



Designing a Regional Library Tele Services Program

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Ingenium Digital Health Advisors



- Improving Regional Access to Care
- A Library-Focused Tele Services Strategy
- Questions & Dialog
- Tele Services Implementation Guidance



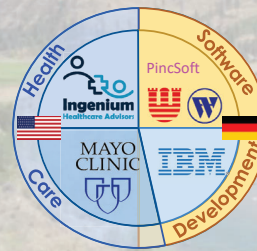
A bit about you...

1. Where are you located?
2. What type of organization are you with?
 - Library
 - Care Provider
 - Consultant/Vendor
 - Other
3. If Library, how many branches in your system?
4. Where are you at in your telehealth journey?
 - Contemplating
 - Planning
 - Starting
 - Launched
 - Other?

"Rochester, MN – 5 branches – Contemplating"



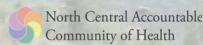
A bit about me...



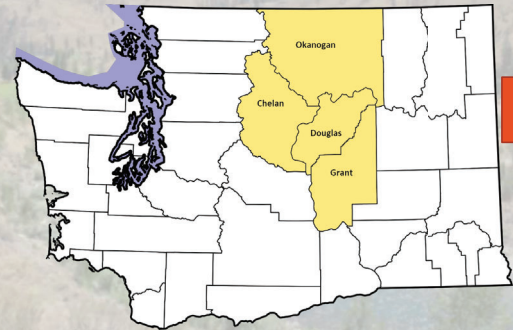
35 years



Improving Regional Access to Care



North Central Washington



165 miles high
107 miles wide
264,000 residents
+ seasonal migrants



NCACH Overview

North Central Accountable Community of Health (NCACH) brings together organizations throughout **North Central Washington** to:

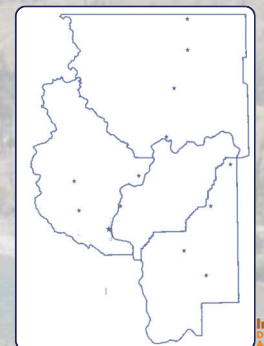
- ❖ Advance shared goals of **improving the health and well-being of the people who live in the region.**
- ❖ Collaboratively build programs and methods that organizations can use to **remove the obstacles to good health** for the area's residents.
- ❖ Act as a resource for organizations and individuals who want to work in partnership on ways to **improve people's mental, physical, and social well-being.**



NCW Region Clinical Partners

21 Clinical Partners in the area:

- ❖ 2 Community Hospitals, Health Systems
- ❖ 8 Critical Access Hospitals w/ Rural Health Clinics
- ❖ 4 Community Health Centers
- ❖ 2 Clinics / Rural Health Clinics
- ❖ 5 Behavioral Health, Substance Use Disorder Services



Improving Regional Access to Care Timeline

- 2021:** Telehealth Assessments for ~10 clinical partners
- 2022:** Launched Telehealth Optimization at clinical partners
Developed School-focused Virtual Care Strategy
Developed Library-based Tele Services Strategy
- 2023:** Continuing Telehealth Assessments & Optimization
Launch of School-focused Virtual Care
Launch of Library-based Tele Services
- 2024:** Continued Implementation in the Community
Region-wide Impact Assessment
Sustainability Plan, including Implementation Playbooks



NCACH REGIONAL TELEHEALTH OPTIMIZATION STRATEGY

- Mission:** Improving health & wellness in the NCACH community through Telehealth.
- Vision:** Every resident can easily access **ALL*** the care they need — **WHERE** they need it, **WHEN** they need it.
- *ALL:** primary, behavioral, dental, chronic, rehab, specialty, etc. care



Accomplishing Our Goals

Improving the Telehealth Capabilities of Interested Clinical Partners.

currently working with **7 clinical partners** on Telehealth Strategy and Telehealth Optimization

Establishing Community-Focused Telehealth Service Initiatives

currently working with **3 regional agencies:**
NCESD 171
NCW Libraries
Lake Wenatchee F&R



Library-Based Tele Services Strategy

NCW Libraries

30 LIBRARIES



Our libraries and staff serve many homes, retirement centers, schools, youth detention facilities, and more!

