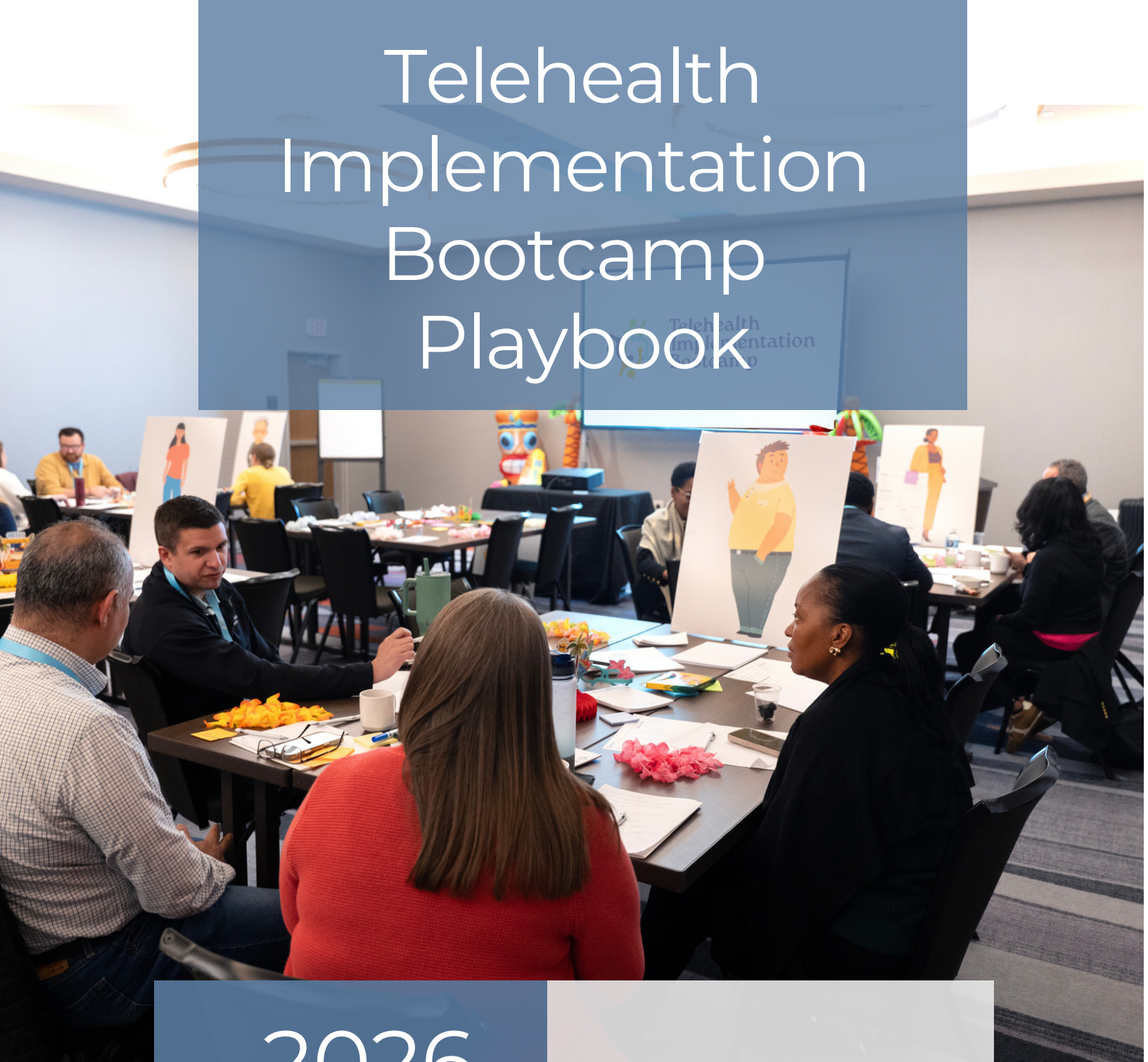


Telehealth Implementation Bootcamp Playbook



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Table of Contents

Introduction	3
Acronyms	4
Project Impact	5
Implementation Workflow	6
Planning Timeline	7
Pre-Implementation Phase	8
Implementation Phase	15
Post-Implementation Phase	18
Program Barriers and Mitigations	22
Frequently Asked Questions	23
Appendix	24
Acknowledgements	25
References	26

Introduction

The Telehealth Implementation Bootcamp is a hands-on training designed to help healthcare teams plan, launch, and sustain successful telehealth programs. It brings together clinical, operational, and technical leaders to share best practices, strengthen collaboration, and build confidence in virtual care delivery.

