A DECADE OF COLLABORATION

2024 Annual Report

SOUTH CAROLINA
Telehealth
ALLIANCE

CONTENTS

Mission:

Improving the health of all South Carolinians through telehealth.

Vision:

• Telehealth will grow to support 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.
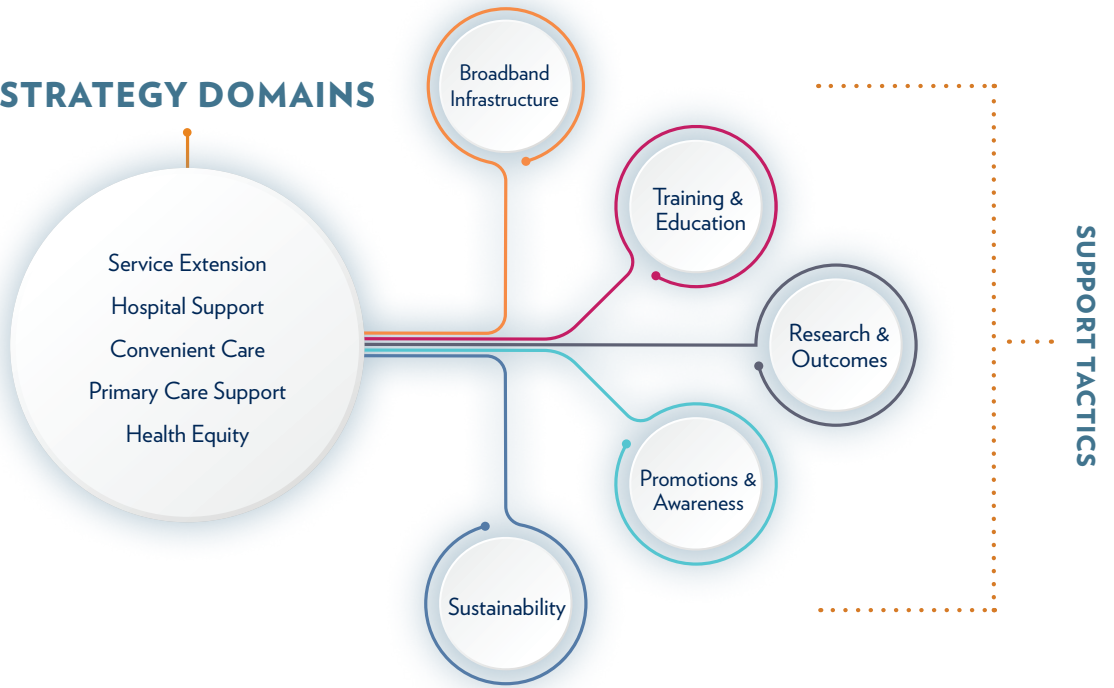
Values:

• Patient-Centered

• Quality

• Collaboration

• Sustainability

• Accountability

Value Proposition:

Telehealth in South Carolina will deliver high value through productive collaboration.

Strategies:

• **Service Extension:** All citizens of South Carolina will have equitable access to ambulatory care. Telehealth modalities will be used in the ambulatory setting to extend the reach of services that would otherwise be limited by travel and related barriers to care.

• **Hospital Support:** Every community hospital in our state will have access to telehealth partnerships that enhance its services and its finances. These Hospital 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.

• **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. Convenient Care services are designed to engage individual patients through their own available devices in order to optimize utilization and maximize healthcare engagement.

• **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. These services are intended to support the mission of the primary care clinic as a medical home, emphasizing the importance of local healthcare infrastructure while mitigating gaps in access to supporting resources.

• **Health Equity:** Targeted, novel initiatives will close the gap in access to healthcare services for high-priority health disparities. Health Equity services will make progress toward achieving health equity across the state in identified areas of health disparity.

STRATEGY DOMAINS

Service Extension
Hospital Support
Convenient Care
Primary Care Support
Health Equity

Broadband Infrastructure

Training & Education

Research & Outcomes

Promotions & Awareness

Sustainability

SUPPORT TACTICS

From the SCTA Leadership

In this special edition of the South Carolina Telehealth Alliance (SCTA) Annual Report, we reflect on a decade of collaboration in pursuit of our mission to improve the health of all South Carolinians. This milestone provides an opportunity to celebrate our achievements and begin envisioning a bold path forward.

From the inception of the SCTA, we committed to expanding telehealth to a scale that would make care accessible to all in need. The breadth and volume of services outlined in this report demonstrate that we have not only met but exceeded those initial expectations. Through intentional, strategic planning and strong partnerships, we built a resilient infrastructure that positioned us ahead of the curve—long before the onset of the COVID-19 pandemic. As a result, we were able to swiftly respond to the crisis and emerge stronger in the post-pandemic era, with an even more robust telehealth ecosystem. This transformation has led to tangible improvements in both health outcomes and access to care across the state, as highlighted in this report.

Looking ahead, we are inspired to think even more expansively about the role virtual care will play in shaping the future of healthcare and the populations we serve. It is clear that virtual care will be a foundational pillar of healthcare delivery as we strive to achieve our most ambitious goals, with equitable access at the heart of our efforts. Our vision for the future is bold: to make South Carolina one of the healthiest states in the nation. Achieving this will require continued collaboration and a shared commitment from all stakeholders within the South Carolina Telehealth Alliance. Given the substantial progress we have made over the past 10 years, we are confident that this goal is well within our reach.

James T. McElligott, M.D., MSCR
Telehealth Executive Medical Director
Medical University of South Carolina
SCTA Advisory Council Co-Chair

Kathy Schwarting, MHA
Chief Executive Officer
Palmetto Care Connections
SCTA Advisory Council Co-Chair

Dear Telehealth Stakeholders,

I am proud to present the 2024 South Carolina Telehealth Alliance Annual Report, celebrating ten years of statewide collaboration. As we reflect on the past decade, it is evident that telehealth has continued to revolutionize healthcare delivery in our state, breaking down barriers and ensuring that patients receive timely, quality care—regardless of their location.

In South Carolina and nationally, telehealth has had a profound impact on rural communities, where access to healthcare has historically been limited. By leveraging telehealth solutions, patients in remote areas have gained greater access to primary care, specialty consultations, and mental health services without the burden of long travel times. This transformation has improved health outcomes, reduced hospital readmissions, and empowered individuals to take charge of their health through virtual care.

Over the past decade, South Carolina has led the nation with its breadth of telehealth services. Telehealth has helped rural hospitals remain viable through innovative virtual consultation and remote rounding models. Children are healthier and able to spend more time in class thanks to robust school-based telehealth programs, which have grown from sick visits to include chronic disease management and behavioral health services. The use of telehealth in correctional facilities has improved access to behavioral health and other specialty and urgent services, reducing the need for costly and logistically challenging off-site visits. In addition, South Carolina's commitment to broadband access and infrastructure continues to be instrumental in bridging the digital divide, ensuring that all residents have the connectivity necessary for virtual healthcare services in their homes.

The insights and achievements outlined in this report serve as both a testament to our progress and a roadmap for future advancements. Our collective success is made possible by the dedication of providers, policymakers, healthcare organizations, and community partners who champion telehealth innovation. As we move forward, it is crucial that we continue to advocate for sustainable telehealth policies, foster innovation, and invest in the infrastructure needed to support long-term virtual care. By continuing to build on our successes, we can ensure that telehealth remains a cornerstone of healthcare in South Carolina. Thank you for your unwavering support and dedication to advancing telehealth. Together, we will continue to transform healthcare delivery and create a more accessible and connected healthcare system for all.

