

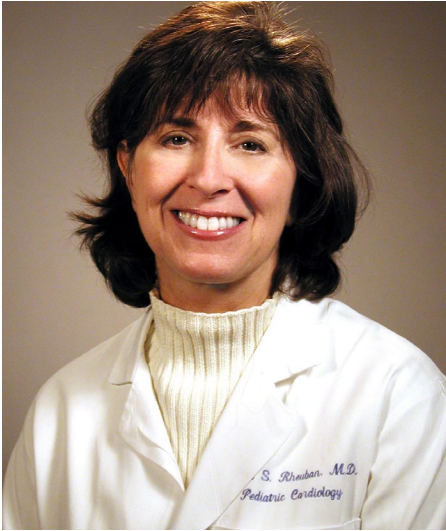
2024 ANNUAL REPORT



The Virginia Telehealth Network (VTN) is a 501c3 nonprofit organization dedicated to supporting telehealth efforts in the Commonwealth. Started in 2006 by a group of health care providers with an interest in promoting telehealth, VTN seeks to provide education, resources, and best practices to users of telehealth while advocating for safe and effective delivery of telehealth services. In addition, VTN develops and maintains strong partnerships that allow for the exploration and promotion of innovative programs that promote access to high quality health care via telehealth

<https://www.ehealthvirginia.org/>

A letter from the VTN BOARD CHAIR



Karen S. Rheuban, M.D.
Chair, Virginia Telehealth Network

Dear Friends:

With each passing year, telehealth's impact all throughout Virginia becomes more irrefutable, and 2024 was no exception. Not only have we seen tremendous growth in its application, but the ways in which VTN and others have been able to leverage telehealth have been both innovative and transformative.

Telehealth's growing prominence allowed our team to expand the breadth and depth of our education efforts. We continued to share best practices around telehealth fundamentals, while also tackling emerging trends to ensure our members are prepared to navigate shifts in their profession and how they can utilize telehealth.

Arguably, nothing better exemplified this than our annual summit. As you'll see in later pages, this year's gathering was an invaluable opportunity to connect and exchange our ideas and learnings.

Despite these achievements, accessibility remains a top priority for our advocacy efforts, as many rural providers and patients lack the infrastructure to support this technology. It was an honor to present the benefits of telehealth to the General Assembly's newly formed Select Committee for Rural and Small-Town Health Care.

Thank you for your time and interest in learning more about VTN's work this past year. As you do, please share in our appreciation and gratitude for our partners, staff, and legislators who've supported the use and expansion of telehealth.

Sincerely,

Karen S. Rheuban, M.D.
Chair, Virginia Telehealth Network



Advocacy and Advancements *for Telehealth Use in Virginia*

More and more individuals and organizations are recognizing telehealth's potential, as evidenced by the various initiatives being advanced to support its growth.

- The Virginia House of Delegates launched the Select Committee for Rural and Small-Town Health Care to study health care challenges faced by rural counties and small towns. In April, VTN Board Chair Dr. Karen Rheuban met with the committee to discuss important considerations for implementing a successful telehealth program.
- The Joint Commission on Health Care interviewed VTN as part of its study on health care disparities among vulnerable populations.
- VTN has advocated for a budget amendment to assist in exploring telehealth hubs where individuals in under-resourced communities can access this technology. Additionally, the Broadband Equity, Access, and Deployment (BEAD) Program, which has allotted \$1.48 billion for Virginia, is expected to reduce this disparity in the coming years.
- Part of our mission to advance the use of telehealth is supporting initiatives that utilize this tool to address unique health care issues, such as the [Virginia Telemental Health Initiative](#) (VTMHI) and its work to enhance access to mental health care to un- and under-insured Virginians.

“I’m really grateful for all the strides in legislation before me that have allowed for Medicaid, Medicare, and private insurance companies to bill for telehealth, which I think was a real barrier in the beginning. We’re discovering the need for more telehealth offerings, and legislation is updating policies to allow for reimbursement of audio-only sessions.”