Through interactive sessions and real-world applications, participants gain the tools and strategies needed to expand access, enhance patient experience, and improve outcomes, supporting UMMC's mission to advance health through innovation and technology.

Key Goals:

- ✓ Standardize the Telehealth Implementation Process
- ✓ Build Capacity Through Education and Collaboration
- ✓ Promote Sustainable and Scalable Telehealth Models
 - ✓ Improve Access and Quality of Care

Acronyms and Abbreviations

Acronym / Term	Definition
AI	Artificial Intelligence
ATA	American Telemedicine Association
AV	Audio/Visual
Bootcamp	The Telehealth Implementation Bootcamp is a training program designed to support telehealth planning, implementation, and sustainability
Capstone Event	The in-person interactive event conducted at the conclusion of the Bootcamp webinar series
COE	Center of Excellence
CSM	Certified ScrumMaster
DRC	Digital Resource Center
HHS	U.S. Department of Health and Human Services
HIPAA	Health Insurance Portability and Accountability Act
HRSA	Health Resources and Services Administration
Implementation Workflow	The structured process used to guide telehealth planning, deployment, adoption, and continuous improvement
IT	Information Technology
LMS	Learning Management System
PHI	Protected Health Information
PM	Project Manager / Project Management
RPM	Remote Patient Monitoring
SME	Subject Matter Expert
Stakeholder	Any individual or group involved in, impacted by, or supporting the Bootcamp initiative
TRC	Telehealth Resource Center
UMMC	University of Mississippi Medical Center

Project Impact

The Telehealth Implementation Bootcamp is designed to accelerate the adoption and expansion of telehealth services by equipping participants with the knowledge, tools, and hands-on experience needed to implement successful programs. Through this immersive, collaborative training model, teams strengthen their capacity to deliver high-quality, patient-centered care using technology-driven solutions.

The impact of the Bootcamp extends beyond training; it fosters innovation, builds confidence, and promotes operational excellence. Participants leave with a clear implementation roadmap, strategies for stakeholder engagement, and actionable frameworks for sustainable telehealth integration.

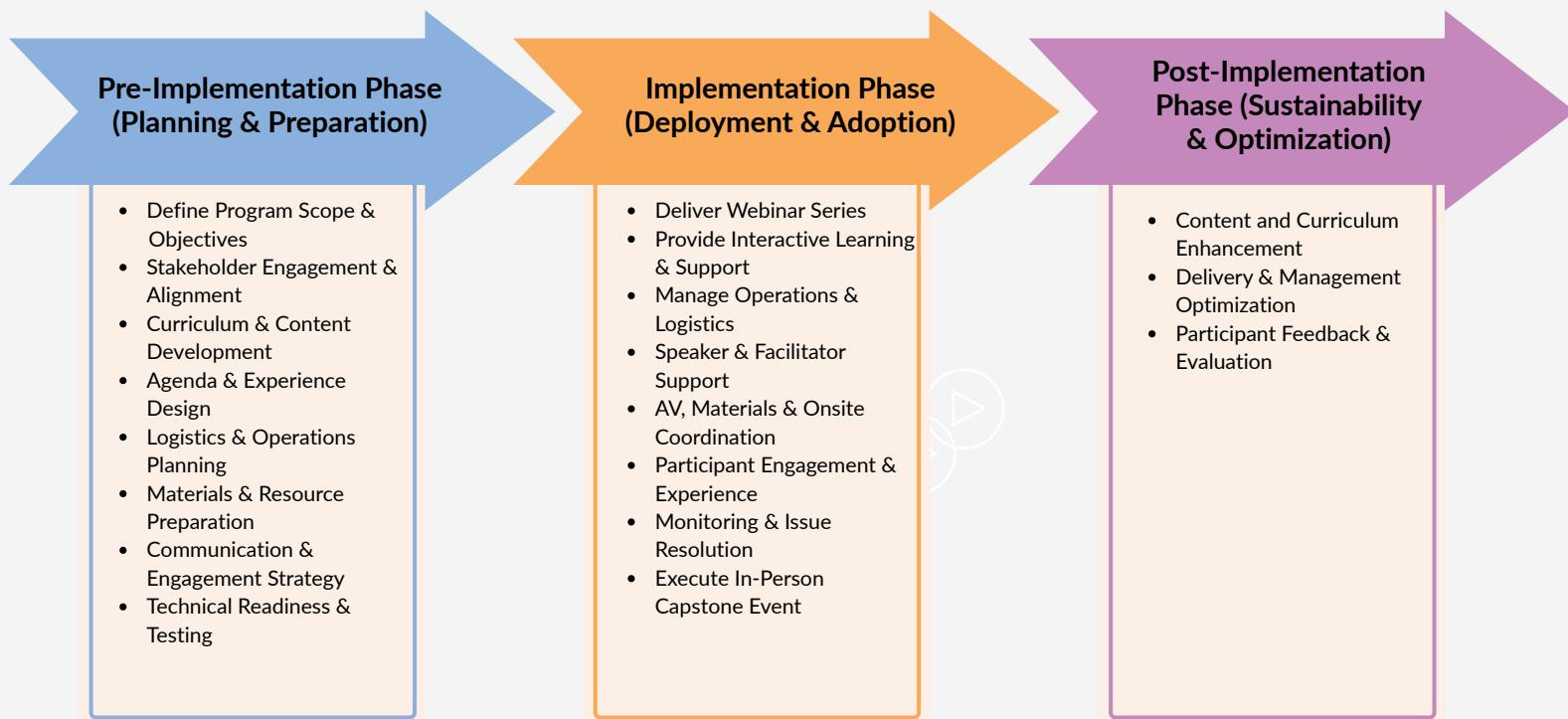
By connecting healthcare professionals, researchers, and technology partners, the Bootcamp helps drive consistency, expand access to care, and ensure that telehealth continues to evolve as a core component of modern healthcare delivery across Mississippi and beyond.