With gratitude,

Patrick J. Cawley, MD, MHM
CEO, MUSC Health
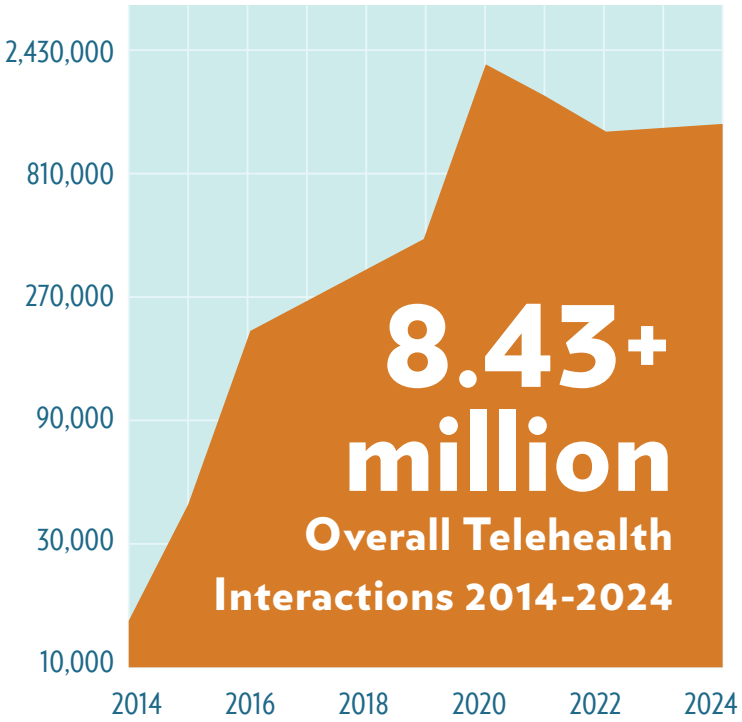Executive Vice President for Health Affairs, MUSC University

A Decade of Collaboration

This year's Annual Report marks a significant milestone—celebrating a decade of transformative collaboration in advancing telehealth across South Carolina. While telehealth was present in our state before the South Carolina Telehealth Alliance was founded, it was the generous investment from our state legislature that united like-minded groups to collaboratively build a resilient statewide telehealth infrastructure, ultimately forming the South Carolina Telehealth Alliance in 2014. Over the past 10 years, each partnership has played a unique role in bringing our vision to life, driving the expansion and advancement of telehealth statewide, with a strong focus on underserved and rural communities.

The nearly **700 telehealth articles in peer-reviewed journals** published by SC researchers, the enactment of **two pivotal telehealth laws** enacted in our state, and more than **8.43 million statewide telehealth interactions** over the decade stand as a testament to our collaborative commitment to improving the health and well-being of our state. As we reflect on our achievements, it is evident that the strength of these partnerships has been both a catalyst for success and a driving force behind innovation. With our shared dedication, we are confident that we will continue to advance telehealth in new and impactful ways, working toward making South Carolina one of the healthiest states in the nation.
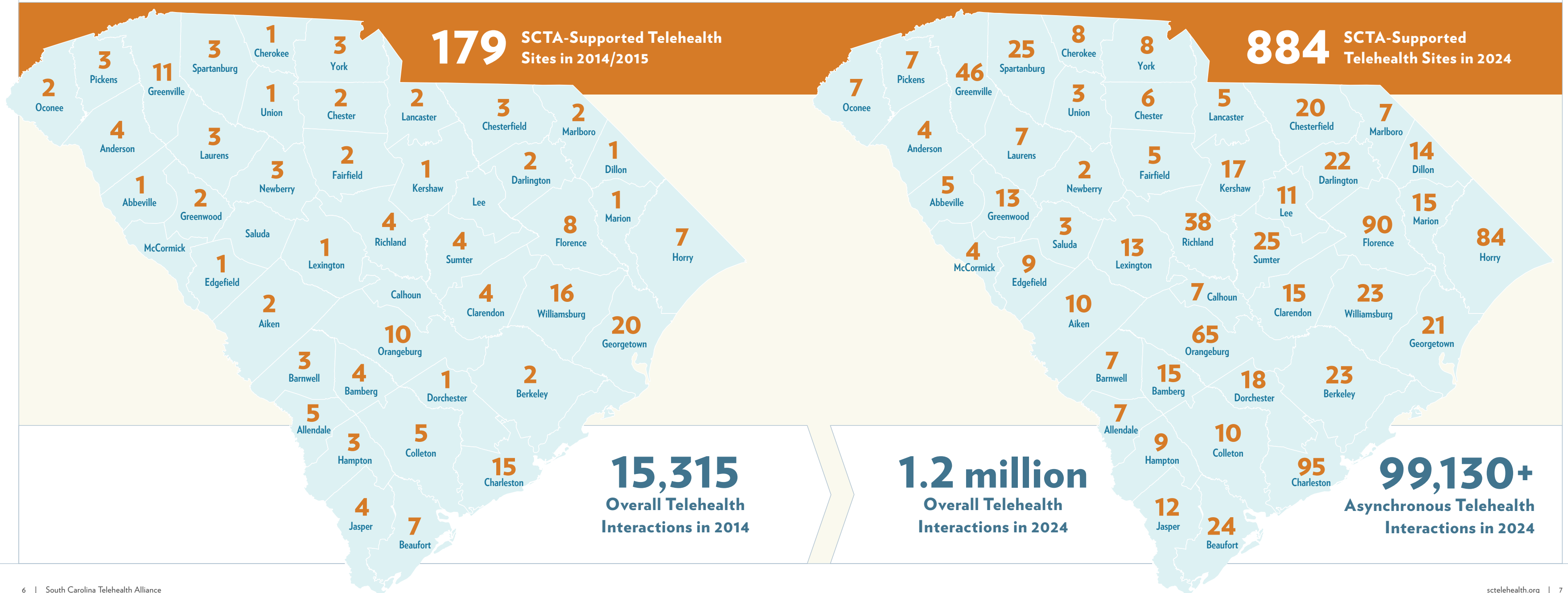
Total Telehealth Interactions 2014 – 2024

2,430,000

810,000

270,000

90,000

30,000

10,000

2014   2016   2018   2020   2022   2024

8.43+ million
Overall Telehealth Interactions 2014-2024

2014 → 2024

Telehealth Service Connections by county 2014/15

179 SCTA-Supported Telehealth Sites in 2014/2015

- 2 Oconee
- 3 Pickens
- 11 Greenville
- 3 Spartanburg
- 1 Cherokee
- 3 York
- 4 Anderson
- 1 Union
- 2 Chester
- 2 Lancaster
- 3 Chesterfield
- 2 Marlboro
- 3 Laurens
- 2 Fairfield
- 1 Kershaw
- 3 Darlington
- 1 Dillon
- 1 Abbeville
- 3 Newberry
- 2 Greenwood
- Saluda
- Lee
- 1 Marion
- 7 Horry
- McCormick
- 1 Lexington
- 4 Richland
- 4 Sumter
- 8 Florence
- 1 Edgefield
- Calhoun
- 4 Clarendon
- 16 Williamsburg
- 20 Georgetown
- 2 Aiken
- 10 Orangeburg
- 3 Barnwell
- 4 Bamberg
- 1 Dorchester
- 2 Berkeley
- 5 Allendale
- 5 Colleton
- 3 Hampton
- 15 Charleston
- 4 Jasper
- 7 Beaufort

15,315 Overall Telehealth Interactions in 2014

Telehealth Service Connections by county 2024

884 SCTA-Supported Telehealth Sites in 2024

- 7 Oconee
- 7 Pickens
- 46 Greenville
- 25 Spartanburg
- 8 Cherokee
- 8 York
- 4 Anderson
- 3 Union
- 7 Laurens
- 6 Chester
- 5 Lancaster
- 20 Chesterfield
- 7 Marlboro
- 5 Abbeville
- 13 Greenwood
- 2 Newberry
- 5 Fairfield
- 17 Kershaw
- 22 Darlington
- 14 Dillon
- 4 McCormick
- 9 Edgefield
- 3 Saluda
- 13 Lexington
- 38 Richland
- 11 Lee
- 25 Sumter
- 90 Florence
- 15 Marion
- 84 Horry
- 10 Aiken
- 7 Calhoun
- 65 Orangeburg
- 15 Clarendon
- 23 Williamsburg
- 21 Georgetown
- 7 Barnwell
- 15 Bamberg
- 18 Dorchester
- 23 Berkeley
- 7 Allendale
- 9 Hampton
- 10 Colleton
- 95 Charleston
- 12 Jasper
- 24 Beaufort

