

## **From a Research Project to a Regular Telehealth Service: Redefining Objectives and Strategies**

Renato Minelli Figueira<sup>1</sup>, Maria Beatriz Moreira Alkmim<sup>2</sup>, Daniel Santos Neves<sup>2</sup>

<sup>1</sup>School of Engineering - Federal University of Minas Gerais, Av. Antonio Carlos, 6627 – Pampulha, Belo Horizonte, Minas Gerais 31.270-901, Brazil

<sup>2</sup>University Hospital - Federal University of Minas Gerais, Brazil

Tel: +55 31 3409-1838

Fax: +55 31 3409-1815

[renatominelli@ufmg.br](mailto:renatominelli@ufmg.br); [beatriz@hc.ufmg.br](mailto:beatriz@hc.ufmg.br); [daniel.neves@hc.ufmg.br](mailto:daniel.neves@hc.ufmg.br)

The Telehealth Network of Minas Gerais, coordinated by the University Hospital of Federal University of Minas Gerais, Brazil, was created in 2005 to develop a research project in telecardiology applied in remote areas. Along this period the research project has transformed in a regular telehealth service with more than one million EKG and about 50,000 teleconsultation in all specialties done. As consequence the financial funding has also changed. The initial financial support from public funds (Brazilian Health Ministry, State Health Department of Minas Gerais and research agencies) changed for paid activity based system for public and private sectors. In order to guarantee a sustainable growth all management strategies and considerations had also to be reviewed. Activity and economical indicators had to be redefined according to the new way of management. The objective of this work is to show the most important modifications on management in order to achieve the new objectives in a sustainable way.

Keywords: Telehealth service, objectives, strategies, management