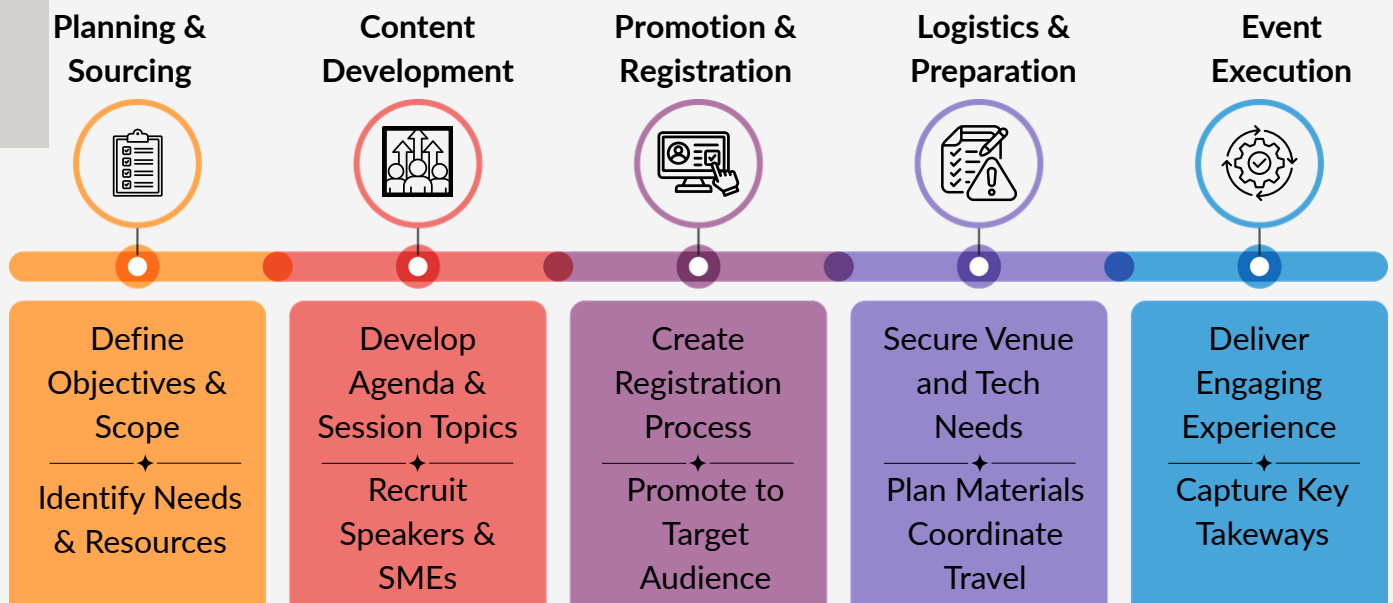
IMPACT SNAPSHOT



Implementation Workflow



Bootcamp Planning Timeline



Outcome: A successful showcase event that equips participants with the knowledge, tools, and connections to implement telehealth and improve access to care



