

SPS 2016 and Its Importance to Arizona



Why hold SPS conferences in Arizona?

1. Like many rural hospitals throughout the United States, Arizona's rural hospitals need telemedicine service provider partners to remain competitive. [Copper Queen Community Hospital in Bisbee, AZ](#) is one example of a hospital that's leveraged telemedicine to survive the closure crisis, but most Arizona regional medical centers now have telestroke and other telemedicine programs in place to offer immediate care and keep their patients local.
2. The [Arizona Telemedicine Program](#) (ATP) houses the [Southwest Telehealth Resource Center](#) (SWTRC), which is federally funded to provide advice and assistance to those wanting to start or expand telemedicine programs in Arizona, Colorado, New Mexico, Nevada and Utah. By bringing in speakers, companies, and attendees from around the country, the SWTRC is serving Arizona, the southwest region, and the nation.
3. The ATP and SWTRC host the national [Telemedicine & Telehealth Service Provider Directory](#), which currently lists 82 teleservice providers, 38 of which are offering services in Arizona. We want to let Arizona hospitals, clinics, and practices know about these potential partners, and we want to show service providers around the country how much interest and need there is in Arizona.
4. Telemedicine is big in Arizona—the Arizona Telemedicine Program has been fostering telemedicine since 1996 and many hospitals, clinics, and healthcare systems in the state are using telemedicine. Most are either partnering with other service providers (such as the [Mayo Clinic telestroke program](#) and the [Arizona Burn Center](#)) or are offering their telemedicine provider services ([Northern Arizona Healthcare](#), for example, offers telecardiology to several Native American hospitals and clinics). [The SPS agenda](#) is aimed at helping both neophytes and experienced telemedicine administrators negotiate regulatory hurdles and form successful partnerships.
5. Arizona is a hotbed of telemedicine and telehealth companies, including [GlobalMed](#), [eVisit](#), [MeMD](#), [Avery Telehealth](#), [MD24 House Call](#), [Affiliated Dermatology](#), [Amerivitals](#), and [FasPsych](#). Several Arizona health-care systems are nationally known for their telemedicine and telehealth programs, including [the Mayo Clinic's telestroke](#) and teleneurology programs, [Banner's tele-ICU](#) and [remote patient monitoring](#), [Northern Arizona Healthcare's Care Beyond Walls and Wires program](#), [North Country Healthcare's ECHO program in Hepatitis C](#), and [Health Choice Integrated Care's telepsychiatry program](#). It makes sense to locate SPS conferences in the midst of all this telemedicine and telehealth activity. And SPS gives these Arizona companies and programs an opportunity to share their expertise and show off their products and services.
6. Telemedicine improves Arizonans' access to health care by allowing them to see doctors and other providers (with proper licensure) from around the country. SPS provides the networking forum and provider showcase to help Arizona's health-care decision-makers meet and evaluate these service provider companies, as well as technology platform providers. And SPS brings in nationally recognized leaders in the field to share their expertise.

What is the expected participation from Arizona's telemedicine community, telemedicine providers and tech companies?

1. It's important to note that SPS is a *national* conference, and although it has great participation from the Arizona telehealth and health-care communities, it also draws participants, speakers, and exhibitors from around the country.
2. SPS 2014, which we held in October 2014 in Phoenix, attracted close to 250 attendees. Twenty-two Arizona hospitals and healthcare systems were represented, most of which provide and/or use clinical telemedicine services. SPS 2016 is expected to draw 300 to 400 attendees, and we expect at least as many Arizona hospitals and healthcare systems to attend. Of course the Arizona Telemedicine Program and Southwest Telehealth Resource Center will be there.
3. SPS 2014 had participants from telemedicine-related organizations like [ATIC](#) (Arizona Telecommunications and Information Council), [the Arizona Simulation Technology & Education Center](#), the [University of Arizona](#) and [Arizona State University](#), as well as the telemedicine networks of [Utah](#), [New Mexico](#) and [Colorado](#)—and we expect similar participation again this year from those groups.
4. Confirmed exhibitors from Arizona so far include [GlobalMed](#), [Banner Health](#), [MD24 House Call](#) and the [SWTRC](#). SPS 2016 also features speakers from the [Barrow Neurological Institute/Avizia](#), [Northern Arizona Healthcare](#), and the [Arizona Center for Rural Health](#).

What is the expected economic impact of SPS 2016 on Arizona?

1. The conference venue is the [Hyatt Regency in downtown Phoenix](#). The conference is expected to fill at least 250 bed-nights and will provide hotel-catered meals and coffee service for the attendees. SPS is a two-full-day conference, so its 300-400 attendees will end up patronizing the downtown restaurants and other establishments, parking garages, and taxi services, as well as buying gas in Phoenix or flying into one of our [airports](#). Participants may take in a show, visit a museum, or even extend their trips to play golf or visit area attractions such as [the Grand Canyon](#).
2. On a larger scale, we expect Arizona exhibitors to benefit by making new contacts and explaining their products and services during the SPS "Lightning Rounds." We expect Arizona health-care systems to benefit by learning more about how to create successful telemedicine programs and partnerships, and by meeting the service providers and platform vendors that can help make their telemedicine efforts succeed.
3. One of the SPS 2016 panels is a group of investors and venture capitalists who'll give their tips to startup companies—this is part of an afternoon-long module on "How to Succeed as a Service Provider." This of course, will provide great advice to those wanting to start or expand their telehealth service provider companies in Arizona.

For more information on SPS 2016, please visit our website at www.ttspsworld.com or contact us at SPS@telemedicine.arizona.edu or 1-877-535-6166. Join the conversation on Twitter using #ttsp2016