



Principles of Practice: Telehealth as an Imperative Modality of Care

The ATA believes we have an important opportunity – and an obligation – to better inform the public, patients, consumers and clinicians, payers, policymakers and other stakeholders about the benefits of telehealth, and to create an evidence base for the appropriate and effective use of telehealth in any clinical discipline.

Paramount to this effort is to establish and maintain underlying principles of trust, transparency and outcomes-based care. These principles, developed by the ATA's Clinician Council, inform the work of the ATA in driving policy, collaborating with other organizations, and establishing expectations with current and prospective members.

Guiding directives reflected in the drafting of these principles include:

- Telehealth is an essential care modality to address gaps in today's healthcare system.
- As such, telehealth is used to reimagine how healthcare is delivered.
- Patient care is enhanced when clinicians use the right care modality in a legal, ethical, and appropriate manner.

Principles of Practice for Telehealth:

Support care that meets the social, cultural, and linguistic needs of patients. Telehealth must work to expand access to equitable and culturally competent care.

Use telehealth to improve healthcare delivery. Clinical and practice guidelines must be prioritized to meet expectations for experience and outcomes.

Create clinical and technical competencies for care providers. Clinical training should incorporate the use of telehealth and emerging applications including artificial intelligence.

Ensure availability and accessibility of telehealth services. Adequate coverage, fair reimbursement, and price transparency are essential for the adoption of telehealth at scale.

Business models must put the patient first. Telehealth providers must prioritize clinical care over financial incentives.

Establish organizational culture and infrastructure that supports multidisciplinary care. Telehealth delivery and operations should reflect evidence-based guidelines while balancing patient needs.

Deploy telehealth with full fidelity to the law. The use of telehealth must be fully compliant with state and federal regulatory requirements.



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