Serving 278,000 People in Chelan, Douglas, Ferry, Grant, and Okanogan Counties

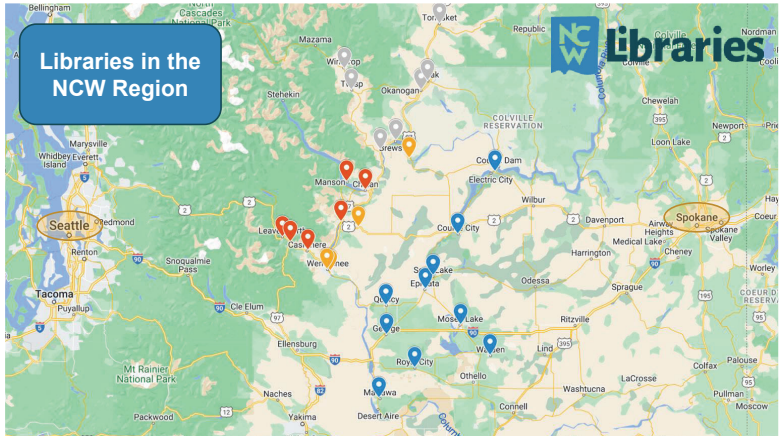


600,000+ items

It would take over 100 years to read every book in our collection if you read (and finished) a book every day.
If you spent 10 hours a day watching videos from our collection, it would take 30 years to watch them all!



Libraries in the NCW Region



Library TeleServices Regional Strategy
Vision, Objectives, Goals

Library TeleServices Implementation Playbook
Plans, Processes, Tools, Technology

Library TeleServices Launch Management
Project Management, Contracting, Workflow Design, Technology Selection, Training, Technology Implementation, Service Launch, Performance Mgmt.

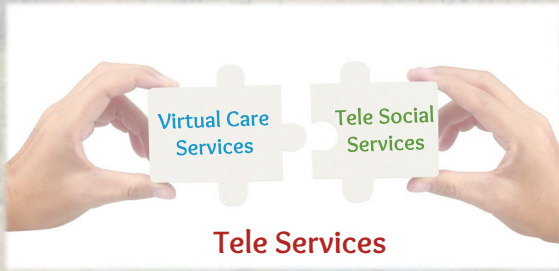


Our Strategy Development Process

- 1 • Establish a Strategy Leadership Team
- 2 • Brainstorming Session w/ Leadership Team
- 3 • Directory: Catalog of Library Attributes
- 4 • Survey of Branch Managers
- 5 • Prioritization Approach
- 6 • Playbook: Implementation Guidance
- 7 • Strategy: Mission, Vision, Objectives, Goals



A Broader Scope than Healthcare



Seven Vital Conditions for Health and Well-Being



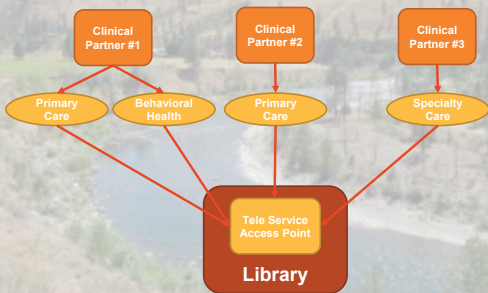
Sample Set of Social Services

State Benefits Enrollment	Health Insurance Enrollment	Veterans' Services
Social Security	Immigration	Tax Preparation
Job Interview Preparation	Legal / TeleCourt	Passport/Visa Application

Virtual Care @ the Libraries

- Primary Care**
 - Prescheduled
 - Visit Only (limited exam)
- Specialty Care**
 - Seattle, Spokane, etc.
 - Chronic Disease Specialists
- Behavioral Health**
 - Counselling
 - Substance Use Disorder
 - Prescription Management

A Provider-Agnostic Virtual Care Services Model



Brainstorming Session w/ Leadership Team

1. Strategic Goals & Objectives enabled by Telehealth
2. Most Compelling Reason to Implement Telehealth
3. Most promising opportunity for Telehealth
4. Biggest hurdle or hesitancy in moving forward