A photograph of two women sitting at a table in a meeting. The woman on the left has long dark hair, wears glasses, a black turtleneck, and a teal lanyard. She is looking towards the camera. The woman on the right has blonde hair, wears glasses, a blue turtleneck, and a teal lanyard. She is looking down at papers on the table. There are pens, papers, and a blue object on the table.

Pre-Implementation

Planning and Preparation

This stage focuses on preparing for deployment through planning, system setup, testing, and user training, ensuring all technical, operational, and regulatory requirements are met to support a successful go-live. ✓

Planning and Preparation

This phase focuses on preparing all strategy, stakeholders, content, operations, and technology needed to ensure the Bootcamp launches smoothly, meets program goals, and supports successful participant learning and implementation readiness.

»» Program Strategy & Scope Definition

- Define Bootcamp goals and success metrics (education, implementation readiness, workforce training, etc.)
- Confirm target audience (health systems, rural sites, specialty programs, etc.)
- Align with COE / HRSA deliverables and reporting requirements
- Define Bootcamp format (virtual, hybrid, in-person)



»» Curriculum & Content Development

- Define learning tracks (e.g., Clinical, Technical, Operational, Regulatory, Financial Sustainability)
- Develop session objectives and learning outcomes
- Assign content owners and presenters
- Develop playbook materials, templates, and tools
- Ensure content aligns with real-world telehealth implementation workflows

»» Operational Planning

- Confirm Bootcamp timeline (application → selection → training → follow-up support)
- Finalize agenda and session sequencing
- Confirm faculty/speakers/facilitators
- Develop participant communication plan
- Create registration and onboarding workflows

»» Communication & Engagement

- Send registration and onboarding communications
- Develop “Know Before You Go” orientation materials
- Plan reminders and participant engagement touchpoints





Engagement Strategy

Define how you manage each group:

- High Influence + High Interest → Closely manage
- High Influence + Low Interest → Keep satisfied (e.g., execs)
- Low Influence + High Interest → Keep informed (participants)



Risk & Contingency Planning

Identify potential issues before implementation begins:

- Identify key program, technology, scheduling, and logistical risks
- Assign an owner for high-priority risks
- Develop contingency plans for critical activities
- Establish an escalation process for issues requiring leadership decisions
- Review risks regularly throughout planning



Success Measures & Evaluation Planning

Determine how success will be measured before the Bootcamp begins:

- Establish participation and attendance targets
- Define participant engagement measures
- Identify learning or knowledge measures
- Determine how participant feedback will be collected
- Identify implementation-readiness or follow-up measures
- Establish how results will be documented and reported



Budget & Resource Planning

Identify the resources needed to deliver the program successfully:

- Establish the overall program budget
- Identify anticipated technology, venue, travel, material, and support costs
- Determine staffing and resource requirements
- Track planned versus actual expenses
- Identify opportunities to leverage existing organizational resources
- Maintain documentation needed for grant or program reporting



Start with clear goals and required outcomes, then build your timeline, resources, and stakeholder roles around what success must look like, not just what needs to get done.

Stakeholder Identification & Alignment

Building a Team

Successful telehealth implementation begins with a cross-functional team that supports planning, decision-making, operations, technical readiness, and long-term sustainability. Clearly defined roles, expectations, and communication pathways help reduce delays, improve accountability, and strengthen collaboration throughout implementation.

»» Core Planning Team

- Executive Sponsor
- Project Manager
- Clinical Lead
- IT / Technical Lead
- Operations Representative
- Training / Education Lead



»» Identify Collaborative Stakeholders

- TRCs
- Vendor partners
- Participating sites / organizations



»» Establish Governance & Decision Structure

- Define decision authority (who approves scope, content, and major changes)
- Assign leadership oversight and operational owners (sponsor, project lead, content leads)
- Set escalation pathway for risks, delays, and critical decisions



Clearly defined stakeholder roles and decision authority are critical to successful implementation. Establishing expectations early helps improve accountability, streamline communication, reduce duplicated efforts, and prevent delays or confusion throughout the project lifecycle.

