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CY2025 Statewide Strategic Plan
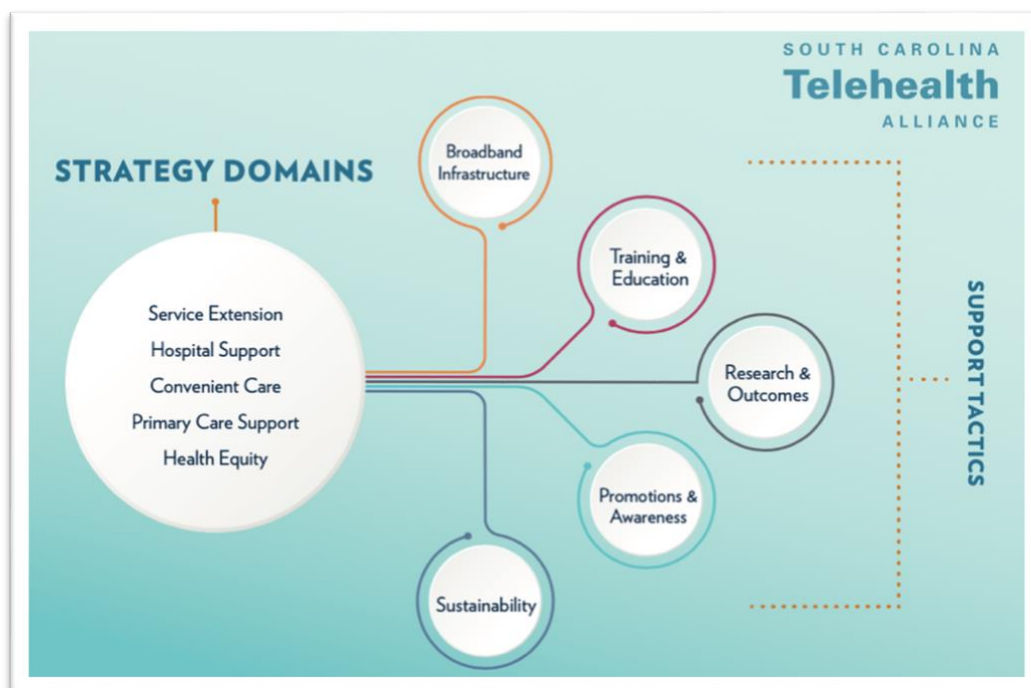
Mission
Improve the Health of all South Carolinians through Telehealth

Vision
Telehealth will grow to support the delivery of health care to all South Carolinians with an emphasis on underserved and rural communities. It will facilitate, coordinate, and make more accessible quality care, education, and research that are patient-centered, reliable, and timely. Our state will become recognized nationally for telehealth that is uniquely collaborative, valuable, and cost-effective.

Statewide Strategic Plan
The Statewide Strategic Plan has been optimized to focus on five service-oriented strategy domains with cross-cutting support tactics. This enhanced format centers around our clinical services and allows us to rethink how our tactical support efforts can improve our telehealth program infrastructure and maximize value. The strategic plan is meant as a more enduring document, outlining continuous strategies and goals and annually reviewed and edited tactics.

Strategy Domain:
Service Extension
All citizens of South Carolina will have equitable access to ambulatory care.
Example Services:
- Ambulatory Video Visits   - Regional Telehealth Clinics   - Outpatient Telepsychiatry   - eConsults

Description

This strategy represents the use of core telehealth modalities in the ambulatory setting in order to extend the reach of services that would otherwise be limited by travel and related barriers to care. These modalities are designed for broad use across multiple specialties and strive to provide high levels of efficiency and quality in order to support a range of providers and specialties.

Progress Metrics

Utilization of ambulatory care delivered virtually.

Tactic

Optimization and growth of ambulatory care via telehealth to include rural and underserved areas in South Carolina.

Tactical Leads: *McLeod Health, MUSC Health, Prisma Health, SC DMH, SRHS*

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Example Services:	

• Inpatient Specialty Tele-Consultations including:
    - Infectious Disease
    - Psychiatry Palliative Care
    - Hospitalist
    - Cardiology
    - Pulmonology
	• Neurosciences
	• Tele-ICU

Description

These services represent partnerships that extend care between hospitals using telehealth with a focus on connecting resources from larger urban hospitals to community hospitals throughout the state. The services should have sustainable business models and a strong case for the benefit of the referring community hospital.