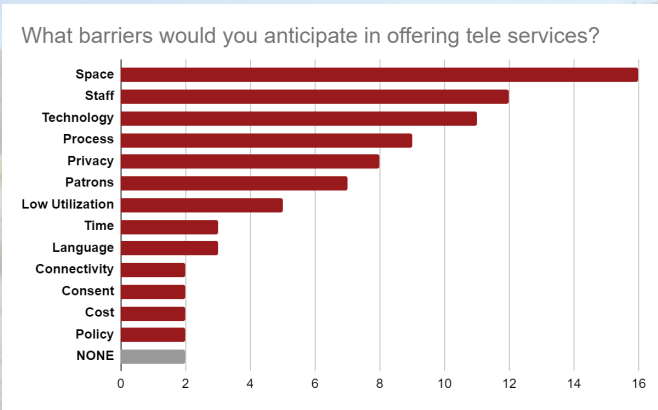
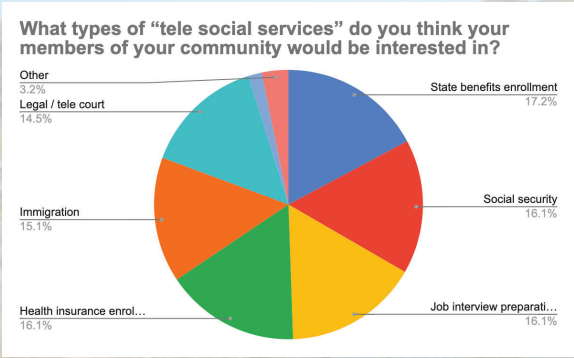
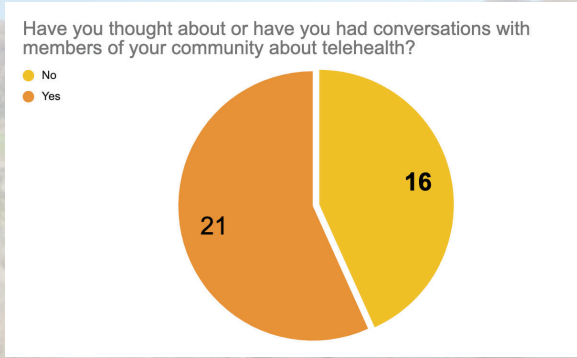
Library Directory

- ❖ Staffing and contact information
- ❖ Locations of each library branch
- ❖ Current and planned size (sq footage)
- ❖ Average monthly foot traffic per branch
- ❖ Population demographics
- ❖ Participation in "Reimagining Spaces" Initiative
- ❖ Information on the surrounding service areas



Area & Branch Managers Survey

- ❖ **Objectives**
 - ❖ Raise Awareness & Assess Interest
 - ❖ Better understand concerns or hesitations
 - ❖ Generate ideas and identify opportunities
- ❖ **Survey Logistics**
 - ❖ Allow ~10 days to complete
 - ❖ Should take 3-5 minutes to complete
 - ❖ 100% participation



Elements of Strategy



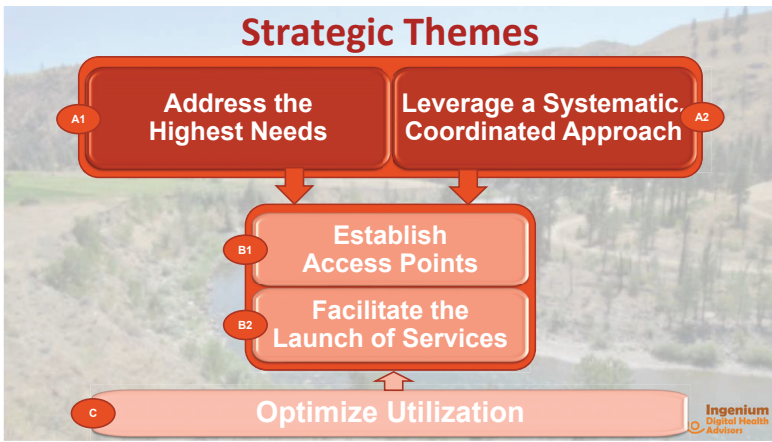
NCW Library-Based Tele Services Strategy

Library-Based Tele Services Vision

To be the welcoming heart of the NCW communities where people easily connect to a multitude of social and healthcare services.

