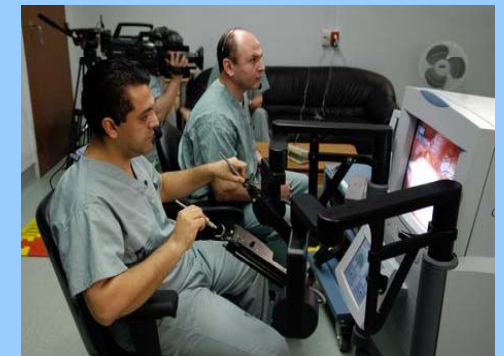
Personal Health



Clinical



Advanced Interventions



Telemedicine in the U.S. Today

Hospital-Based Networks



Remote Monitoring



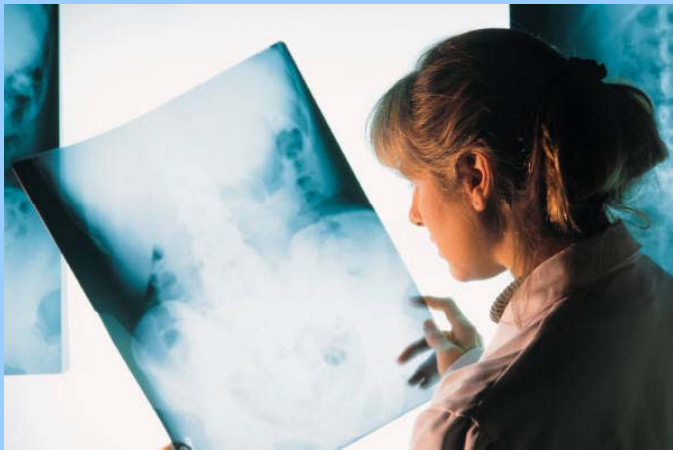
Call Centers



Telemedicine has come of age - 10,000 citations in PubMed



Telemedicine transforms the way healthcare is provided





American Telemedicine Association

Goal: *improving healthcare through telecommunications technology*

- ***Non-profit, tax exempt, 501c(3)***
- ***Founded in 1993***
- ***Open membership***

ATA's Mission

- **Educating governments about telemedicine as an essential component in the delivery of modern medical care.**
- **Serving as a clearinghouse for telemedical information and services.**
- **Fostering networking and collaboration among many interests in medicine and technology.**

ATA's Mission

- Promoting research and education including the sponsorship of scientific educational meetings and the *Telemedicine and e-Health Journal*.
- Spearheading the development of appropriate clinical and industry policies and standards.

Educating Governments

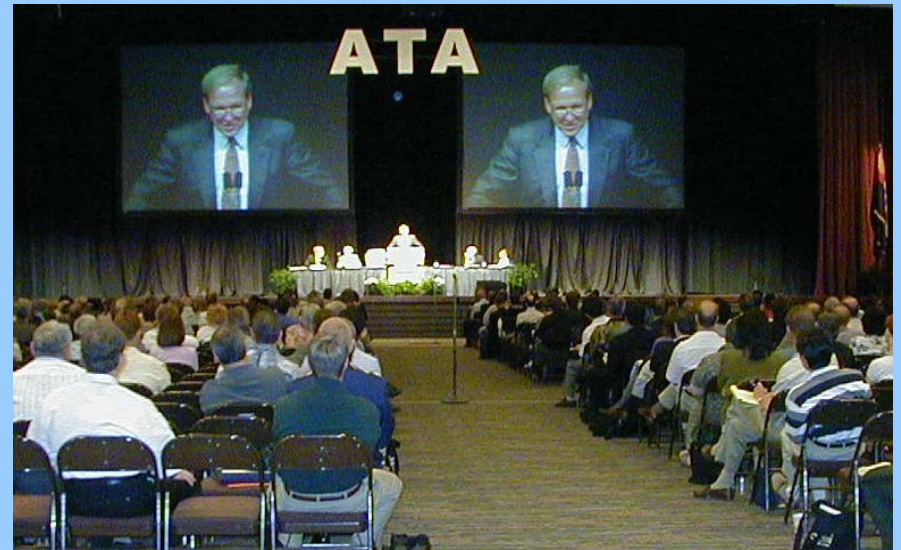
- ❖ **Public policy education and expertise**
- ❖ **Called upon by congress, administration, international agencies**
- ❖ **Alliances with many other organizations**



Clearinghouse

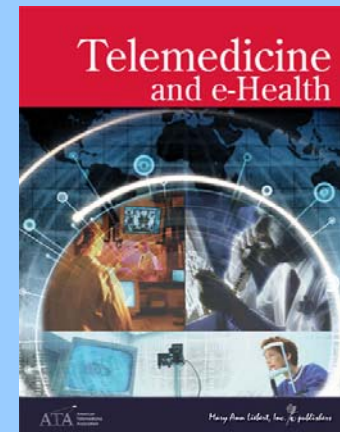
Meetings

- ❖ **Annual Meeting** – largest scientific meeting and exposition in the world focusing on telemedicine
- ❖ **Fall Forum** – focusing on remote monitoring and home telehealth



Research and Education

*Telemedicine and eHealth
Journal*



Online courses and webinars



Fostering Networking and Collaboration

- ❖ Special Interest Groups
- ❖ Industry Council
- ❖ Chapters
- ❖ Boards and Committees



Policies & Standards

Diabetic Retinopathy Roadmap

Home Telehealth Toolkit

Clinical Guidelines & Protocols

- Teledermatology
- Telepathology
- Telemental Health



ATA's Diverse Membership

Individuals

- Health Professionals
- Administrators
- Students

Medical Institutions

Corporate



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