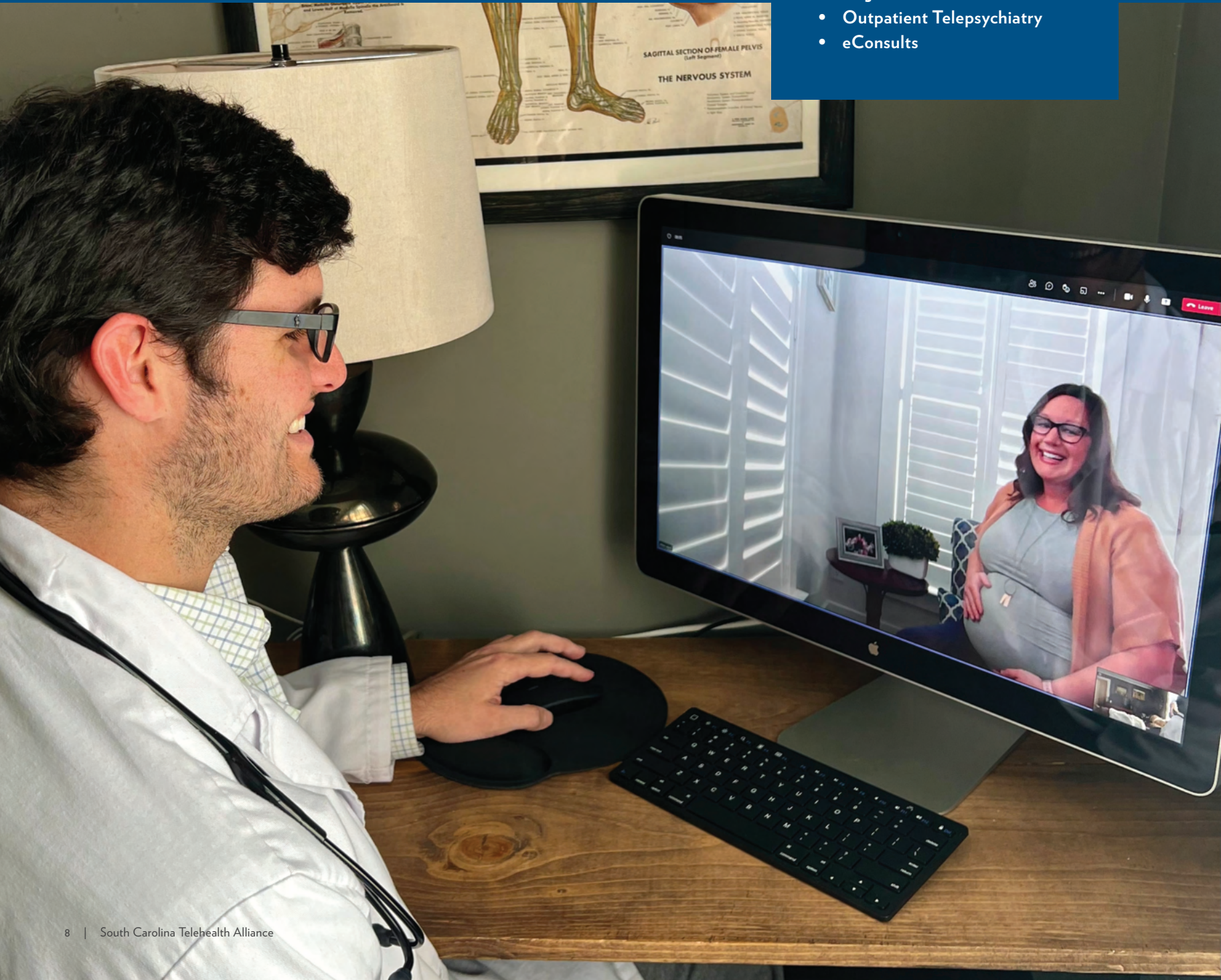**1.2 million** Overall Telehealth Interactions in 2024

99,130+ Asynchronous Telehealth Interactions in 2024

Service Extension

Example Services
- Ambulatory Telehealth Visits
- Regional Telehealth Clinics
- Outpatient Telepsychiatry
- eConsults

Service Extension services are dedicated to ensuring equitable access to ambulatory care for all residents of South Carolina. By leveraging telehealth capabilities, patients can receive care remotely, overcoming barriers such as geographic distance and rural limitations. As the state's leader in telehealth volume since the wide-scale conversion of ambulatory care to telehealth, the success of these services underscores its substantial benefits for both patients and providers.
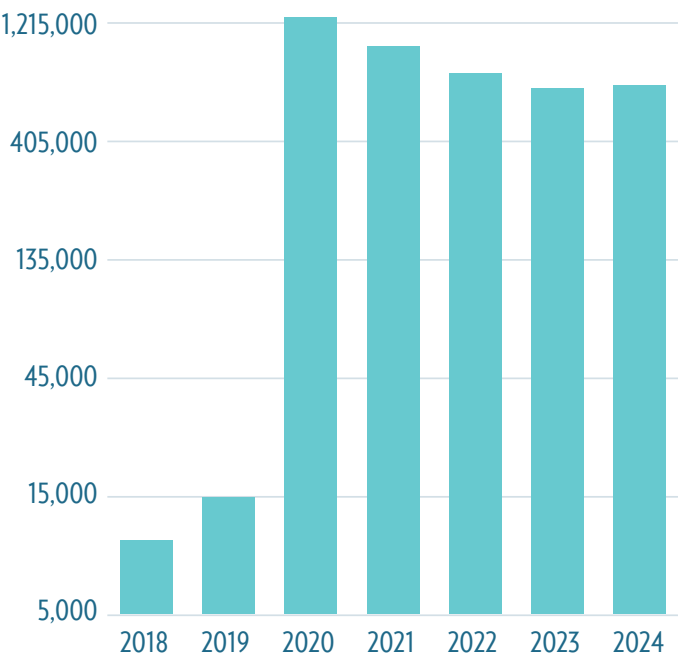

676,550+
Synchronous Ambulatory Visits in 2024

56,370+
Synchronous Ambulatory Visits Per Month in 2024

4.37+ million
Synchronous Ambulatory Visits since 2018

Sychronous Ambulatory Visits 2018 – 2024

Year	Value
2018	
2019	15,000
2020	1,215,000
2021	
2022	
2023	
2024	

(y-axis labels: 1,215,000 / 405,000 / 135,000 / 45,000 / 15,000 / 5,000)

Free Telehealth Platform for SC Providers

The SCTA continues its support of a premium instance of a HIPAA-compliant telehealth platform, offered free of cost to any SC provider.

1,240+ SC providers from 31 SC counties with accounts on the instance

43,880 visits with 858,000 minutes of care provided on the instance in 2024

325,680 visits provided on the instance since first offered in 2020

Hospital Support

Example Services

- Tele-ICU
- Hospitalist Rounding
- Neonatal Nurseries Rounding
- Inpatient Specialty Tele-Consultations including:
  › Stroke and Neurology
  › Infectious Disease
  › Psychiatry
  › Palliative Care
  › Cardiology
  › Pulmonology

Hospital Support programs are essential to the success and sustainability of South Carolina's hospitals. By partnering with urban hospitals, rural community hospitals can offer local patients access to high-quality specialty care via telehealth. This statewide collaboration enables patients to receive care close to home, reducing barriers and expanding access to essential services.

73

SCTA Supported Hospitals & Freestanding Emergency Departments across 34 SC counties in 2024

South Carolina county map with counts:

- Oconee — 1
- Pickens — 2
- Greenville — 6
- Spartanburg — 3
- Cherokee — 1
- York — 3
- Anderson — 1
- Union — 1
- Chester — 1
- Lancaster — 1
- Chesterfield — 1
- Marlboro — 1
- Laurens — 2
- Newberry — 1
- Fairfield — 1
- Kershaw — 1
- Darlington — 2
- Dillon — 1
- Abbeville — 1
- Greenwood
- Saluda
- Richland — 6
- Lee
- Marion — 1
- Florence — 6
- McCormick
- Lexington — 1
- Sumter — 1
- Horry — 4
- Edgefield
- Calhoun
- Clarendon — 1
- Williamsburg — 1
- Aiken — 2
- Orangeburg — 1
- Georgetown — 3
- Barnwell
- Bamberg — 1
- Dorchester — 1
- Berkeley — 2
- Allendale
- Colleton
- Charleston — 9
- Hampton — 1
- Jasper — 2
- Beaufort — 2

87 Telestroke consults in 2008

5,290 Telestroke consults in 2024

6 Telestroke sites in 2008

33 Telestroke sites in 2024

South Carolina's **Telestroke Network** is one of the state's longest-standing telehealth programs, dating back to 2008!

