Roadmap: Launching a Successful TeleECHO™

Clarify Your Goals & Vision
- What problem or issue are you trying to address?
- What is your overall goal, and is the ECHO Model an effective approach to meet that goal?
- Can you identify your learners, subject matter experts, and ECHO program staff?
- Can you gain leadership buy-in and financial support from your institution?
- What does your evaluation plan look like? Can you measure clear outcomes?

Build Your Capacity
- Build your team
- Attend virtual and in-person training
- Develop your program’s curriculum, case presentation and recommendation forms
- Plan for continuing education credits and other incentives
- Design marketing materials, begin outreach and recruitment

Launch Your TeleECHO™
- Hold Mock teleECHO™ session
- Launch
- Celebrate - You did it!

Refine Your TeleECHO™
- Recruit continuously
- Focus on quality improvement
- Evaluate and research

Congratulations on your new TeleECHO™!
1. Clarifying Your Goals & Vision: Guiding Questions

What is your overall goal, and why is the ECHO Model an effective approach?
- What are you trying to address? Is there a clearly defined need in your field and/or community?
- Have you done a needs assessment (formal or informal)?
- Who (or what) do you expect to influence?
- Do you have buy-in from your organization and leadership?
- Have you defined what success would look like for your program?

What questions do you need to ask?
- Do you understand your potential learners’ needs, and what might encourage their participation? What do they have to gain?
- How will a learning community/community of practice help?
- What are your infrastructure and resource needs (i.e. space, IT teleECHO™ program team)?
- Do you have the financial resources needed to implement your vision?

How will you measure your impact?
- What evaluation or research strategy is needed to measure your program’s success?
- What outcomes do you want/need to track?
- If you are funded, what needs to be tracked to report to the funder?

2. Building Your Capacity: Program Planning and Development

Preparation
- Build your teleECHO™ program team. ECHO lead and program team attend Immersion, virtual trainings and Global Program Management Collaborative
- Determine equipment and IT infrastructure needs of program team and participants (i.e: internet bandwidth, AV equipment)

Logistical Groundwork
- Get to know Project ECHO’s resources and tools
- Develop your curriculum, case presentation and recommendation forms
- Apply to distribute continuing education credits and/or other incentives (if needed)
- Develop your research and/or evaluation plan
- Determine the day/time of your teleECHO™ program/finalize the focus and vision of your teleECHO™ program (based on feedback and discussion)

Marketing and Outreach
- Confirm target locations/contacts/timeline for outreach and recruitment
- Develop marketing materials (program curriculum) brochure, outreach emails, webpage etc.)
- Target outreach to potential learners/participating sites and track interest for follow-up (via email, phone, site visits, grand rounds, listservs, professional organizations, etc.)

3. Launching Your TeleECHO™ Program: Preparing for Takeoff

Before the Launch
- Confirm program logistics (i.e., time, location, and taffing support)
- Hold Mock TeleECHO™ Session

Launch!
- Count on your preparation to get you through! Don’t expect perfection.
- Hold post-session debriefs, discuss what went well, where to improve etc.
- Celebrate your launch!

4. Refining Your TeleECHO™ Program: Ongoing Maintenance

After the Launch
- Schedule regular teleECHO™ program team strategic planning meetings
- Keep quality in mind; continuously review adjust your curriculum, case presentation/recommendation forms to fit participants’ evolving needs
- Continue recruiting potential learners
- Regularly review the evaluation/research plan
- Explore new funding options/opportunities
- Share lessons learned with the MetaECHO community