



**Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption**

Submitted Date: 3/15/2010 11:54:39 AM	Easygrants ID: 6364
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: GEORGIA PARTNERSHIP FOR TELEHEALTH INC
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mrs. Paula B Guy

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	015505792
CCR # (CAGE)	55N74
Legal Business Name	GEORGIA PARTNERSHIP FOR TELEHEALTH INC
Point of Contact (POC)	PAULA GUY 9122580902 Ext. paula.guy@gatelehealth.org
Alternate POC	MONA MOORE 9122850902 Ext. mona.moore@gatelehealth.org
Electronic Business POC	PAULA GUY 9122850902 Ext. paula.guy@gatelehealth.org
Alternate Electronic Business POC	PAULA GUY 9122850902 Ext. paula.guy@gatelehealth.org

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	Mrs.
First Name	Paula
Middle Name	B
Last Name	Guy



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Suffix	
Telephone Number	912-285-0902
Fax Number	
Email	paula.guy@gatelehealth.org
Title	Executive Director

3. Additional Contact Information of Person to be Contacted on Matters Involving this Application:

Project Role	Name	Phone	Email
Secondary Point of Contact	Ms. Mona , Moore	9122850902	mona.moore@gatelehealth.org

4. Other Required Identification Numbers

Easygrants ID	6364
Funding Opportunity Number	500001
Catalog of Federal Domestic Assistance Number	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

5. Organization Classification

Type of Organization	Non-profit Corporation
Is the organization a small business?	No
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

6. Authorized Organizational Representative



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AOR	Guy, Paula
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: TeleConnect Georgia for Better Health

Project Description: The TeleConnect GA for Better Health program will utilize telemedicine, broadband adoption & awareness campaign to address declining health of rural Georgians. Key public and private sector stakeholders join hands to improve access to 400,932 poor & underserved in 91 county area, create 10 new jobs, and promote broadband demand & sustainability through the expanded GPT telehealth network.

8. Other Applications

Is this application being submitted in coordination with any other application being submitted during this round of funding?

- No

Easygrants ID	Project Title

If YES, please explain any synergies and/or dependencies between this project and any other applications.

9. Is the Applicant exempt from the Department of Commerce requirements regarding individual background screening in connection with any award resulting from this Application?

- No, Applicant is subject to these requirements

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:

Name	Title	Employer



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Paula Guy	Executive Director	Georgia Partnership for Telehealth
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B. Executive Summary, Project Purpose and Benefits

Essay Question

10. Executive Summary of the proposed project:

In Georgia there is a clear relationship between poverty, low broadband adoption, rural populations, and poor health. FCC's 2009 survey states that 40 % of those with annual household incomes of \$20,000 or less have broadband at home, while 91 % with household incomes above \$75,000 per year have it. A UGA faculty study published in 2008 on "Persistent Poverty", reported that "Georgia ranks near the bottom in U.S. in terms of the overall health of its citizens" and out of the 159 Georgia counties, 108 counties have poor children's health and working age adult health, and 75 counties have persistent poor seniors' health, signaling a decline in the health status of Georgians compared to the rest of the U.S. Given the state of healthcare in Georgia and the tremendous challenge to reach these vulnerable populations, the Georgia Partnership for Telehealth proposes an innovative SBA program called "TeleConnect Georgia for Better Health" (TCGBH) which will utilize telemedicine, broadband, awareness and education to increase broadband adoption and improve the health outcomes of rural Georgians through access to broadband technologies.

The overall approach of the TCGBH program is to leverage the strengths of key community public and private sector stakeholders to address the declining health of Georgia's 91 counties of persistent poverty through improved access to primary care by equipping and expanding the current telehealth broadband network from 133 access points to 197 access points and through education and outreach introducing all, from rural healthcare providers to low income families, to the advantages of using broadband technology to access healthcare services, to share and exchange health information and access the internet to receive health and wellness information.