EVERY SC stroke patient is <1 hour of seeking expert stroke care, compared to just 56% of patients in 2008 when the Telestroke program began.

MUSC Health
Medical University of South Carolina

The **Medical University of South Carolina's (MUSC) Telestroke Program** was chosen by the Centers for Disease Control and Prevention (CDC) for an external evaluation, revealing the program improves key stroke-care metrics like door-to-needle time.[1]

SC's Statewide Tele-ICU Program was implemented in 2010, partnering with community hospitals to provide an extra level of expert care to intensive care patients via telehealth.

62,000+
patients monitored and
1,120+ lives saved since 2010

562,780+
Tele-ICU interaction since 2016

South Carolina
Department of Mental Health
DMH
Celebrating 200 years of caring

SC Department of Mental Health (SCDMH) Emergency Department Telepsychiatry Program offers mental health care 17 hours a day, 365 days a year, serving 27 hospitals statewide. This program helps reduce wait times for psychiatric consultations, ensuring patients receive timely treatment and are discharged from the ER more efficiently.

78,480+
ED telepsychiatry consultations since 2014

[1] Srinivasan, M., Scott, A., Soo, J., Sreedhara, M., Popat, S., Beasley, K. L., Jackson, T. N., Abbas, A., Keaton, W. A., Holmstedt, C., Harvey, J., Kruis, R., McLeod, S., & Ahn, R. (2024). The role of stroke care infrastructure on the effectiveness of a hub-and-spoke telestroke model in South Carolina. Journal of Stroke and Cerebrovascular Diseases, 33(6), 107702. https://doi.org/10.1016/j.jstrokecerebrovasdis.2024.107702

Convenient Care

Example Services
- Virtual Urgent Care

Convenient Care offers South Carolinians round-the-clock access to low-acuity virtual healthcare. This patient-initiated service allows patients to describe their health concerns and receive a diagnosis, along with recommended next steps like prescriptions, all within the same day. Conditions treated include cold and flu, women's health, skin issues, mental health, and more. This service provides a simple, accessible solution to receive care, especially for those in underserved and rural areas with barriers to travel to seek in-person care.
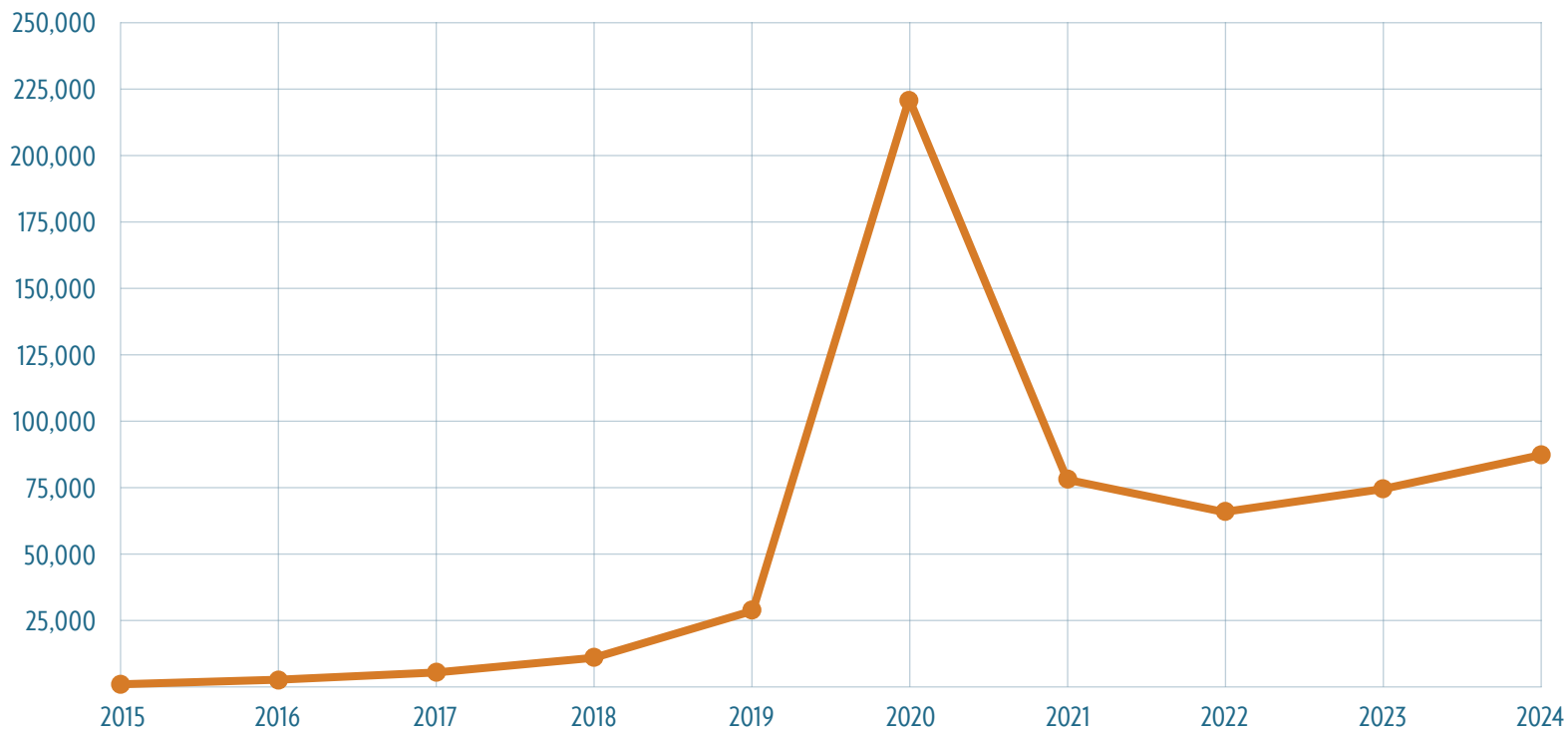
McLeod Health, MUSC Health, Prisma Health, Roper St. Francis Healthcare, Self Regional Healthcare, and Spartanburg Regional Healthcare System offer virtual urgent care for their patients and communities.

166 visits in 2024, **60**% avoided physical transfers for in-person care

MUSC Health began partnering with **SC Department of Corrections** in April of 2024, providing virtual urgent care services to inmates. This partnership allows inmates to receive high-quality, on-demand care, thus reducing the need for physical transfers for in-person assessments.