Stakeholder Analysis



The stakeholder analysis identifies key individuals and groups involved in or impacted by the Telehealth Implementation Bootcamp. It ensures effective engagement, clear communication, and alignment throughout all phases of the project.

»» Stakeholder Categories

Stakeholders may include, but are not limited to:

- **Leadership / Sponsors** – Provide strategic direction and approvals
- **Project Team** – Responsible for planning and execution
- **Subject Matter Experts (SMEs)** – Provide content expertise and deliver sessions
- **External Partners** – Collaborate on content, resources, or delivery
- **Participants / Attendees** – End users applying knowledge to their organizations
- **Operational Support Teams** – Provide logistics, IT, AV, and administrative support

◆ Stakeholder Analysis Matrix

Stakeholder Group	Role in Project	Level of Influence	Level of Interest	Engagement Strategy
Leadership / Sponsors	Strategic oversight and decision-making	High	Medium–High	Provide high-level updates and seek approvals as needed
Project Team	Planning and execution	High	High	Frequent communication and active collaboration
SMEs	Content development and delivery	Medium	High	Regular coordination and preparation meetings
External Partners	Support and collaboration	Medium	Medium–High	Maintain alignment and provide updates
Participants	Program recipients	Low	High	Provide clear communication, resources, and support
Support Teams	Logistics and technical	Medium	Medium	Coordinate timelines and ensure readiness

Venue & Hotel Selection

Venue selection involves choosing a location that meets logistical, technical, and participant experience needs, ensuring a smooth and effective event.

Here are the main considerations:



»» Cost & Budget

- Venue rental fees
- AV and technology costs
- Catering and additional service fees
- Alignment with project budget

»» Location & Accessibility

- Central or easily accessible location for participants
- Proximity to airport, hotels, and dining options
- Availability of transportation (shuttle, parking, rideshare)

»» Space & Capacity

- Adequate seating for expected attendance
- Flexible room layout (classroom, roundtable, breakout spaces)
- Space for:
 - Registration area
 - Vendor/exhibit tables
 - Networking/reception activities

»» Technology & AV Capabilities

- Reliable Wi-Fi access
- Audio/visual equipment (projectors, microphones, screens)
- Compatibility with presentations and virtual components
- Onsite technical support availability

»» Participant Experience

- Comfortable environment (temperature, lighting, acoustics)
- Clear signage and wayfinding
- Space for engagement activities and networking

»» Branding & Setup Opportunities

- Ability to display signage and branding materials
- Space for photo backdrops or engagement areas
- Flexibility for customized setup



The selected venue should not only meet logistical needs but also support a professional, engaging, and seamless experience for all participants.

Technology & Platform Management

This page outlines the technology platforms, AV coordination, and technical support processes needed to deliver the Bootcamp and support participant engagement successfully.



»» Webinar Platform Management

- Configure webinar platforms (Teams/Webex/Zoom)
- Conduct pre-session testing
- Monitor live session functionality

»» Presentation & Recording Management

- Collect and organize presentation materials
- Record webinar and capstone sessions
- Distribute recordings and resources

»» Participant Technical Support

- Provide login and access assistance
- Support troubleshooting during sessions
- Communicate technical instructions clearly

»» Audio/Visual (AV) Coordination

- Test microphones, cameras, and presentations
- Provide onsite/live technical support
- Troubleshoot real-time AV issues

»» Digital Resource Center (DRC) Management

- Upload session materials and recordings
- Maintain an organized file structure
- Ensure participant access to resources

»» Technical Readiness & Contingency Planning

- Verify Wi-Fi and connectivity readiness
- Develop backup plans for technical issues
- Maintain emergency support contacts



Test all platforms, links, recordings, and presentations before each session to minimize technical disruptions and improve participant experience.

Implementation

Deployment & Adoption

This phase focuses on delivering the Bootcamp experience through webinars, participant engagement, and the in-person capstone while ensuring smooth operations and active learning



Execution & Delivery

During this phase, the Bootcamp is delivered through webinars and an in-person capstone focused on logistics, speaker coordination, and participant engagement to support practical telehealth implementation within participant organizations.