Progress Metrics

Utilization of hospital support telehealth programs.
Number and location of hospitals and free-standing emergency departments providing telehealth services.

Tactic

Demonstrate growth of hospital support telehealth programs in South Carolina's rural community hospitals to provide local patients with high-quality specialty care.

Tactical Leads: *McLeod Health, MUSC Health, Prisma Health, SC DMH, SRHS*

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Strategy Domain:

Convenient Care

All citizens in South Carolina will have affordable and immediately available patient-initiated virtual urgent and other health system-entry level care from an in-state provider.

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Example Services:

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- Virtual Urgent Care

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Description

Convenient Care services are designed to engage individual patients through their own available devices in order to optimize utilization and maximize healthcare engagement. The services should both meet an immediate need of the patients and be enabled to achieve patient engagement to enhance population health and preventive care.

Progress Metrics

Utilization of virtual urgent care by zip code.

Tactic

Expand virtual urgent care telehealth programs in South Carolina to increase statewide utilization and expand access to on-demand acute care.

Tactical Leads: *McLeod Health, MUSC Health, Prisma Health, SC DMH, SRHS*

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Primary Care Support

All primary care clinics in the state, with emphasis on Health Professional Shortage Areas (HPSAs), will have access to integrated services through telehealth partnerships.

Example Services:

- Diabetes Remote Patient Monitoring
- Diabetic Retinopathy Screening
- Collaborative Care Model (CoCM)
- Project ECHO/Telementoring

- Primary Care Integrated Services:
  - Nutrition Counseling
  - Psychiatry

Description

These services are designed to be integrated into the primary care setting. The services are intended to support the mission of the primary care clinic as a medical home, emphasizing the importance of local health care infrastructure while mitigating gaps in access to supporting resources. Value will be demonstrated through an increased ability for local primary care to serve their populations. Services that leverage state appropriations should preferentially target primary care shortage areas.

Progress Metrics

Utilization of primary care support telehealth programs.

Tactic

Demonstrate growth of primary care telehealth support programs in South Carolina.

Tactical Leads: *McLeod Health, MUSC Health, Prisma Health, SC DMH, SRHS*

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Strategy Domain:

Health Equity

Targeted, novel initiatives will close the gap in access
to health care services for high priority health disparities.

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- School-Based Telehealth
- Women's Reproductive Behavioral Health
- Medication Assisted Treatment Telehealth (Tele-MAT)

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- Maternal Fetal Medicine
- Health Care for the Homeless
- Pediatric Intensive Care Telehealth
- Telehealth Resilience and Recovery Program

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Description

These are services whose primary intent is to reduce a health disparity and make progress toward achievement of health equity across the state. The value metric should be a measure of health disparity or a related process measure. The service should plan for sustainability, though a diversity of funding sources is often required to achieve this goal.

Progress Metrics

Utilization of health equity telehealth programs.
Number and location of schools providing telehealth services.
Maternal behavioral health telehealth interactions.

Tactic

Demonstrate growth of health equity programs in South Carolina.

Tactical Leads: *McLeod Health, MUSC Health, Prisma Health, SC DMH, SRHS*

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Broadband & Technology Infrastructure

Provide digital literacy and broadband connectivity support, focusing on vulnerable and underserved communities of the state.

Establish a forum to foster statewide collaboration and alignment in delivering telehealth technology solutions and IT support.

Tactical Leads: *PCC, MUSC*

Training & Education

Disseminate telehealth-focused educational resources to provide adequate training to the healthcare workforce and patients based on areas of need.

Tactical Leads: *PCC, SCAHEC, MUSC*

Research & Outcomes

Examine and evaluate the outcomes of telehealth innovation, integration, and expansion in South Carolina, with a focus on measuring effectiveness, scalability, and long-term impact.

Tactical Leads: *MUSC COE, USC CRPH*

Promotions & Awareness

Enhance awareness of statewide telehealth programs, resources, and benefits by expanding our social media presence, redesigning our website, engaging in key events, and producing informative content.

Tactical Leads: *SCETV, SCTA Team*

Sustainability

Act as a statewide resource by continuously monitoring the telehealth reimbursement landscape in South Carolina and nationally, participating in legislative policy and advocacy efforts to support telehealth sustainability, and keeping partners and stakeholders up-to-date and engaged.

Tactical Leads: *SCTA Sustainability Workgroup*

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