87,280+
Virtual Urgent Care visits in SC in 2024 vs. only **6** visits in 2015

567,640
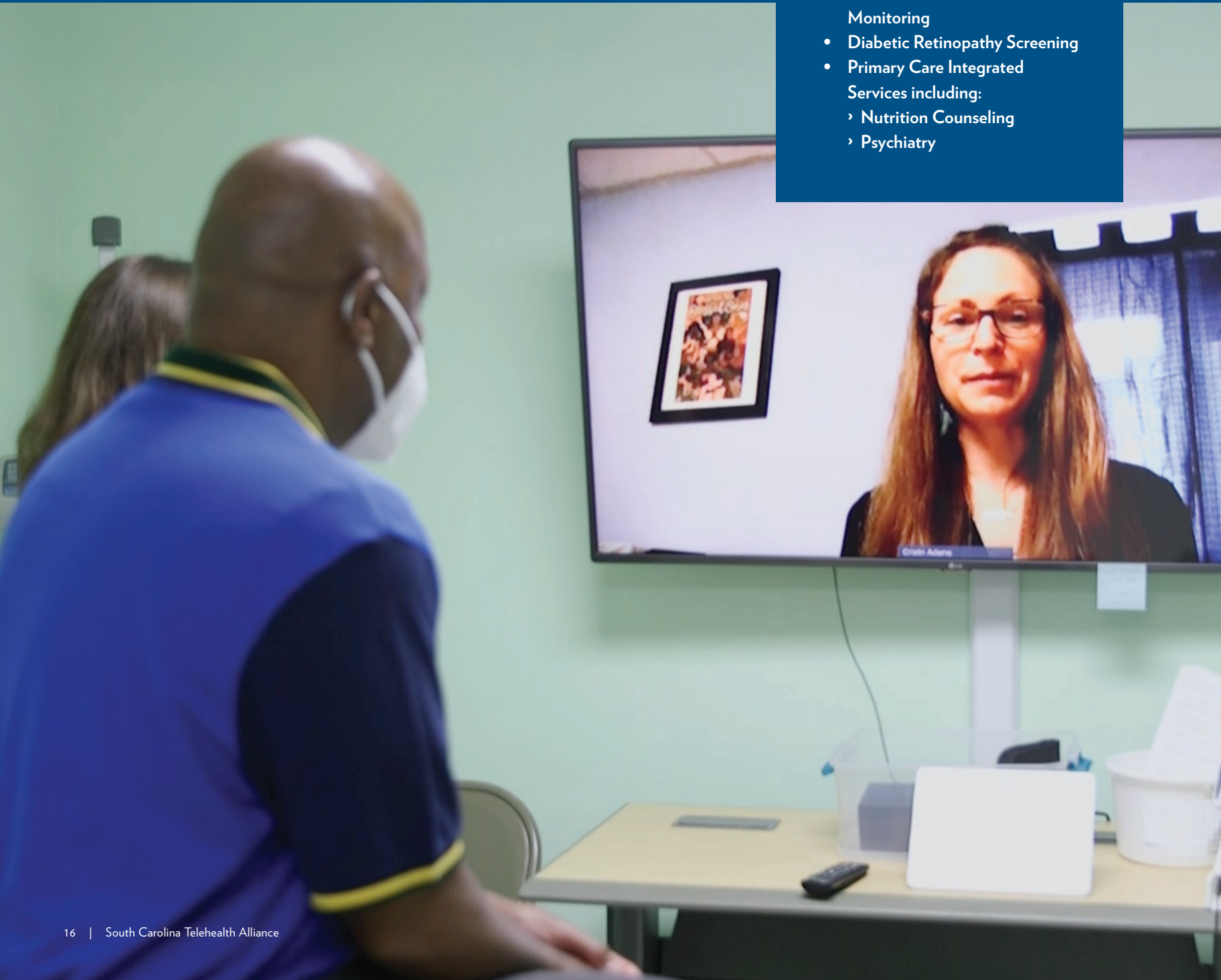Overall Virtual Urgent Care visits in SC since 2015 inception

South Carolina Virtual Urgent Care Visits by Year Since Inception 2015 – 2024

Primary Care Support

Example Services

- Project ECHO/Telementoring
- Diabetes Remote Patient Monitoring
- Diabetic Retinopathy Screening
- Primary Care Integrated Services including:
  - › Nutrition Counseling
  - › Psychiatry

Primary Care Support services are designed to strengthen the mission of South Carolina's primary care clinics as medical homes, emphasizing the importance of local healthcare infrastructure while addressing gaps in access to essential resources. By connecting both distant and local providers across the state through a variety of programs, these services help optimize primary care delivery statewide.

1.65+ million
Remote Patient Monitoring interactions since 2016

Remote Patient Monitoring (RPM) programs in SC remain essential tools for managing chronic conditions like diabetes, heart disease, and hypertension. By leveraging advanced equipment and technology, providers can remotely track a patient's clinical status, whether at home or in a clinical setting. If abnormal levels are detected, providers can promptly alert the patient or their primary care team to address the issue and ensure timely intervention.

MUSC's Collaboration of Care Model (CoCM), introduced in 2023, integrates a behavioral health care manager with a consulting psychiatrist to deliver virtual behavioral health services in partnership with the patient's primary care provider.

1,400
CoCM visits in 2024 with 271+ new patients enrolled

Project ECHO/Telementoring programs in South Carolina empower providers, particularly those in rural areas, to deliver specialty-informed care to their patients through the support and knowledge received from experts across the state during virtual sessions featuring user-driven, didactic content. Focus areas of the ECHO groups in our state include pregnancy wellness, opioid use disorder, community opioid response initiatives, and peer support specialists for substance use disorder.
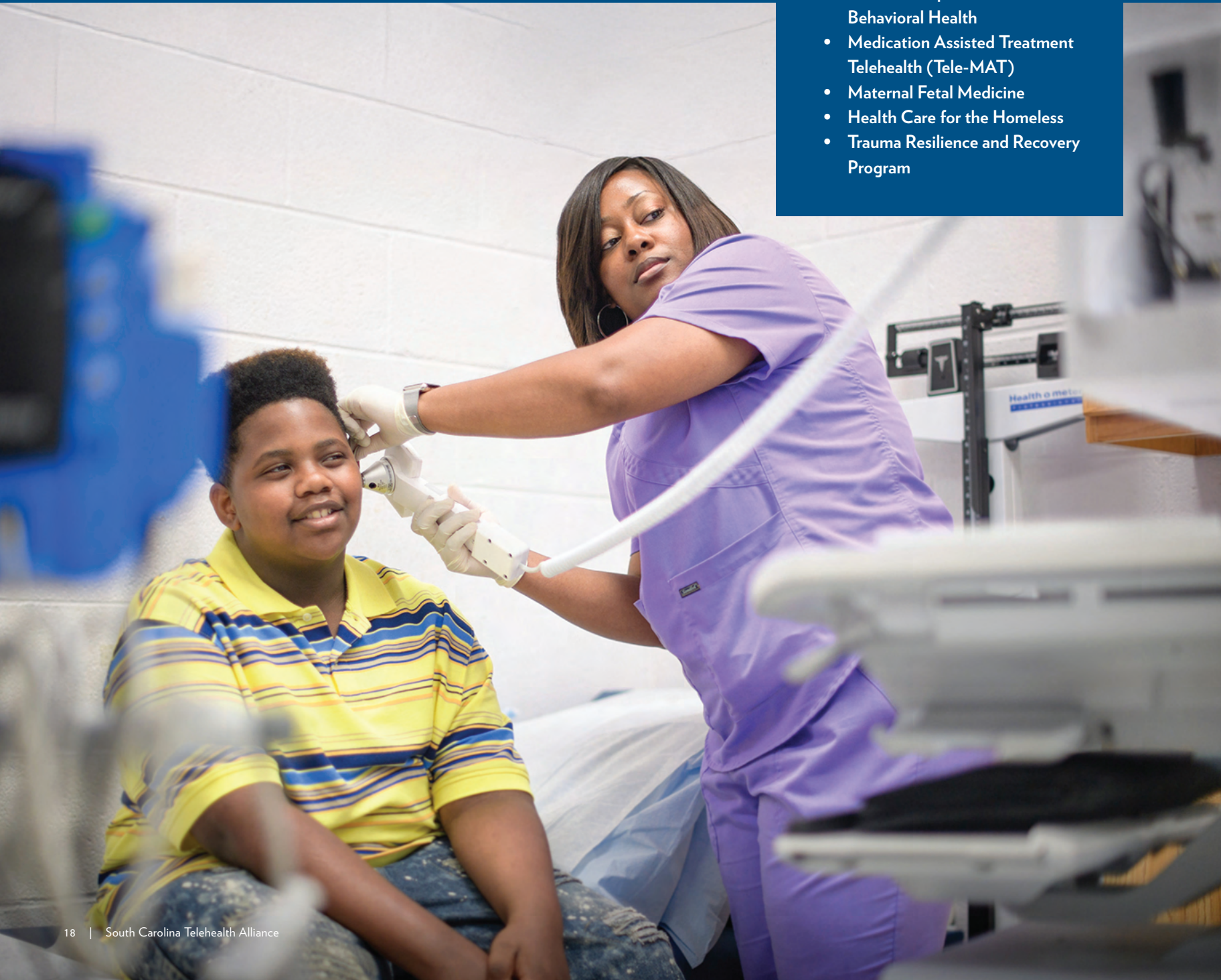
92
SC ECHO sessions held in 2024 with nearly **4,570** participants representing **44** SC counties

Health Equity

Example Services
- School-Based Telehealth
- Women's Reproductive Behavioral Health
- Medication Assisted Treatment Telehealth (Tele-MAT)
- Maternal Fetal Medicine
- Health Care for the Homeless
- Trauma Resilience and Recovery Program

Health equity is a core strategy aimed at achieving fairness in healthcare across the state, focusing on areas with significant health disparities. These services are designed to reach the most vulnerable populations, requiring the collaboration of multiple stakeholders to create meaningful, lasting change.

