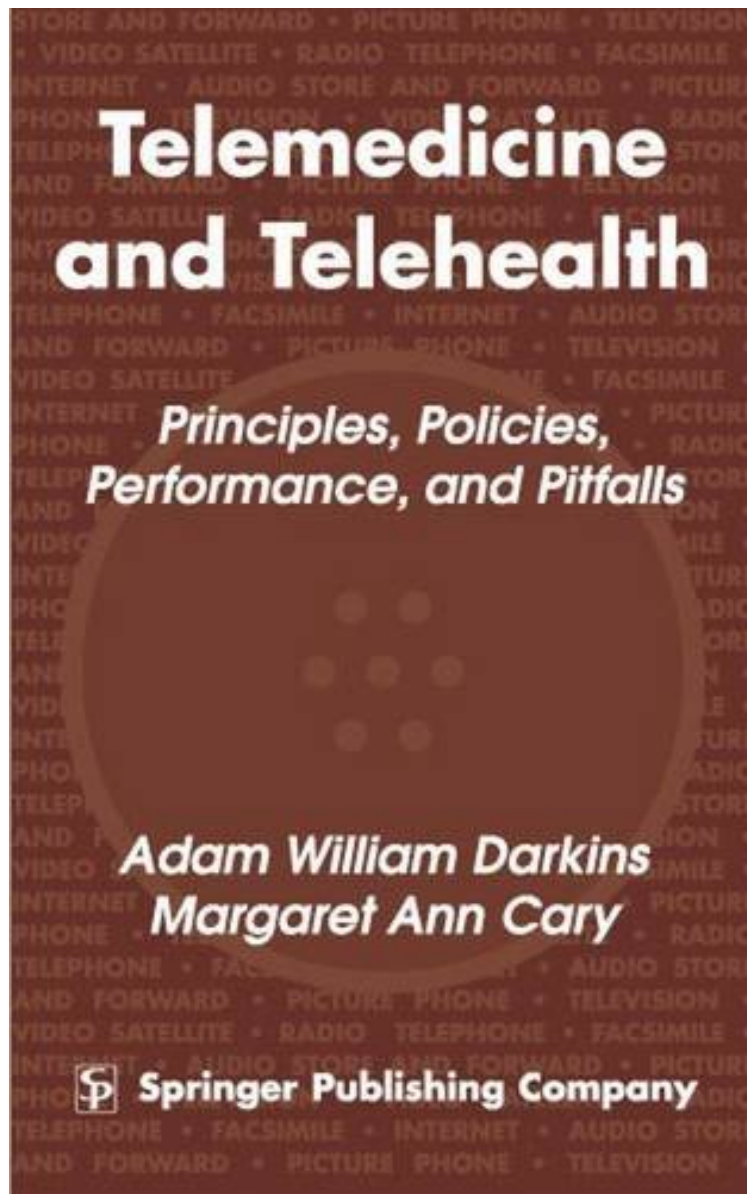


# Telemedicine and Telehealth: Principles, Policies, Performance and Pitfalls

*Adam Darkins, Margaret Cary*

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**Adam Darkins, Margaret Cary : Telemedicine and Telehealth: Principles, Policies, Performance and Pitfalls** before purchasing it in order to gage whether or not it would be worth my time, and all praised Telemedicine and Telehealth: Principles, Policies, Performance and Pitfalls:

5 of 6 people found the following review helpful. The future of health care thru high technology  
By Mel Bucholtz  
Review of: Telemedicine and Telehealth by Adam W. Darkins and Margaret A. Cary  
This important book begins the necessary critical conversation of defining the fundamental of concepts and terms, as well as those areas of current and future applications, involved in the merging of health care delivery and high technology systems. The authors wisely suggest using the term Telehealth to address the broad range of health applications which high technology, the Internet in particular, can greatly impact. These concerns are set in the context of both a historical view of health care and society, particularly in the more technologically developed societies of the U.S. Western Europe and Japan, and these societies current and future trends toward change of lifestyle driven by their adaptation of new technologies. These are vital concerns, both within health care delivery in particular, as well as within the economic and social evolution of these societies in general. Their book focuses on the patients experience of health care service as facilitated by this new technology rather than being yet another discussion of the fascinating innovations within the technology itself, a very important distinction. Being physicians themselves, authors Darkins and Cary have professionally grown up through the very cusp of change they are defining for us; they know the pre-high technology delivery of health care and have been witness to, and advocates for, the introduction of high technology to the health care systems in which each have worked, both in the U.S. and England. Their book is both comprehensive in its discussion of the issues involved as well as being detailed in its coverage of those particulars necessary to see the overall picture clearly. Because of the timeliness of this merging of high technology and healthcare delivery, one wishes this book could be made more available to a wider reading public through a greater promotional effort by the publisher.

6 of 7 people found the following review helpful. Telemedicine demystified  
By Thomas J Beckett  
If telemedicine and telehealth are the next steps on the ladder to achieving comprehensive management of disease -- and beyond that, population wellness -- then this book is the rung that will help physicians, their patients, and policymakers get a leg up. Darkins and Cary painstakingly weed through the often murky, often contradictory terminology of telemedicine to clearly define what everyone wants from this burgeoning aspect of health care, and they do so with insight and precision. Particularly helpful are the chapters outlining in detail how the health care provider can incorporate telemedicine into clinical practice. The pointed references to enhanced patient-physician communication made possible by telehealth drive home how crucial this aspect of health care remains to all parties involved. In what continues to be a time of dizzying technological change, "Telemedicine and Telehealth" offers an opportunity to take a step back from the chaos and look critically at the possibilities before we forge ahead.