Deliver Webinar Series (1–3)

- Facilitate live sessions with SMEs
- Execute planned agenda and engagement activities
- Monitor attendance and participation
- Record sessions
- Distribute materials (ahead of time)



Provide Interactive Learning & Support

- Facilitate breakout discussions and exercises
- Encourage applications to participants' organizations
- Provide real-time Q&A and expert feedback



Manage Operations & Logistics

- Oversee registration and attendance tracking
- Ensure presenters are prepared and supported
- Coordinate timing, transitions, and session flow



Execute In-Person Capstone Event

- Manage onsite registration and setup
- Deliver a structured agenda and interactive sessions
- Facilitate hands-on activities (program design, planning exercises)
- Coordinate vendors, speakers, and support staff





»» AV, Materials & Onsite Coordination

- Ensure all presentations are pre-loaded and organized
- Manage AV setup and troubleshooting
- Distribute materials (badges, folders, resources)

»» Speaker & Facilitator Support

- Confirm speaker arrival and session times
- Ensure presenters have final agendas and session expectations
- Verify presentations and materials are ready before each session
- Communicate schedule changes or updates in real time

»» Participant Engagement & Experience

- Implement engagement strategies (activities, incentives, networking)
- Encourage collaboration across organizations
- Support real-time problem solving and discussion

»» Monitoring & Issue Resolution

- Address real-time issues (technical, scheduling, logistics)
- Adjust agenda flow as needed
- Maintain communication with planning team



Prioritize clear communication and flexibility. Ensure all speakers, materials, and logistics are confirmed in advance, but be prepared to quickly adapt to changes to keep sessions running smoothly.





Post-Implementation

Continuous Improvement

Your goal here is to focus on evaluating the Bootcamp, collecting feedback, and providing follow-up support to help participants apply and sustain telehealth strategies.

Continuous Improvement



Regular evaluation using participant feedback, outcome data, and lessons learned supports continuous refinement of content and delivery, ensuring the Bootcamp remains relevant, effective, and scalable.

»» Content & Curriculum Enhancement

- Update and refine Bootcamp topics, materials, and exercises based on participant needs, industry trends, and lessons learned.
- Incorporate real-world case studies and examples to improve applicability

»» Delivery & Engagement Optimization

- Improve session flow, timing, and interactive elements (e.g., breakouts, activities) to enhance the participant experience
- Adjust format based on engagement levels and participation trends

»» Participant Feedback & Evaluation

- Collect and analyze survey data, session feedback, and engagement insights to identify strengths and areas for improvement.
- Use findings to inform updates for future cohorts
- Strengthen follow-up support, resources, and communication to help participants successfully implement and sustain telehealth programs.
- Provide ongoing resources and opportunities for continued learning and collaboration



Build in regular feedback loops and use them to make small, continuous improvements—don't wait until the end to adjust.

Sustainability

Sustainability focuses on supporting participants in maintaining and expanding telehealth programs after the Bootcamp by applying learned strategies, integrating workflows, and leveraging ongoing resources and support.



»» Ongoing Training & Education

- Reinforce Bootcamp learning through continued education opportunities
- Provide follow-up sessions or resources tied to Bootcamp topics (e.g., RPM, workflows, AI)



»» Financial Sustainability & Reimbursement

- Support participants in applying Bootcamp concepts to build sustainable telehealth models
- Provide guidance on implementing reimbursement strategies discussed during the Bootcamp

»» Workflow Integration & Optimization

- Encourage participants to implement workflows developed during Bootcamp activities
- Offer tools/templates from the Bootcamp to support real-world application

»» Stakeholder Engagement & Leadership Support

- Encourage participants to engage leadership using Bootcamp-developed plans and strategies
- Provide resources to help communicate value and outcomes post-Bootcamp



Focus on practical, scalable solutions that participants can realistically sustain within their organization.

Cohort Debrief

A structured cohort debrief helps capture successes, challenges, lessons learned, and opportunities for improvement. Documenting these insights supports continuous refinement and strengthens planning for future Bootcamp cohorts.