6,120+
Overall School-Based Telehealth Visits in 2024

South Carolina's School-Based Telehealth Network provides care directly to students at school, eliminating the need for students and parents to travel offsite for in-person care, reducing disruption to their daily routines. Programs include physical health, behavioral health, and trauma-based care.

Since 2022, **MUSC's Mom's IMPACTT (Improving Access to Maternal Mental Health and Substance Use Disorder Care Through Telehealth) Program** has addressed the critical need for accessible perinatal behavioral health care by utilizing telehealth to provide care to those who are pregnant, within 12 months postpartum, as well as tele-mentoring to any health care provider caring for these patients.

3,500+
patients served & 1,500+ health care providers trained since 2022

Patients reached in all **46** SC counties, **96%** residing in fully medically underserved areas

MUSC's Statewide School-Based Telehealth Behavioral Health Program delivers expert care to students for a range of behavioral health needs, including anxiety, depression, trauma, grief and loss, ADHD, and others.

74%
of patients seen are Medicaid beneficiaries

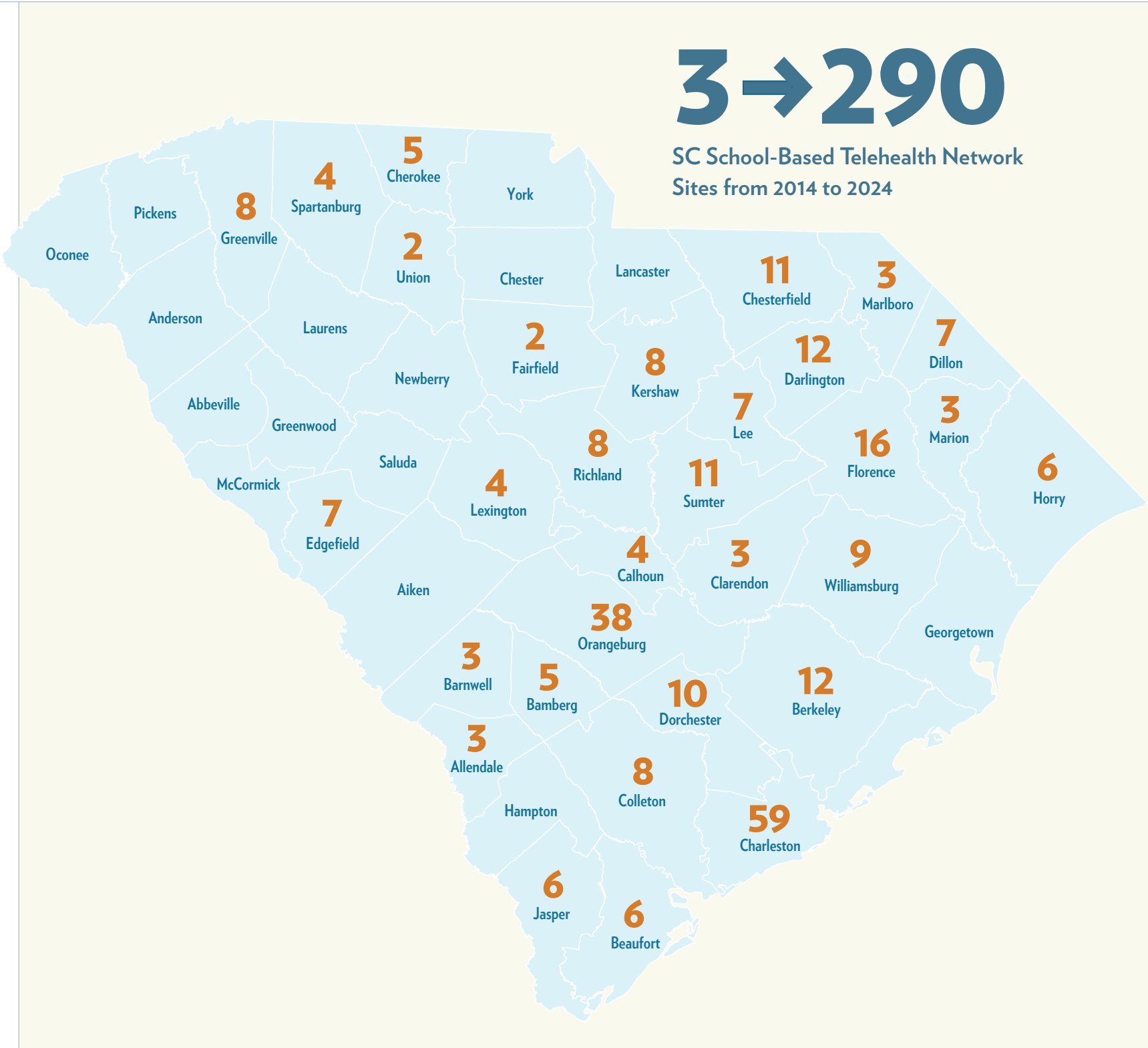### 2,460+
School-Based Telehealth Behavioral Health visits in 2024

105 SC schools offer School-Based Telehealth Behavioral Health services in 2024, 50+ in queue to go live early 2025
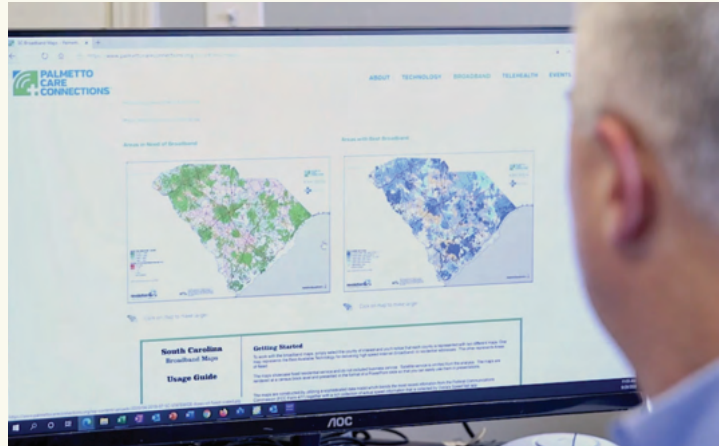
3→290

SC School-Based Telehealth Network Sites from 2014 to 2024

Map of South Carolina counties with site counts:

- Cherokee: 5
- Spartanburg: 4
- Greenville: 8
- York
- Pickens
- Oconee
- Anderson
- Laurens
- Union: 2
- Chester
- Lancaster
- Chesterfield: 11
- Marlboro: 3
- Dillon: 7
- Fairfield: 2
- Newberry
- Kershaw: 8
- Darlington: 12
- Marion: 3
- Abbeville
- Greenwood
- Saluda
- Lee: 7
- Florence: 16
- Horry: 6
- McCormick
- Edgefield: 7
- Lexington: 4
- Richland: 8
- Sumter: 11
- Aiken
- Calhoun: 4
- Clarendon: 3
- Williamsburg: 9
- Georgetown
- Orangeburg: 38
- Barnwell: 3
- Bamberg: 5
- Dorchester: 10
- Berkeley: 12
- Allendale: 3
- Hampton
- Colleton: 8
- Charleston: 59
- Jasper: 6
- Beaufort: 6

