

## The Future of Telemedicine is Now.

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Practice Area: Health Law & Health Information Privacy and Security

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The Future of Telemedicine is Now, sponsored with the Wisconsin Rural Health Cooperative.

The slow evolution of telemedicine suddenly accelerated with the arrival of the coronavirus. The sudden emergence of telemedicine services presents many challenges and opportunities for rural hospitals. This panel discussion addresses key strategic considerations, including:

- Current telemedicine reimbursement and compliance changes and challenges
- How to compensate providers for telehealth services now and beyond, and
- The business considerations for fully embracing a telehealth program, including market share considerations and competition from others providing services in this space and parity between government and private reimbursement.

presenters: Ben Ulrich, VMG Health; Jeff Mark, von Briesen; and, Stacy Gerber Ward, von Briesen

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