

**California Telehealth Network - Principal Partners and Roles**  
DRAFT - 10/12/07

The California Telehealth Network proposal was developed by an unprecedented statewide coalition of health care providers, governmental partners, and other organizations. Information about each member of this coalition – including background, quotes, and contact information – follows:

Health Care Providers:

**The University of California System (UC).** The University of California, governed by a 26-member Board of Regents, will be legally and financially responsible for the implementation of the activities proposed in this application. The University of California Office of the President (UCOP) and the UC Davis Health System (UCDHS) will share responsibility for the management of the project and the development of the proposed new statewide network. The UC Office of the President, located in Oakland, California, will manage the overall grant, provide all information required by the FCC as part of the grant, and facilitate the activities of partnering organizations and entities as outlined in the application. The UCDHS will serve as the technical network lead and provide the expertise necessary for assuring the successful development of new telemedicine programs statewide.

**Press contact:** Jennifer Ward, (510) 987-9398, Jennifer.ward@ucop.edu

**The UC Office of the President** oversees and supports the activities of the 10-campus system, including undergraduate and graduate academic affairs, state and federal governmental relations, state and federal budget matters, legal issues, health sciences and clinical activities, and the overall business and financial affairs of the system. The Office of the President manages the three national labs and oversees statewide agricultural and natural resources services based in all of California's 58 counties. The UC system also operates the largest health sciences instructional program in the nation, annually enrolling more than 13,000 students in fifteen schools located on seven campuses. These programs generate more than one billion dollars annually in research funding. UC's five academic medical centers support the clinical teaching programs of the system's health sciences schools, managing more than 138,000 inpatient discharges, 261,000 emergency room visits and over 3.6 million outpatient visits each year. UC is statutorily designated as California's research university and has a long history of accountability and responsibility for management of complex systemwide and statewide initiatives. The University's total General Fund (state-funded) budget for operations in 2006-07 is more than \$3.6 billion.

**Press contact:** Jennifer Ward, (510) 987-9398, Jennifer.ward@ucop.edu

**The UC Davis Health System** will serve as the lead technical entity and coordinate the network. UCDHS has extensive experience in telehealth and continues to receive national recognition for the breadth, depth, and quality of its programs. In 2006, UCDHS's Center for Health and Technology was awarded the American Telemedicine Association President's Award for their advancement of telemedicine; breadth of telemedicine services; and effectiveness at improving the health care of rural Californians. The UCDHS Telemedicine Program provides direct clinical care to patients at a distance through a variety of innovative telemedicine applications, including video-based consultations, emergency room and intensive care unit consultation, video interpreting,

quality assurance for sexual assault exams, telepharmacy, home telehealth, and store-and-forward services such as pediatric telecardiology and teleradiology. Consultation services are available in more than forty specialty services serving more than 125 sites, approximately 85 of which are located in, or provide services to, rural areas.

**Press contact:** David Harry, PhD; 916-734-5794; david.harry@ucdmc.ucdavis.edu

**Rural health networks and coalitions.** A number of existing California telehealth networks and coalitions (and their provider sites) provide primary care and other clinical services to their communities.

- The **Northern Sierra Telehealth Network** is an existing telehealth network that supports 40 rural and safety-net providers with a variety of telehealth activities. Since 1999, the network has been operated by Northern Sierra Rural Health Network (NSRHN), which is a non-profit corporation whose members include more than 50 rural clinics, rural hospitals, public health departments and other providers. NSRHN serves the nine rural counties of Nevada, Plumas, Sierra, Lassen, Modoc, Siskiyou, Trinity, Shasta and Tehama. Among the distinguishing characteristics of these regions is the lack of community, technology and social-service resources, and isolation from other communities in the region. NSRHN members have conducted more than 6,000 clinical telehealth consultations and over 2,200 distance learning, continuing medical education and other telehealth events.

The network has developed a successful model for serving many communities in the service area by aggregating the needs of patients and providers, acquiring resources on behalf of the aggregated membership, and managing these resources on a regional basis. Used successfully for more than ten years, this approach provides economies of scale and efficient use of resources, and brings new technologies to isolated providers who would be otherwise unable to afford and/or access them.