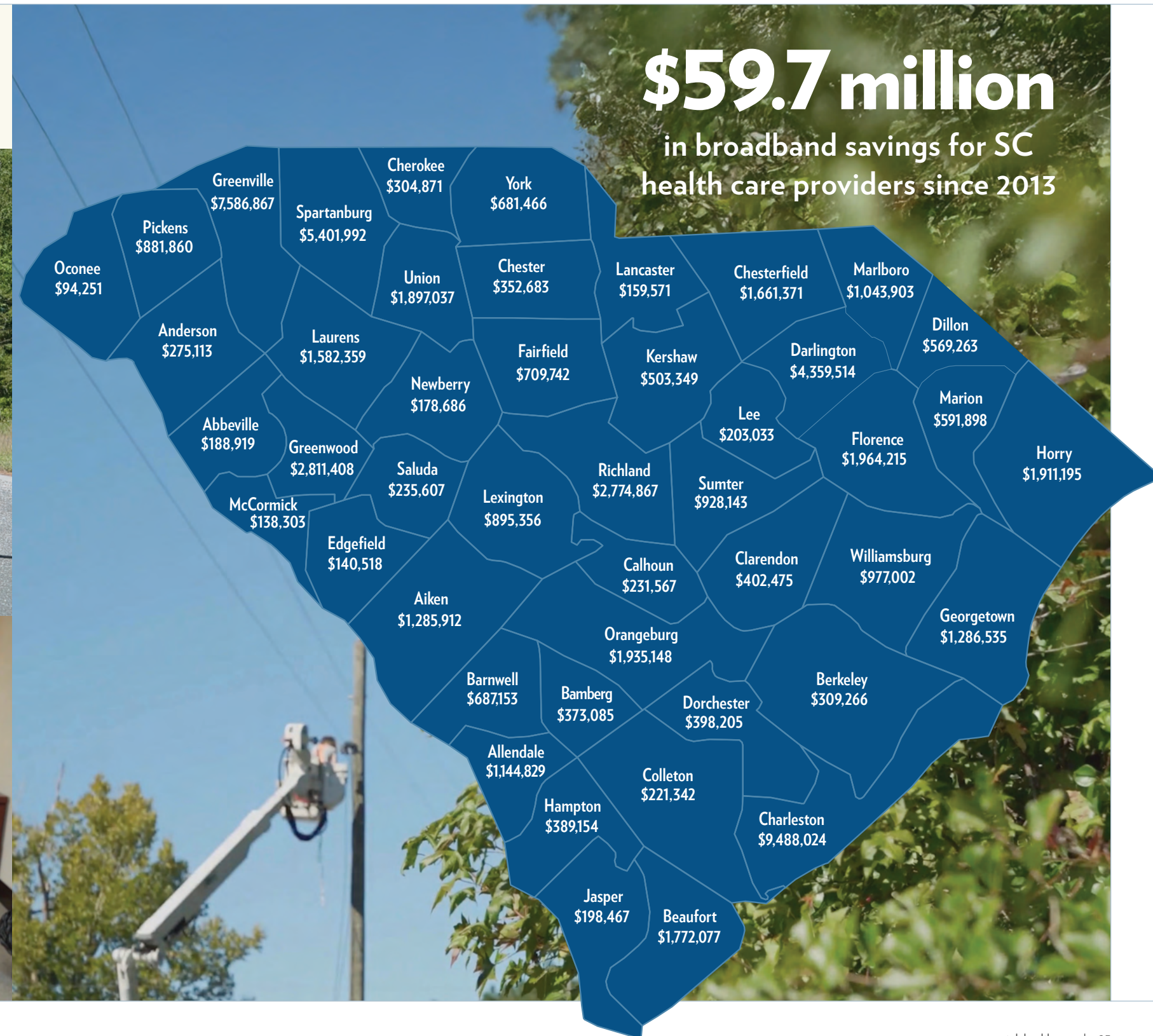# Broadband & Technology Infrastructure

PALMETTO CARE CONNECTIONS™
technology. broadband. telehealth.

Palmetto Care Connections (PCC) is a foundational partner of the SCTA, playing a leading role in bridging the digital divide in South Carolina and expanding access to care through broadband and technology infrastructure support. With a particular focus on the state's most rural and underserved areas, PCC is dedicated to ensuring affordable, high-capacity internet is accessible, thereby enabling access to care through telehealth.

PCC also plays a critical role in driving cost savings for rural SC healthcare providers by offering broadband subsidies through the Federal Communications Commission (FCC) Healthcare Connect Fund programs.

$59.7 million
in broadband savings for SC health care providers since 2013

Oconee $94,251
Pickens $881,860
Greenville $7,586,867
Spartanburg $5,401,992
Cherokee $304,871
York $681,466
Anderson $275,113
Union $1,897,037
Chester $352,683
Lancaster $159,571
Chesterfield $1,661,371
Marlboro $1,043,903
Laurens $1,582,359
Fairfield $709,742
Kershaw $503,349
Darlington $4,359,514
Dillon $569,263
Abbeville $188,919
Newberry $178,686
Lee $203,033
Marion $591,898
Greenwood $2,811,408
Saluda $235,607
Richland $2,774,867
Florence $1,964,215
Horry $1,911,195
McCormick $138,303
Lexington $895,356
Sumter $928,143
Edgefield $140,518
Calhoun $231,567
Clarendon $402,475
Williamsburg $977,002
Aiken $1,285,912
Georgetown $1,286,535
Orangeburg $1,935,148
Berkeley $309,266
Barnwell $687,153
Bamberg $373,085
Dorchester $398,205
Allendale $1,144,829
Colleton $221,342
Charleston $9,488,024
Hampton $389,154
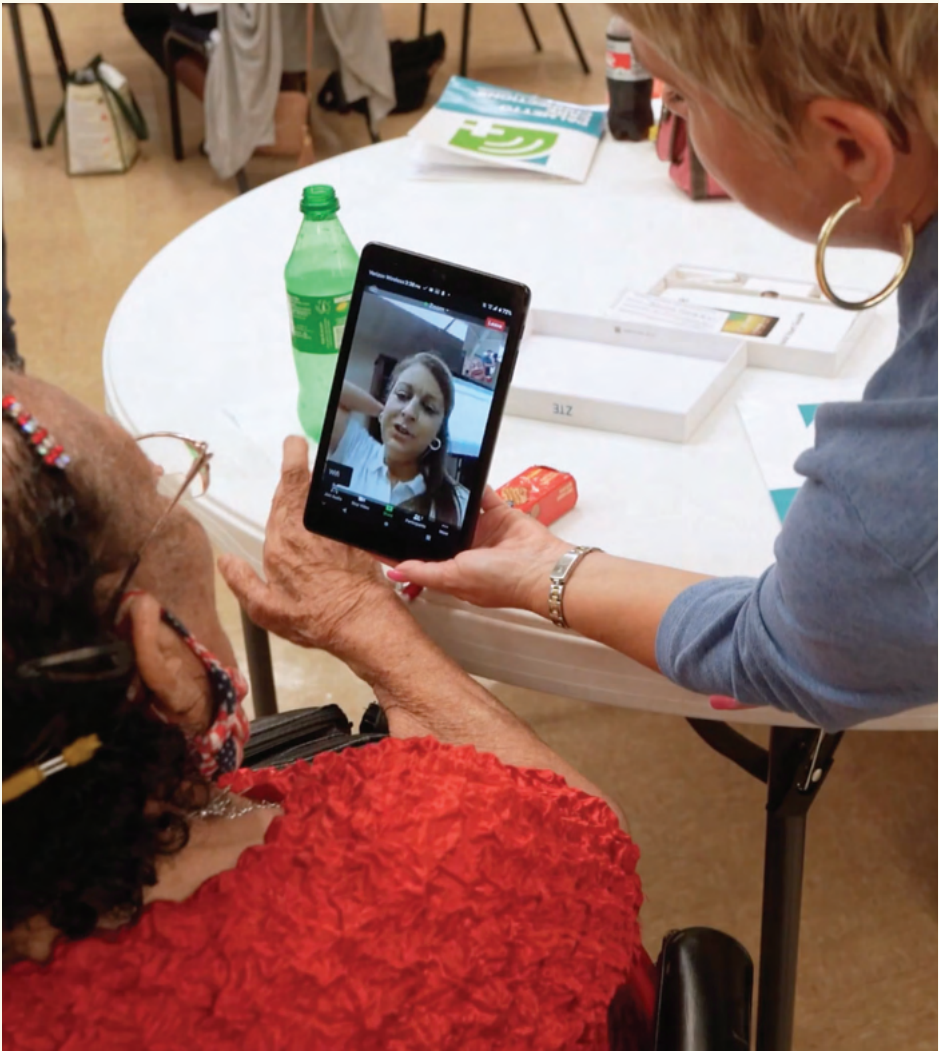Jasper $198,467
Beaufort $1,772,077

Training & Education

Through the SCTA Telehealth Education Workgroup and the collaborative efforts of the **SC Area Health Education Consortium (SC AHEC), Palmetto Care Connections (PCC), and the Medical University of SC (MUSC),** telehealth training and education resources have matured significantly over the past decade. Initially, telehealth training focused on introducing foundational concepts to this emerging field. Today, as telehealth has become a widely accepted and integral part of care delivery, educational efforts have evolved to address more advanced and comprehensive aspects of practice.