Library-Based Tele Services Mission 2023-2025

Establish sustainable Tele Services for patrons and communities with a focus on those who are currently lacking easy access to care.



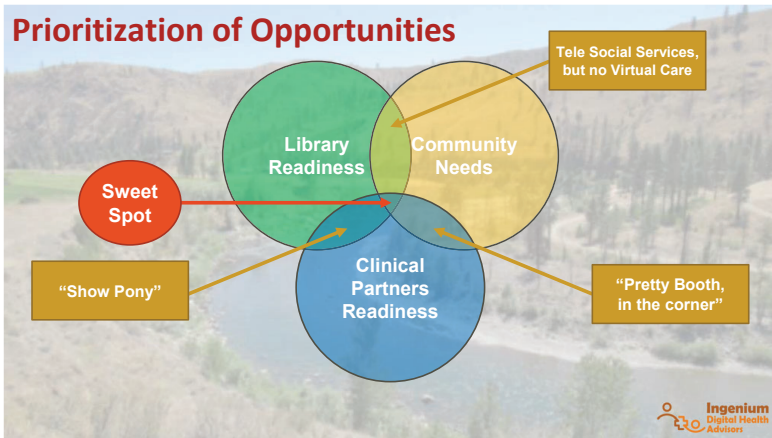
Library-Based Tele Services Launch Plan

TELE SERVICES LAUNCH PLAN 2023-2024					
	1Q23	2Q23	3Q23	4Q23	2024*
Tele Service Access Points		1 POC Library Branches	2-3 POC Library Branches		(as needed)
Tele Social Services		1 Service Partner	1 Library Branch 1 POC Service	2+ Service Partners 3+ Library Branches 4+ Services	4+ Service Partners 9+ Library Branches 36+ Services
Virtual Care - Behavioral Health	1 Clinical Partner	1 POC Service 1 Library Branch	2+ Services 2+ Clinical Partners 3+ Library Branches		5+ Services 3+ Clinical Partners 9+ Library Branches
Virtual Care - Physical Health		1 Clinical Partner	1 POC Service 1 Library Branch	2+ Services 1+ Clinical Partners 3+ Library Branches	4+ Services 2+ Clinical Partners 4+ Library Branches

POC: Proof-of-Concept
Services: an instance of a service at

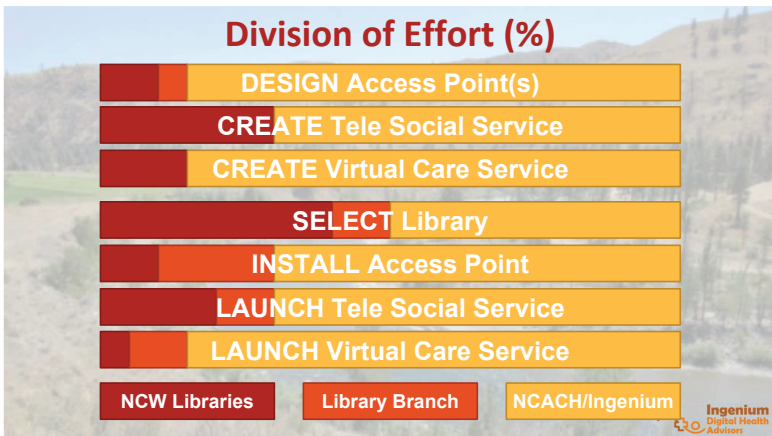
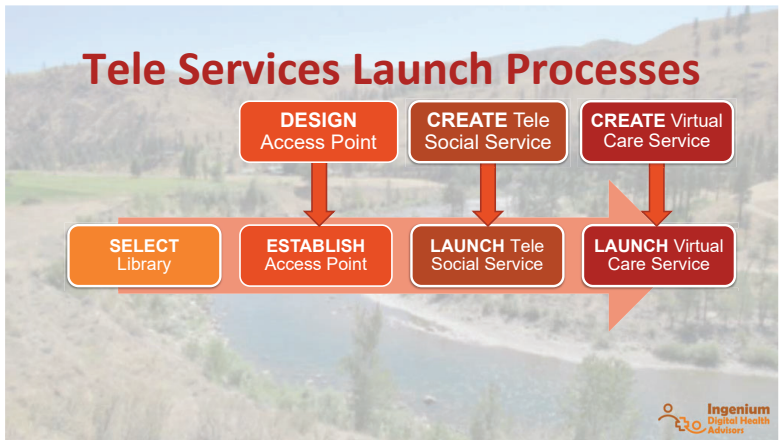
* targets are cumulative, not incremental