Virginia Delegate Amy Laufer, 55th District

Virginia's State *Telehealth Plan*

Appointed by the General Assembly, VTN serves as a consultant to the Virginia Department of Health (VDH) to inform enhancement and track implementation of Virginia's State Telehealth Plan (STHP). In 2024, VTN led several initiatives to gather input, including:

- Hosting a dedicated STHP session at the 2024 VTN Summit.
- Conducting a benchmarking telehealth usage survey of licensed providers in Virginia.
- In partnership with the Virginia Office of Emergency Medical Services (EMS), conducting a **survey of EMS councils** (see below) across Virginia about their use of telehealth.

Additionally, VTN developed a 2025 plan to host more stakeholder listening sessions and form a steering committee to develop formal recommendations enhancing the state telehealth plan, incorporating themes and information gathered for stakeholder input.



Most respondents of the **EMS survey** lacked telehealth capabilities with only 9.2% able to use video and audio (non-radio) to communicate with hospitals or doctor's offices.

- ▶ **39.4%** of respondents' agencies are interested in either establishing or expanding an existing telehealth program.
- ▶ **30.3%** report they are not currently interested but may be in the future.





2024 VTN Summit

In September, VTN hosted its annual summit for Virginia's telehealth leaders. Virtual and in-person attendees took part in a series of transformative conversations on topics including AI and health care, interstate licensure compacts, and Virginia's State Telehealth Plan. This hybrid event was sponsored by the [Virginia Department of Health's Office of Rural Health](#), the [Mid-Atlantic Telehealth Resource Center](#), and [Williams Mullen](#).

This year's VTN Summit also featured the inaugural **Virginia Telehealth Innovator Award**, designed to celebrate the unique and groundbreaking ways health care providers, clinics, and organizations across the Commonwealth are leveraging telehealth to expand access to care in rural and underserved areas.

It was an honor to bestow this award to [Bay Rivers Telehealth Alliance](#) for its work to provide case management services via telehealth for individuals exhibiting symptoms of mental health and substance use disorders.

Additionally, VTN provided need-based access to free digital tickets for those within the community (students, volunteer providers, etc.) who would otherwise be unable to attend due to the cost of entry through its **VTN Summit Scholarship**.



Bay Rivers Telehealth Alliance accepting the Virginia Telehealth Innovator Award

Highlights of the Summit

- ▶ **47** Registrants
- ▶ **7** Scholarship recipients

Educational speakers included:

- ▶ Jonathan M. Joseph, *Partner of Christian & Barton, L.L.P.*
- ▶ Erin Barrett, *Director of Legislative and Regulatory Affairs for the Virginia Department of Health Professions*
- ▶ Brian Gunnell, BA, CTC, *Senior System Engineer and Team Lead for the UVA Office of Telemedicine*

Third Annual Benchmarking Telehealth Usage in Virginia Survey

As part of ongoing efforts to monitor the impact of telehealth on Virginia's patients and providers, the Virginia Telehealth Network conducts a periodic "Benchmarking Telehealth Usage in Virginia" survey of actively practicing licensed providers across the Commonwealth. This research effort is designed to help us better understand Virginia's current and future needs with virtual care. The third iteration of this benchmarking survey was conducted February 15 to March 15, 2024.

The annual survey is supported by the Virginia Department of Health Professions and the Virginia Department of Health.

SURVEY TAKEAWAYS

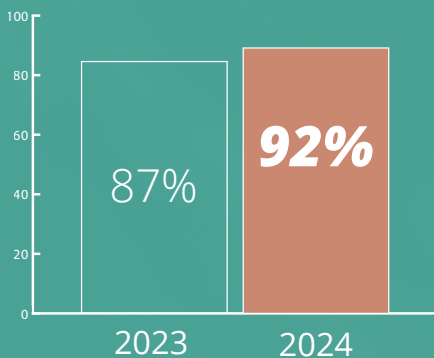
Telehealth continues to remove barriers, expand care, and add flexibility: For the third consecutive year, there was an increase in respondents who noted telehealth's benefits around scheduling and access to care. Nearly 92% believe telehealth allows them to address patient care barriers (+4.7% from 2023).

