

The Telemedicine Opportunity for Geneva Health System

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Introduction

Geneva Health System (GHS) is a large academic medical center based in Longwood, a mid-sized metropolitan city in the Southwest. GHS is associated with the state university, and it includes three hospitals, a medical clinic facility, a medical research complex, and affiliated primary and specialty group practices spread throughout the region. Geneva University Hospital is the main hospital campus, with 500 inpatient beds and equipment and facilities that are considered state of the art. GHS is well known for its cancer and rehabilitation service lines, and it has recently expanded its cardiac service line in an attempt to keep up with increasing demand.

With strong clinical services lines and an excellent reputation, GHS is well positioned to expand its reach by developing telemedicine services. The GHS electronic health record (EHR) is fully operational, and telemedicine capabilities could be supported by the GHS information technology (IT) services division, but no one is convinced about this opportunity.