Developing Strategies – The Key to Sustainability
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Overview
While grant funding often covers the initial investment to purchase telemedicine equipment or infrastructure, the post-grant period poses a new dilemma: How can this be sustained? For a program currently administering over $103 million in grant awards, sustainability is a very real situation.

Strategy
This program’s key to maintaining sustainability lies in thinking outside the box in producing new revenue streams from the equipment and infrastructure secured through grant funding. A program must ask itself: Is my equipment and infrastructure being used to its utmost capacity? If one answers “no,” then the following strategy may pose a solution for sustainability.

Most telemedicine equipment is not used 100 percent of the time. Other specialists, educationalists, and programs outside of the immediate program can be recruited to utilize equipment and infrastructure, while also paying a modest fee to access such resources in the post-award phase.

Outcome
This strategy creates a new revenue stream from current resources that can be used to expand other programs and create new ones. Telemedical resources are valuable not only clinically, but administratively as well. Such access would provide numerous advantages to providers, many of which result in providers being able to:

• Deliver insurer reimbursable services
• Offer improved patient care
• See more patients
• Achieve fewer no-show appointments
• Increase catchment

As such, those resources you have secured through grant funding now can continue to serve their programmatic purpose in the post-award phase, while also gaining new purpose that will not only benefit others who use them but will also create revenue for programmatic sustainability.