»» What Worked Well

- Strong participant engagement
- Valuable networking opportunities
- Interactive sessions increased participation
- Hybrid format improved flexibility
- Effective team collaboration

»» Challenges Encountered

- Delayed speaker materials
- Scheduling conflicts
- Communication coordination challenges
- Last-minute logistical changes
- Varying participant readiness levels



»» Operational Lessons Learned

- Set earlier content deadlines
- Centralize communication processes
- Develop contingency plans
- Standardize workflows
- Conduct frequent status check-ins

»» Recommendations for Future Cohorts

- Start planning earlier
- Expand onboarding materials
- Increase hands-on activities
- Develop standardized checklists
- Strengthen post-event follow-up



Document lessons learned immediately after each session or event while details and feedback are still fresh.

Program Barriers & Mitigations



Barrier	Mitigation Strategy
Institutional system disruptions (e.g., cyberattack)	Utilize backup communication methods, share materials in advance, and implement contingency plans
Scheduling conflicts with stakeholders and speakers	Schedule meetings early, offer flexible options, and maintain consistent follow-ups
Delayed input from key contributors	Set clear deadlines, send reminders, and proceed with draft plans as needed
Participant engagement challenges	Incorporate interactive activities, polls, and breakout sessions
Logistics coordination across teams	Use detailed checklists, assign clear roles, and hold regular planning meetings
Technology/AV issues during sessions	Conduct pre-session testing and ensure technical support is available
Material distribution delays	Share digital materials in advance and provide centralized access
Varying levels of participant readiness	Provide foundational content and offer additional support resources and follow up



Successful mitigation requires proactive planning, clear communication, defined responsibilities, technical readiness, and ongoing support throughout the Bootcamp

Top 10 FAQs for Telehealth Bootcamp Implementation



What is the purpose of the Telehealth Implementation Bootcamp?

- The Bootcamp provides training, tools, and guidance to help organizations implement and improve telehealth services.

Who should attend the Bootcamp?

- Healthcare providers, administrators, IT staff, and organizational leaders involved in telehealth planning or delivery.

What topics are covered in the Bootcamp?

- Topics include telehealth workflows, virtual care models, technology/AI, and program sustainability.

Is prior telehealth experience required?

- No. The Bootcamp is designed to support participants with varying levels of telehealth experience, from those beginning implementation to those seeking to expand or strengthen existing programs.

What will participants gain from attending?

- Participants gain practical knowledge, tools, and strategies to implement or enhance telehealth programs. Attendees will also connect with others who may serve as mentors.

Are the sessions interactive?

- Yes, sessions include discussions, exercises, and real-world examples to support the application of concepts.

Will materials and recordings be provided?

- Yes, participants receive access to session recordings and a digital resource center with materials.

How can I apply what I learned to my organization?

- The Bootcamp includes guided activities and frameworks to help participants develop or refine implementation plans.

Is there support after the Bootcamp?

- Yes, follow-up support and resources may be available to sustain progress.

How do I get help or ask additional questions?

- Participants can reach out to the Bootcamp team or facilitators for assistance during and after the program.

Appendix: Contacts & Key Resources



Contact Us



Key Resources

- HRSA Telehealth Programs-Federal telehealth programs, funding initiatives, and implementation resources. [Telehealth.HHS.gov – Featured Telehealth Resources](https://www.hrsa.gov/telehealth)
- Telehealth Resource Centers (TRCs) – Technical assistance, education, and resources for developing and expanding telehealth programs. [National Consortium of Telehealth Resource Centers](https://www.nationalconsortiumoftelehealth.org)
- American Telemedicine Association (ATA) – Telehealth practice guidance, policy information, and industry resources. [American Telemedicine Association \(ATA\)](https://www.ata-net.org)
- CMS Telehealth Resources – Medicare telehealth coverage, billing, reimbursement, and regulatory guidance. https://www.cms.gov/medicare/coverage/telehealth/list-services?utm_source=chatgpt.com
- Featured telehealth resources-[Telehealth.HHS.gov](https://www.hhs.gov/telehealth)

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The University of Mississippi Medical Center's Center for Telehealth and Emerging Technologies is designated as a Health Resources and Services Administration (HRSA) Telehealth Center of Excellence, committed to improving healthcare access and outcomes for rural communities and populations with limited access to services. Through innovative education, training, and research initiatives, we develop and advance approaches that strengthen healthcare delivery and support sustainable improvements in access and quality of care.

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