**Press contact:** Speranza Avram, 530-470-9091, speranza@nsrhn.org

- The **Community Clinics Health Network (CCHN)** offers quality and technology services to community clinics and health centers to improve quality of care, health outcomes and business efficiencies. CCHN manages a comprehensive videoconferencing / telemedicine network that spans San Diego, Imperial and Riverside Counties, providing services to eleven remote community clinics in three counties to ensure that residents have access to clinical and specialty services not available in their local community, as well as to bring educational resources and training to rural health care providers. The CCHN network provides clinical and specialty care through direct telemedicine (provider to patient) and indirect telemedicine (provider to provider) and supports eHealth education for providers.

**Press contact:** Christy Rosenberg, 619-542-4321, crosenberg@ccc-sd.org

- **Central Valley Health Network (CVHN)** consists of thirteen community health center organizations with over one hundred clinical sites in California's "Central Valley." CVHN's service area is approximately 22,500 square miles. In 2006, CVHN health centers served approximately 529,000 patients and had over 2.1 million visits. Member organizations have had some experience with telemedicine, but it is not yet in wide or frequent use. The CVHN intends to leverage its nascent videoconference network to develop a centrally-administered

telemedicine program and to expand that program to as many of its 100-plus sites as possible over the next two years.

**Press contact:** David Quackenbush, 916-552-2846, [dquackenbush@cvhnclinics.org](mailto:dquackenbush@cvhnclinics.org)

- The **Southern Sierra Telehealth Network (SSTN)** was established in 2000 with a grant from the California Telemedicine and e-Health Center (CTEC) (formerly the California Telemedicine and Telehealth Center). The network conducted its first telemedicine consult in 2001 – with this number growing to a total of 1,236 interactive video consultations in 2006. Clinical services include adult psychiatry, pediatric psychiatry, geriatric psychiatry, cardiology, medicine, developmentally disabled services, dermatology, ophthalmology, and other services as needed. Most services are interactive video, store-and-forward dermatology services are also offered. The SSTN network is connected to teaching hospitals, non-teaching facilities, and other consultant groups throughout Southern California, as well as with individual consultant providers from San Francisco to Orange County. Direct connections with other sites have also been supported (including Catalina Island Medical Center, Tehachapi Medical Clinic, Toiyabe Indian Health Project). The network is developing HDV applications, which have proven to be superior to standard video for clinical decision-making in telepsychiatry and other applications.

**Press contact:** Earl Ferguson, 760-499-3454

- **Open Door Health Network/Open Door Community Health Center (ODCHC)** was founded in 1971 to provide health services and preventive health education to residents of Humboldt and Del Norte Counties and to surrounding rural areas of northwestern California. Over the past 36 years, ODCHC has grown from a single storefront site to ten clinics and one mobile dental unit. The Open Door Community Health Center provides services to everyone, regardless of the ability to pay or immigration status. Each year, the center provides over 130,000 medical, dental and mental health visits to 33,000 individuals – or nearly one quarter of the primary care services delivered in the same area. Patients include the uninsured, the homeless, seasonal farm-workers, individuals on Medicaid and Medicare, as well as those with private insurance.

The North Coast TeleMed Network, operated by the ODCHC, provides specialty care through the use of technology that links rural California clinics to a hub site where medical specialists provide consultations. Some clinics now use telemedicine to link to providers in large urban tertiary care centers. The North Coast TeleMed Network is unique in that its telemedicine hub is based at the Telehealth and Visiting Specialist Center (TVSC) in Eureka, a small rural town in Humboldt County. Made possible through funding from USDA Rural Utilities Services, and with support from private, state and county sources, TVSC serves as a hub offering a range of services. Specialty medical care provided at TVSC includes diabetes care and education, HIV/AIDS care, osteopathic medicine, orthopedics, pulmonology, podiatry, gynecology, dermatology, endocrinology, psychiatry, pediatrics, and infectious disease clinics. Videoconferencing capabilities also allow it to serve as a center for distance learning and community meetings in this rural area.

