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BACKGROUND

- **Telehealth:** action to expand best practices and increase the capacity of care at a distance via technology.
- **Telemedicine:** diagnostic or therapeutic medical services via video or phone.
- Use increased dramatically at the onset of the COVID-19 pandemic: 50% of all Eisner pre-natal visits¹.

OBJECTIVES

- Formally assess telehealth and telemedicine practices provided for underserved women at Eisner.
- Provide focused strategies that FQHC executives can utilize to maintain strengths and improve weaknesses.

METHODOLOGY

Quantitative:

1. SERVQUAL model² as a validated tool to evaluate attitudes and perceptions toward telehealth and telemedicine services.
2. Surveyed among 5 dimensions of telehealth and telemedicine in English and Spanish.

Qualitative:

1. Semi-structured interviews to enrich quantitative data.

Analysis:

1. Analyzed with Important Performance Analysis (IPA) matrix^{3,4}.
2. Clustering of semi-structured interviews

RESULTS

Quantitative Data:

- N = 116 (104 patients and 12 staff members)
- Education level ranged from 2nd grade to Graduate School
- Age ranged from 16 to 61
- Highest survey scores: low-education, Spanish speaking women

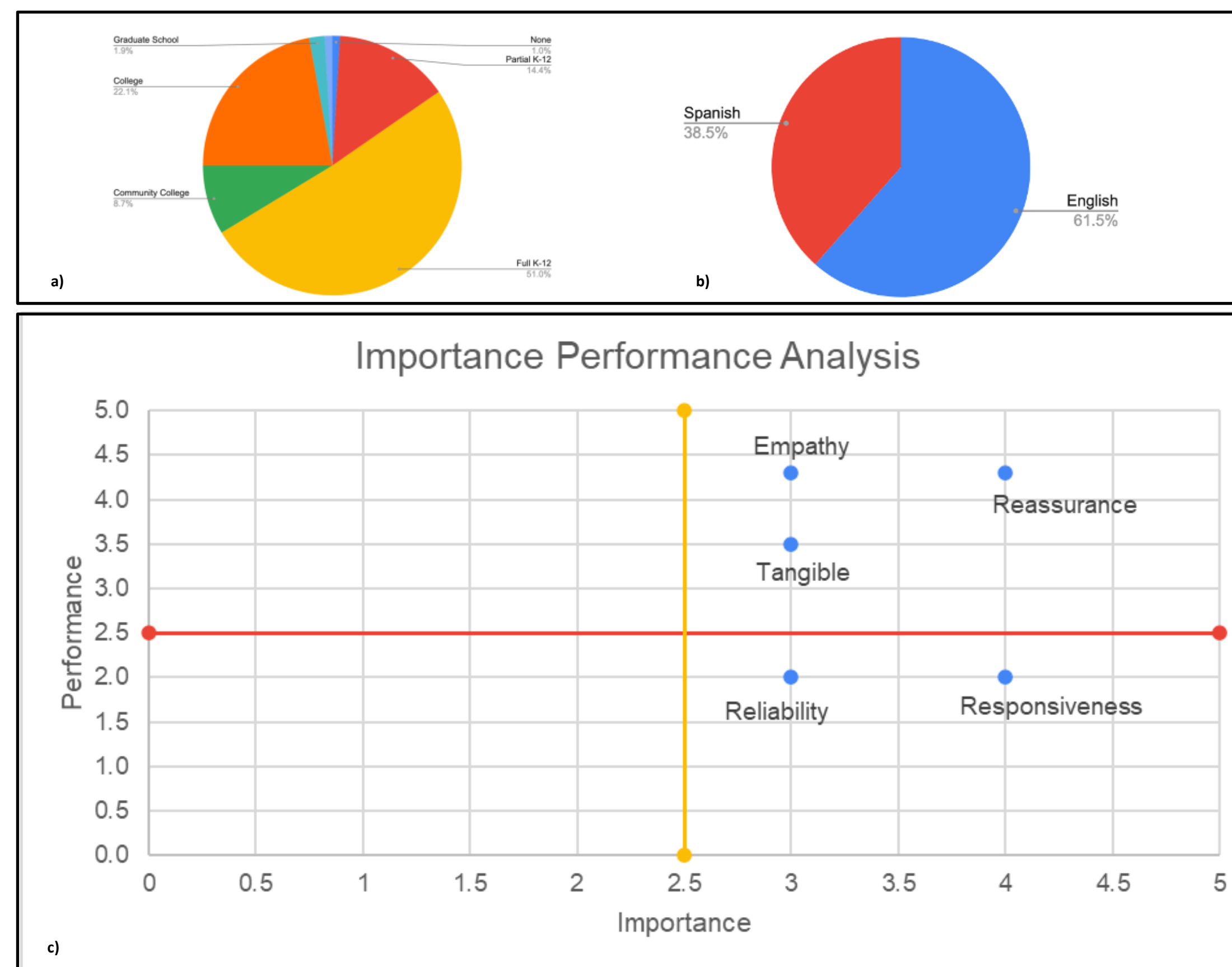


Figure 2. a) Education level completed among surveyed patients. b) Language preferred among surveyed patients. c) Importance Performance Analysis (IPA) matrix from analysis of data collected from patients who completed surveys (Adapted from Yin et al. 2016 *Telehealth services evaluation: a combination of SERVQUAL model and importance-performance analysis*¹⁴. IPA Cronbach Alpha = 0.95).