New normal for telehealth usage far exceeds pre-pandemic levels: Despite the many benefits telehealth offers providers and patients, there remain several areas that could be improved upon to provide a better experience for both sides of the provider-patient relationship. More than three in four (76.6%) would like fewer regulations around providing care to patients in other states, and two-thirds (66.2%) believe reimbursement for care provided via telehealth could be improved for providers. For patients, internet connectivity remains the top area for improvement (72.9%), which underscores how many Virginians live in households or communities without adequate, high-speed internet access.

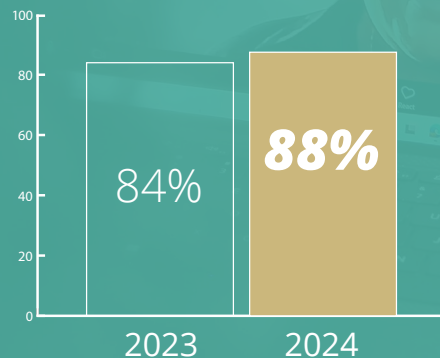
A snapshot report of this year's results [can be found here](#).

84% of survey respondents currently see patients

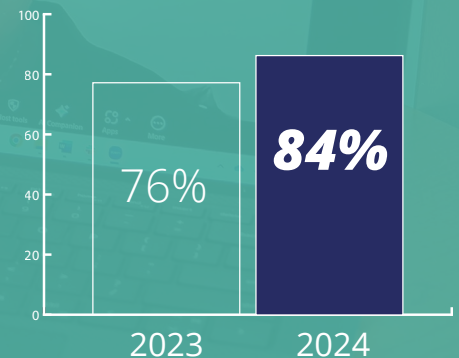
Providers who use telehealth say...



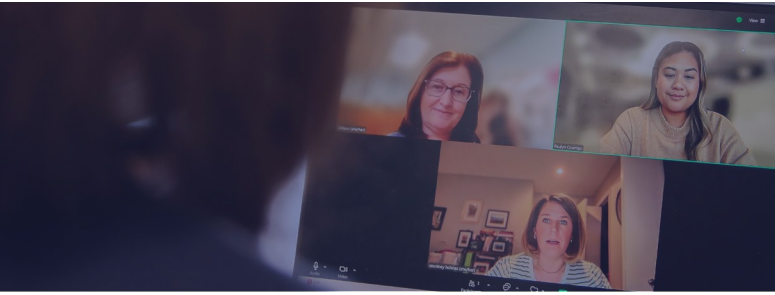
"Telehealth allows me to address patient care barriers"



"Telehealth allows me to have more schedule flexibility"



"Telehealth allows me to see more patients"



VTN Membership

In 2024, VTN launched a quarterly membership newsletter, curating news, resources, legislative announcements, timely presentations, and open jobs related to telehealth. Additional benefits to members included discount pricing for the 2024 VTN Summit.

Results

► **42.5%** Increase in membership



Enhanced Education

The increased use of telehealth has been met by a rising need for more readily available resources on its best practices. VTN remains devoted to leveraging our collective knowledge in this area to aid providers throughout Virginia. Last year, VTN addressed topics such as AI, equity in health care, and new regulations via its Equity & Telehealth series, blog content, and a monthly newsletter. Many content features also demonstrated case-based learning from providers and practices using telehealth in innovative ways.

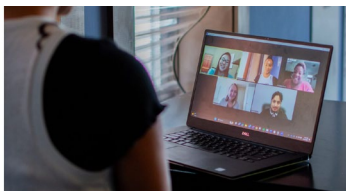
Licensure Compacts Guide

To address the increasing volume of inquiries regarding interstate licensure compacts, VTN created a comprehensive guide detailing Virginia's active compacts. The guide includes an overview of participating states, key provisions, and limited licensure exceptions, providing a valuable resource for stakeholders navigating cross-state practice requirements.

Results

20	448	49%
Blogs	New email subscribers	Email newsletter open rate <i>(average open rate across all industries is 36%)</i>

[Approaching Equity in Your Practice](#)



Top-Read Blog:
476 views

Growing the *Virginia Telemental Health Initiative*

VTN spearheaded the launch of the Commonwealth's first-ever statewide virtual mental health free clinic, the Virginia Telemental Health Initiative (VTMHI). This pioneering program serves as a model for enhancing the mental health workforce while expanding access to mental health services for un- and under-insured patients referred by participating free and charitable clinics.