**Press contact:** Herrmann Spetzler, 707-826-8633 x124, [Hspetzler@opendoorhealth.com](mailto:Hspetzler@opendoorhealth.com)

- The **Indian Health Service (IHS)** network has been providing telemedicine services since 2001. Currently, some of the network's clinics provide telemedicine services in multiple specialties, including endocrinology, retinal imaging, psychiatry, rheumatology, dermatology and other specialties. Through the FCC pilot project, new strategies will be developed for expanding services to include acute care and preventive services. This would give clinic staff expanded options for improving care in the community by bringing in specialists not otherwise available. Areas of priority include: endocrinology services for diabetics with the intent to decrease Hemoglobin A1Cs; retinal screening for diabetic patients; home health services to check blood pressure, weight, temperature, oxygen saturation for elderly or people who have been recently hospitalized; obesity prevention services including nutrition education, emotional support from licensed clinical social psychologists, psychiatrists and exercise physiologists; and heart disease programs such as the Coronary Heart Improvement Program (CHIP), which could be broadcast out to multiple sites.

**Press contact:** Steve Viramontes, 707-367-0520, [sviramontes@rvindianhealth.com](mailto:sviramontes@rvindianhealth.com)

Governmental Partners:

**The Office of the Governor** is strongly supportive of this application and the need to create a state-of-the-art network. Multiple stage agencies and offices have been involved in the development of the project and will continue to serve as ongoing partners.

**California Health & Human Services Agency (CHHSA)** has a lead role in implementing Governor Arnold Schwarzenegger's health reform proposal which calls for accessible, efficient and affordable health care. CHHSA administers state and federal programs for health care, social services, public assistance and rehabilitation. Responsibility for administering the state's major programs, which provide direct services to millions of Californians, is divided among the Agency's 11 departments and one board. CHHSA partners with public and private industry and consumers to pursue avenues of accessibility, affordability, and quality of health care for all Californians. These goals are supported in the recent Executive Orders S-12 (*State policy agenda for health information technology*) and S-23 (Expanding broadband access and usage in California).

**Press contact:** Lizelda Lopez, (916) 654-3304, [llopez2@chhs.ca.gov](mailto:llopez2@chhs.ca.gov)

- The **Office of Statewide Health Planning and Development (OSHDP)** is a department of CHHSA and promotes health care accessibility through leadership in analyzing California's health care infrastructure, promoting a diverse and competent health care workforce, providing information about health care outcomes, assuring the safety of hospitals and health care facilities, insuring loans to encourage the development of health care facilities, and facilitating development of sustained capacity for communities to address local health issues.

**Press contact:** Patrick Sullivan, (916) 326-3600, [psulliva@oshpd.ca.gov](mailto:psulliva@oshpd.ca.gov)

**California Business, Transportation and Housing Agency (BTH)** oversees the activities of 13 departments consisting of more than 42,000 employees, a budget of more than \$11 billion, plus several economic development programs and commissions. Its operations address financial services, transportation, affordable housing, real estate, managed health care plans and public safety. BTH has been designated by Governor Arnold Schwarzenegger to lead the state's broadband initiatives. All three aspects of its core infrastructure responsibilities – business,

transportation, and housing – are central to expanding access and usage of broadband technologies. As the infrastructure agency, BTH personnel have devoted significant time and resources to furthering broadband deployment and access in California. BTH staff have been responsible for the design and implementation of a variety of broadband initiatives, involving private and public stakeholders.

**Press contact:** Steve Gallagher, 916-323-5416, [sgallagher@bth.ca.gov](mailto:sgallagher@bth.ca.gov)

The Secretaries of the Health and Human Services Agency and the Business, Transportation and Housing Agency have been directed by Governor Arnold Schwarzenegger to work with public and private sector stakeholders to develop a sustainable business model for an eHealth network connecting rural health clinics to medical centers throughout the state using telemedicine and other technology.

- **The California Department of Managed Health Care (DMHC)** is a department of BTH and works to ensure a more affordable and accountable managed care delivery system that promotes healthier Californians. DMHC regulates the care provided to more than 21 million Californians receiving coverage from 47 full service and 54 specialized health plans. As a first-in-the-nation consumer rights organization, DMHC helps California consumers resolve problems with their health plans. As the largest regulator of managed care in the nation, DMHC ensures the solvency of health plans, which comprise nearly 5% of the state's Gross Domestic Product. DMHC works aggressively to ensure that the value of California's managed care system continues to offer among the lowest cost premiums in the nation.