3 of 5 people found the following review helpful. Review of Telemedicine and Telehealth by Darkins and Cary  
By Michael M. Bakerman, MD, FACC, FACP, MMM  
Telemedicine and Telehealth is a timely and useful book. As a Physician and Consultant, Telehealth provides a soup to nuts discussion about the issues relating to telehealth. The first chapter details basic definitions of the field. The next five chapters deal with the patient, physicians, Healthcare in general, and lastly specific telemedicine services. The authors suggest the formula for telehealth success as improved quality and access to care at a lower cost and without raising professional objections. I found the chapters developing the business case for Telemedicine and telehealth services most compelling. These markets are still in their infancy and are still struggling to develop their potential. The authors share with us their strategy for selling Telehealth services (page 157). Telemedicine and Telehealth, also provides a cautionary note. The authors indicate that to date they were not aware of studies demonstrating a viable telehealth model with the current legislation and reimbursement structure. Further issues such as licensure, quality assurance and backup systems remain to be clearly defined. This book is an excellent read. Concise, articulate and timely. I would recommend this book to any one interested in Telemedicine or Telehealth.

Telemedicine and telehealth are changing the face of health care delivery and becoming a multi-billion dollar industry. Dr. Darkins and Dr. Cary share their knowledge and provide practical insights and advice on making telemedicine programs into successful clinical services and a productive business. The book gives background knowledge and useful tips on starting up and managing programs in an array of settings. Most importantly, the book is based on the recognition that patients are customers of health care and telemedicine companies developing new products vital to delivering care to rural or inaccessible clients is vital to health care's future.

From the Back Cover "Telemedicine and telehealth are changing the face of health care delivery and becoming a multi-billion dollar industry. Dr. Darkins and Dr. Cary share their knowledge and provide practical insights and advice on making telemedicine programs into successful clinical services and a productive business. The book gives background knowledge and useful tips on starting up and managing programs in an array of settings. Most importantly, the book is based on the recognition that patients are customers of health care and telemedicine companies developing new products vital to delivering care to rural or inaccessible clients is vital to health care's future. "About the Author Margaret Ann Cary, MD, MBA, MPH, is a US-trained family physician. Her extensive clinical experience includes practicing in Northern California and Colorado, and directing an emergency room in a remote ski resort. Her extensive knowledge of primary care gives her a familiarity with the challenges of delivering health care far from specialist expertise and of the need to obtain acute health care advice. She moved into medical management after she

successfully turned a failing health care facility into a commercial success and her entrepreneurial abilities were recognized. She was an early exponent of the use of telemedicine in primary care situations. Realizing her clinical, managerial, and physician-leadership roles in the state, the Governor of Colorado appointed her to the State Board of Medical Examiners. She served on this Board, the licensing and disciplining agency that regulates physician practice, from 1988 to 1994. This experience gave her firsthand knowledge of the general legal and regulatory framework that underlies the practice of medicine and how this directly impacts the development of telemedicine in the United States. Margaret Cary was actively involved in establishing Denver's World Trade Center at a time when Denver was emerging as a major global center for telecommunications. This work forms the basis for her understanding of the importance of partnerships with telecommunications suppliers in the telephone and cable industries for the future digital delivery of health care services. Dr. Cary formalized her management education at the University of Colorado where she graduated as the Outstanding MBA Graduate of her year. Subsequently she established a health care communications company with areas of interest that have included physician training, leadership development, and the independent production of health care television programs.

Adam William Darkins, MD, MPH, FRCS, trained as a neurosurgeon in Britain. His clinical background gives him a detailed understanding of the clinical process and the practical difficulties of delivering specialist health care services. During 4 years spent as the medical director at Riverside Community Health Care in London, he implemented telehealth services in the context of contracting to transfer health care services from secondary and tertiary care into primary care. This work directly led to his later use of patient-based clinical information systems to support the brokering of telehealth transactions. He served as a founding member on the board of a national medical directors' organization and worked on major areas of clinical-change management that affect new health care developments. These clinical organizational-change, and business-development skills underpin his capacity to implement successful telehealth programs. He has written and spoken extensively on telehealth and how it fits with future visions of health care delivery systems that are equitable and sustainable. He helped found the Royal Society of Medicine's Telemedicine Forum and cofounded Global Telemed Ltd. This Northern Ireland-based telehealth company gave him his expertise in defining the new business models on which the future commercial provision of telehealth services are now being based. In addition to his clinical and management experience Adam Darkins has worked directly on patient issues. In the early 1990s he directed a joint project between the King's Fund in London and the Foundation for Informed Medical Decision Making in Hanover, New Hampshire, giving information to patients on treatment choices. He is a past council member of the Patients Association, a national UK patient-advocacy organization. Adam Darkins now lives and works in the United States, where he directs a major telehealth program.