With the success and growth of this program, VTN team members will present to audiences across the U.S. interested in replicating this model of care.

For more information, view the [2024 VTMHI Impact Report](#).



25 free and charitable clinic partners with 27 locations
(127% increase from pilot year)



2,851 visits scheduled
(186% increase from pilot year)



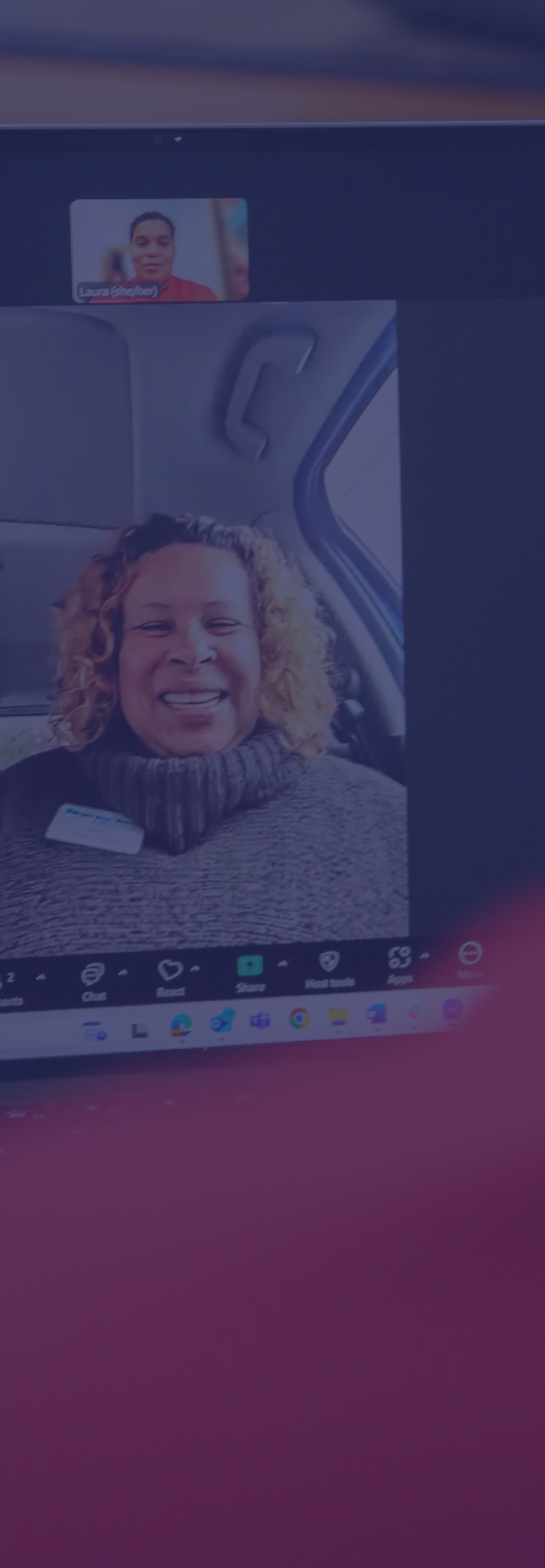
Achieved National Association of Free and Charitable Clinics **Gold Standards Seal** and the **2024 Mental Health Champion Team Award** from the Virginia Health Care Foundation

“ Launched as a five-clinic pilot, VTMHI has scaled rapidly to meet growing demand and is now integrated in nearly 30 clinics across the state. By working alongside free clinic staff, VTMHI addresses not only mental health but also substance use, primary care, and social determinants of health, ensuring that patients receive comprehensive, holistic support. As the first initiative of its kind in the U.S., VTMHI's replicable and sustainable model has garnered attention from statewide organizations in five other states that have sought guidance on launching similar telehealth-based mental health clinics. This interest underscores the potential for VTMHI's approach to inspire broader systemic impact across the country.**”**

KATHY H. WIBBERLY, PhD

Director, Mid-Atlantic Telehealth Resource Center
PI, Virginia Telemental Health Initiative





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