As a condition of the approval of a merger between United Health Group and PacifiCare of California, DMHC secured a commitment of \$250 million in community benefits for California consumers. These funds will be used to improve health care information technology infrastructure in rural and underserved communities, improve medical education in key areas of the state, and provide other investments in projects designed to serve low income populations.

**Press contact:** Lynne Randolph, 916-445-7442, [lrandolph@dmhc.ca.gov](mailto:lrandolph@dmhc.ca.gov)

**The California Office of Emergency Services (OES)** delivers extensive emergency management training programs to every public employee in California who may be tasked with responsibilities in a disaster. OES works closely with partners in the California Health and Human Services Agency to assist their coordination of state-level preparedness for health-related emergencies in support of the health care industry and all California stakeholders.

**The California Public Utilities Commission (CPUC)** is a constitutionally independent California agency charged with regulating privately owned telecommunications, electric, natural gas, water, railroad, rail transit, and passenger transportation companies, and issuing statewide video franchises. The CPUC is responsible for ensuring that customers have safe, reliable utility service at reasonable rates, protecting against fraud, and promoting the health of California's economy.

The CPUC has committed significant resources to improve broadband services throughout the state, particularly focusing on unserved and underserved areas. Its creation of the California Emerging Technology Fund in 2005, its many policy decisions encouraging the development of

broadband facilities in California, its reports on the state of broadband in California, and its active participation on the Governor's Broadband Task Force are among many examples of the CPUC's commitment to broadband.

The CPUC has strongly supported the California Telehealth Network project by the active participation of Commissioner Rachelle Chong and the provision of staff and resources to assist with this application. Should this application be granted, the CPUC will lend support in the following areas: advising as to the FCC and Universal Service Administrative Company (USAC) process and procedures related to the pilot project; coordination with the California Teleconnect Fund, including assistance in identifying specific needs of rural health providers in California; provision of publicly available data regarding current telecommunication provider networks; and advice regarding telecommunication law and policy.

**Press contact:** Terrie Prosper, (415) 703-2160, [tdp@cpuc.ca.gov](mailto:tdp@cpuc.ca.gov)

- **The California Emerging Technology Fund (CETF)** is a non-profit public-benefit corporation established pursuant to orders from the California Public Utilities Commission in approving the mergers of SBC-AT&T and Verizon-MCI. The companies are required to contribute \$60 million to CETF over five years. The mission of CETF is to provide statewide leadership to minimize the "digital divide" by accelerating the deployment of broadband and other advanced communication services to underserved communities and populations throughout California. CETF will contribute \$3.6 million towards the 15% required match for the FCC Rural Health Care Pilot Project and will serve on the advisory board. CETF will also help engage and mobilize community-based groups, civic leadership organizations, charitable foundations, and the private sector to support the development of the telemedicine system.

**Press contact:** Sunne Wright McPeak, 415-744-CETF (2383)

**The California Institute for Telecommunications and Information Technology (Cal IT2)** helps to ensure that California maintains its leadership in the rapidly changing telecommunications and information technology marketplace. Created by UC campuses at San Diego and Irvine, Cal IT2 and its faculty, students, and researchers partner with leading California telecommunications, computer, software, and applications companies to conduct research on the scientific and technological components needed to expand and improve the Internet. Institute applications researchers are conducting studies in "living laboratories" to investigate how the future Internet will accelerate advances in environmental science, health care, and other fields.

**Press contact:** Doug Ramsey, 858-822-5825, [dramsey@ucsd.edu](mailto:dramsey@ucsd.edu)

Other Organizations:

**The California Hospital Association (CHA)** represents nearly 500 hospitals and health systems. CHA provides member hospitals with state and federal representation and advocacy in the legislative and regulatory arenas, with its agenda designed to improve access to quality, cost-effective health care services. Of the proposed 300 health care sites, all 81 rural hospitals will be connected toward a comprehensive and sustainable telemedicine network. California's hospitals will continue to serve as active telemedicine providers of specialty medical services to rural and underserved communities.