Ingenium Digital Health Advisors



- ## Prioritization Rubric Criteria
- ❖ LR: Early Adopter Mindset - willing to participate
 - ❖ CHN: Acute Need – Health Desert?
 - ❖ LR: Reimagining Phase
 - + Existing providers, e.g., Confluence
 - + Community Partners' Engagement
 - ❖ LR: Space/Room
 - ❖ LR: Willing/Interested Staff + Capacity for New Project
 - ❖ LR: Connectivity
 - ❖ LR: Foot Traffic
- LR: Library Readiness
CHN: Community Health Need
CSN: Community Social Need
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- ## Proof of Concept Branch Selection
1. **Library Readiness** – Staff, Space
 2. **Clinical Service Possibility**
 - Behavioral Health – The Center, Renew
 3. **Form Factor of Access Point ("Prototyping")**
- Ingenium Digital Health Advisors**



- ## Tele Access Points
- Core Cost is relative minimal:**
- \$600-\$800 for system + "lights, camera, sound"
 - "Life Size" image: 24" monitor or 17" laptop; no tablet!
- 3 Conceptual Form Factors:**
1. Stand-Alone Tele Services Booth
 2. Designated Tele Services Room
 3. Tele Services Access in Multi-Use Room
- Ingenium Digital Health Advisors**

1. Stand-Alone Tele Services Booth

- ❖ designated booth (e.g., 4 x 10)
- ❖ privacy door
- ❖ could have lock
- ❖ could have disinfectant UV light



Delaware Libraries



2. Designated Tele Services Room

- ❖ designated room (can be small)
- ❖ ensure visual and audio privacy
- ❖ does NOT have to look like a TV studio



Pottsboro, TX Library



3. Tele Services Access in Multi-Use Room

- ❖ room that can be used for other purposes (study room, meeting room)
- ❖ ensure audio/video privacy
- ❖ e.g., locked away in a cabinet, but easy to set up in less than a minute
- ❖ e.g., mobile unit (cart)



Hide-Away System



Raising Awareness Approach

- ❖ **Audiences**
 - ❖ Library Branch Managers, Area Managers, Staff
 - ❖ Community Stakeholders: Mayors, County Administration
- ❖ **Objectives**
 - ❖ Awareness, Spark Curiosity/Interest
- ❖ **Communication Vehicles**
 - ❖ Virtual (webinars; guest speaker)
 - ❖ In-person (townhalls, council meetings, library events)
 - ❖ Newsletters/news releases
- ❖ **Timing**
 - ❖ Launch – after 1-2 libraries launched?
 - ❖ Frequency?
- ❖ **Responsibilities**
 - ❖ NCACh, Ingenium, NCV Libraries (who?)



Libraries Library-Based Tele Services Strategy for North Central Washington



developed with support from the
North Central Accountable
Community of Health

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Telehealth in Libraries:
Read a Book, See a Doc

tiny.cc/ing-th-lib

Ingenium
Telehealth
Tuesday

tiny.cc/ing-telehealth-tuesday

Implementation Guidance

ADKAR Model for Successful, Sustainable Change



Service Verification

Strategic Case

Business Case

Clinical Case

Service Definition

Workflow

Technology

Operationalization

Service Validation

Proof-of-Concept

Organizational Change Methods

Service Implementation

Deployment



CONTACT

CONNECT

Thank You!



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