CONCLUSION

- Eisner performed well in the Empathy, Reassurance, and Tangibility dimensions
- Areas for improvement include the Reliability and Responsiveness dimensions
- General dis-satisfaction with phone experience
- Insufficient literacy screening for Spanish speakers
- Poor interpretation services for uncommon Spanish Dialects (e.g. Quiché)

RECOMMENDATIONS

Short term:

- Literacy and language-need screening with registration
- Improve interpretation services for low diffusion languages
- Create opt-in department option to siphon phone calls to WHC directly
- Streamline call center appointment-making templates

Long term:

- Create an Eisner appointment app
- Re-institute teleconsult services

(See report for more comprehensive recommendations)

ACKNOWLEDGEMENTS

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- Rebecca Smith, CNM
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REFERENCES

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Qualitative Data:

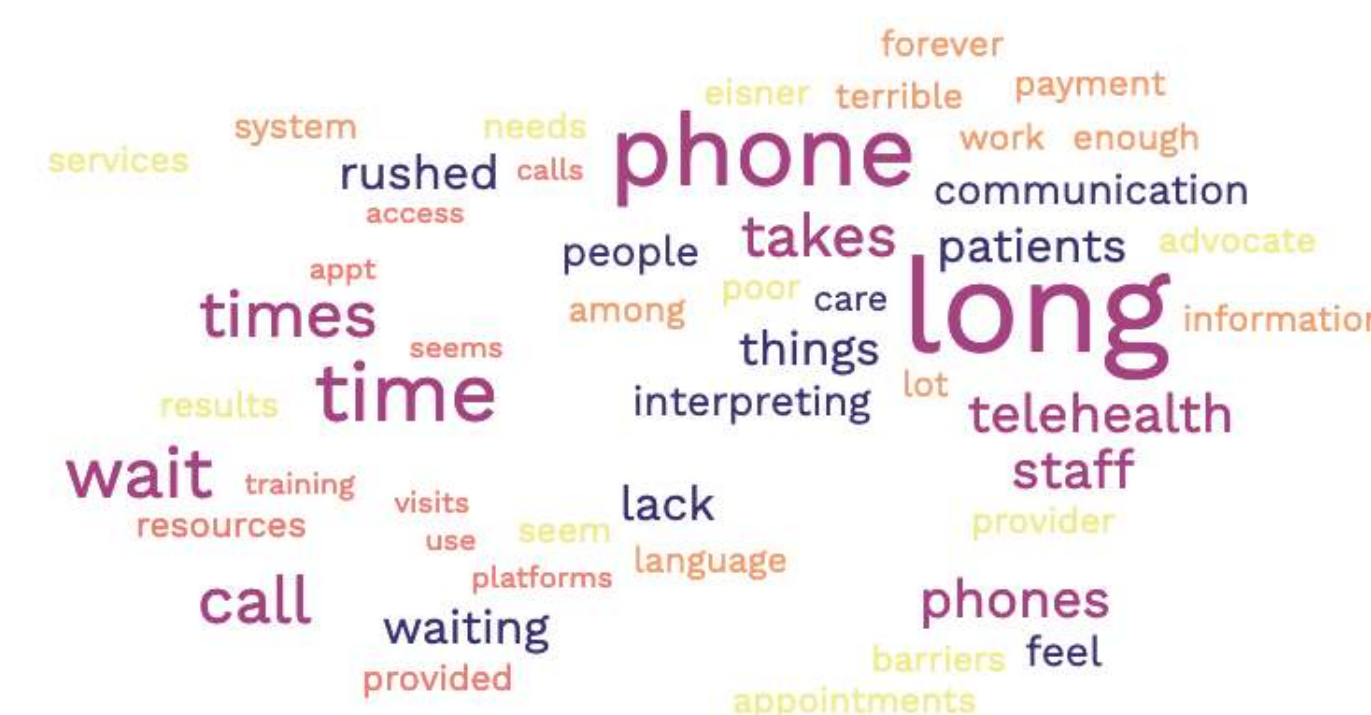


Figure 3. Most common themes during semi-structured interviews after completion of survey.