**Press contact:** Jan Emerson, VP External Affairs, (916) 552-7516 (cell 916 804-0663),

- **The California Health Foundation and Trust (CHFT)** is a 501(c) (3) non-profit corporation established in 1956 to sponsor and support health care access, research and education. CHFT is affiliated with the California Hospital Association. Both CHFT, which houses the California Telemedicine and eHealth Center (CTEC) and CHA are committed to continuing and expanding the telemedicine and eHealth programs serving rural underserved populations. CHA, through its Rural Healthcare Center, facilitates the active inclusion, participation and contribution of California's rural and underserved hospitals in the continued development and expansion of a statewide network for telemedicine and eHealth activities.

**Press contact:** Jan Emerson, VP External Affairs, (916) 552-7516 (cell 916 804-0663), jemerson@calhospital.org

- **The California Telemedicine & eHealth Center (CTEC)** is a statewide non-profit organization dedicated to applying innovative health technology solutions to improve access to health care services throughout California. CTEC is a leader in the statewide development of telemedicine and eHealth programs and is a primary source of support for hospitals and clinics developing telemedicine and eHealth programs to address health care needs in rural and underserved communities.

CTEC works collaboratively with county and state agencies, federal and state policy makers, community-based organizations, and other non-profit entities to foster the use of telemedicine throughout the state. Since inception in 1997, CTEC has made significant contributions in increasing California's telemedicine availability by providing technological and program expertise, training, and education to a variety of California health care organizations. CTEC has funded and provided support in the development of over 100 telemedicine and eHealth projects designed to increase access to health services and educational programs to patients and providers in rural and underserved communities. CTEC is designated as one of five federal Regional Telehealth Resource Centers, providing training and technical assistance to encourage the growth of telemedicine and eHealth programs nationwide.

**Press contact:** Jan Emerson, VP External Affairs, (916) 552-7516 (cell 916 804-0663), jemerson@calhospital.org

**The California State Rural Health Association (CSRHA)** is a non-profit, nonpartisan, grassroots organization that works to improve the health of rural Californians and the quality and accessibility of the health care they receive. CSRHA brings together health care providers, consumers, educators, researchers, public health and economic development agencies and others to work on issues related to preserving and enhancing the health of rural California. CSRHA will participate in the FCC Rural Health Pilot Project by continuing to provide a voice for rural communities and health care providers at the statewide level. The association is committed to serving the project not only as a resource for rural information and access to rural providers, but as a partner dedicated to advancing the health status of rural residents.

If funded, CSRHA plans to remain engaged in the Rural Health Pilot Project network planning and implementation process. CSRHA will continue to facilitate discussions with a wider variety of rural health stakeholders through the association's Rural Technology Advisory Committee (RTAC).

These ongoing discussions will provide a natural venue for communication between the project managing agency (UC) and beneficiaries of the project (i.e., rural clinics, hospitals and health networks).

**Press contact:** Kathy Yarbrough, 209-256-1430, [kathyarbrough@msn.com](mailto:kathyarbrough@msn.com)

**The California Primary Care Association (CPCA)** represents more than 600 not-for-profit community clinics and health centers in California which provide comprehensive health care services to primarily low income, uninsured and underserved Californians. CPCA leads and coordinates efforts of individual clinics and networks of clinics (consortia) to address access barriers through tailored programs and delivery systems that offer culturally appropriate, high quality, primary and preventive health services. CPCA recognizes that telemedicine, particularly in California's rural areas, is a key delivery system that must be expanded and supported to provide timely and cost-effective care to rural, underserved California residents.

CPCA also recognizes the importance of advancing the integration of health information technology (HIT) in community clinics and health centers, and has taken a leadership role to ensure that safety net providers have access to the resources needed to participate in HIT and telehealth. CPCA also works with clinics to share information about health information products and services, and to provide opportunities to share best practices. As a participant in the California Telehealth Network, CPCA will represent the interests of community clinics and health centers, and provide policy and advocacy leadership to expand implementation of telemedicine and connectivity for rural providers through public and private funding to leverage the efforts undertaken through this project.

**Press contact:** Dorian Seamster, 916-440-8170, [dseamster@cpc.org](mailto:dseamster@cpc.org)