In 2024, **MUSC developed a statewide education roadmap** to guide and align telehealth training initiatives in the post-pandemic telehealth era. The roadmap contains clinical, administrative, and technology tracks, designed to provide a statewide foundation for telehealth education from foundational knowledge to advanced competencies.

SC AHEC continues to provide online telehealth education to health care professionals and students in the areas of telehealth foundations, telehealth implementation, telemental health, and others.

1,500+
online trainings were completed by participants in 2024

Since 2012, **PCC has proudly hosted South Carolina's Annual Telehealth Summit,** providing a platform for collaboration among telehealth stakeholders, healthcare leaders, legislators, and others dedicated to advancing telehealth in the state.

260+
participants at the 11th Annual Summit in 2024

2,750+
residents have received digital inclusion training since 2021

Launched in 2021, **PCC's Digital Inclusion Program** aims to provide digital literacy training to South Carolina residents, ensuring they are fully prepared to access care through telehealth.

415+ participants have engaged in **PCC's Webinar Wednesdays,** which offer education on telehealth, technology, and broadband.

MUSC Center for Telehealth Educational Visits: Over **175 students,** health care providers and administrators, policymakers, and other telehealth stakeholders from across the US visited MUSC's Center for Telehealth in 2024.

Research & Outcomes

Telehealth research plays a critical role in expanding access to healthcare, improving patient outcomes, and bridging the gap for underserved populations. South Carolina is a national leader in this field, with the **MUSC Center for Telehealth** standing as one of only two federally recognized **National Telehealth Centers of Excellence (COE)**, a designation originally awarded by the Health Resources & Services Administration (HRSA) in 2017.

Visit the COE website to view telehealth research

In 2024, the COE's areas of focus included:

1. Rural Hospitals
2. Primary Care
3. Maternal Health
4. Population Health & Health Equity
5. Telehealth Research Methods

Nearly **700** peer-reviewed telehealth articles published by **SC researchers since 2014.**

The South Carolina Center for Rural and Primary Healthcare (SC CRPH) has played a helpful role in evaluating the adoption and delivery of telehealth across the state, ensuring our rural and primary care communities have the resources and support necessary for effective telehealth utilization. Since partnering with the SCTA in 2021, some of their key telehealth initiatives have included:

- Assessing barriers and facilitators of successful telehealth adoption among small rural and primary healthcare practices in SC during the COVID-19 pandemic.

- Evaluating the use of telehealth at alternate healthcare access sites, such as community libraries, and creating a telehealth implementation guide unique to these sites.

- Assisting in the development of the "SC Provider Telehealth Perspective Survey" used to assess barriers to telehealth adoption among SC providers and analyzing its 320+ survey responses to generate actionable strategies for improvement.

Promotions & Awareness

SCETV's decade-long partnership has been instrumental in raising awareness and promoting telehealth programs across our state. Through its promotion on SCTA social media, SCETV's YouTube channel, and SC Public Radio, these impactful stories reach a broad and engaged audience.

185+ SC telehealth videos produced by SCETV since 2014

In 2022, SCETV produced a **1-hour-long documentary** exploring the evolution of telehealth in South Carolina throughout the past decade.

Social Media Engagement

Facebook
9.6k reach, 6k views, 850 followers since 2022

Youtube
170,330 views since 2014

LinkedIn
3,125 impressions & 1,470 (since joining in August 2024)

Patient Testimony "Telehealth has helped us tremendously. They made sure that Zaire has all of his medications, I really haven't had to miss work, haven't had to go pick him up, he hasn't really had an asthma attack- it has been a wonderful help."
— *Danielle Smith, mother of Zaire, who is receiving school-based telehealth services to manage his asthma.*

Top Most Viewed Videos Over the Decade

#1: 36,000 views:
After 5 Strokes, 7-year-old boy is 'out of the woods'

#2: 18,000 views:
S.C. Hospital Uses Innovative System to Keep Patients Safe

Sustainability

2024 was a pivotal decennial year for telehealth in our state, with the enactment of the **South Carolina Telehealth and Telemedicine Modernization Act (Act 120)** in March. The law built upon the strong foundation established over the past ten years, guided by SCTA leadership.

2013 State Telehealth Investment Begins

2014 SCTA Formed
- Engaged partners for statewide telehealth collaboration.

2016 SC Telemedicine Act Enacted
- Created statutory definition of 'Telemedicine' and laws governing the practice of telemedicine, including tele-prescribing.

2018 SC Nurse Practice Act Enacted
- Solidified role of APRNs as telehealth providers.

2020 Temporary COVID-19 Pandemic Telehealth Flexibilities Introduced
- Licensure, billing & reimbursement, and provider-type flexibilities.

2024 Telehealth and Telemedicine Modernization Act Enacted
- Created statutory definition of 'Telehealth', inclusive of non-MD health care practitioners.
- Modernized tele-prescribing language in SC to facilitate improved access to certain controlled substances while maintaining important safeguards.

Payer Engagement: In May 2024, SCTA Partners gathered in Columbia for the Collaborative Care (CoCM) Forum. Five CoCM programs presented successes and challenges of Behavioral Health Collaborative Care, including the integral role that virtual care plays in the model. SC payers also attended the forum, and on October 1, 2024, SC Medicaid began covering behavioral health collaborative care codes.

Federal Flexibilities: During Telehealth Awareness Week, representatives from the SCTA held a virtual briefing for South Carolina delegation staff in Washington DC, emphasizing the importance of telehealth in SC and urging leaders in Congress to extend the Medicare flexibilities, which were eventually extended through March 31, 2025, through Continuing Resolution.

While 2024 was a successful year in telehealth policy and legislation, there is still work to be done at both the state and federal level to ensure long-term program sustainability and patient access.

Contact Us

SCTA Administrative Staff

Sonya Ebeling, MPA
SCTA Director
sonya@sctelehealth.org

Ragan Bishop, MHA
SCTA Manager
ragan@sctelehealth.org

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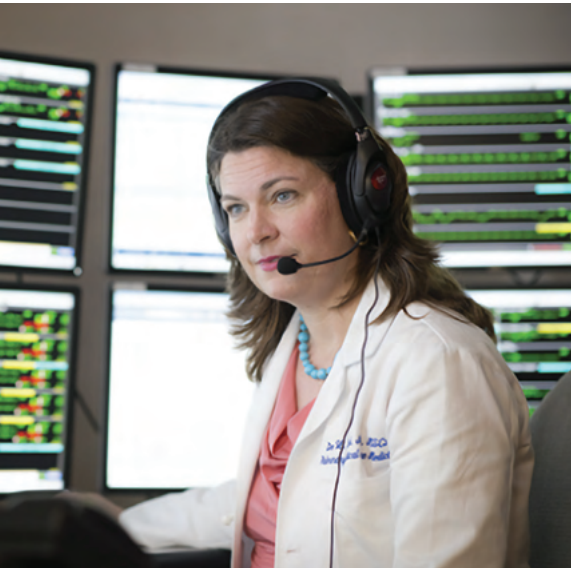
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2024 Annual Report

SOUTH CAROLINA
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