The innovation of the TCGBH Program is demonstrated through the collaborative and steadfast commitment of GPT and its partners to bridge the broadband technology gap, first by connecting the community anchor institutions like hospitals, schools, public health departments & physicians through affordable expansion of the current open access telehealth network to 67 additional community anchor sites leveraging the resources and matching contribution of



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Georgia Public Web and the Georgia Trauma Commission; then secondly, to raise awareness of the benefits of connecting to broadband for better health with marketing campaigns & education of the rural physicians & non-physician practitioners, school nurses, Medicaid children & families & poor adults; and finally to achieve the objectives of the Recovery Act by leveraging the stimulus funds coming to Georgia through partnership and collaboration with the Georgia Department of Community Health who is leading the charge to establish the state health information exchange (HIE), and the National Center for Primary Care at The Morehouse School of Medicine, the grantee for the Georgia HIT Regional Extension Center (HITREC) charged with providing outreach and support to rural physicians in achieving an Electronic Health Record. The “TeleConnect Georgia for Better Health” Program goals and objectives align with the goals of the Georgia HIE and HITREC to improve health status through the meaningful use of electronic health records and the exchange of health information via GPT’s highly secure, private telehealth network.

The target area to be served by the TCGBH program is Georgia’s 91 counties of persistent poverty with a total population of 1,848,452 and 403,668 unserved and underserved citizens living below poverty level as shown on the attached GTA BTOP SBA demographics spreadsheet. Of the 403,668 vulnerable citizens in this 91 county region 32.6% or 131,596 of the total population are children living in poverty between the ages of 0 to 17, compared to 26% statewide and 23% nationwide. These 131,596 children living in poverty are enrolled in Medicaid and make up 59.7% of the total Medicaid beneficiaries in this region compared to 49.7% in the U.S. To further establish the need for Broadband & access to care in this region, of the total 331,421 school age children enrolled in K-12, 69% are economically disadvantaged, 5% are Hispanic and 46.6% are black, compared to 32% statewide and 14% nationwide according to 2008 data from Kaisers www.statehealthfacts.org site.

Another target group that will benefit from broadband adoption and the TCGBH program is the 1575 total primary care physicians, approximately 6,000 nurses and 700 non-physician practitioners serving these 91 poverty stricken counties, most of which are designated as Medically Underserved Areas (MUA) and Mental Health Professional Shortage Areas (MHPSA) and Health Professional Shortage Areas (HPSA) according to the Georgia Rural Primary Care Plan published by the Georgia Office of Rural Health.

The TCGBH program’s integrated community approach seeks to reach an estimated 331,421 school age children and their families as potential subscribers across 91 school districts and school nurse programs, 62 rural hospitals, 47 rural health clinics, 63 Public Health Departments, 24 Community Service Boards and 30 FQHC’s to extend the education and awareness campaigns to promote broadband adoption and ensure improved health outcomes. Through the



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TeleConnect Georgia for Better Health collaborative partnership of Georgia Partnership for Telehealth, DCH and Morehouse School of Medicine, and other committed partners, 8275 rural healthcare providers will be educated on accessing and sharing electronic health information securely through the GPT Broadband Network to achieve the requirements set forth in the Recovery Act and improve the health status of their patients.

As lead applicant on the TCGBH project, Georgia Partnership for Telehealth, Inc. (<http://www.gatehealth.org/>) has proven success in establishing and sustaining Georgia's only statewide Telehealth network. GPT, Inc. was formed in 2007 following the completion of a three year build out and network development plan, funded through the negotiations of Insurance Commissioner John Oxendine for the Anthem and WellPoint Merger resulting in a telehealth initiative funded with \$11.5 Million over 3 years. The Georgia Partnership for Telehealth network currently includes 133 statewide access points developed through strategic partnerships with healthcare providers, community anchor institutions, and health plans and has seen clinical utilization climb exponentially over the last 5 years. While in January, 2006 we had a mere 8 encounters, we had 9,973 encounters for 2008 and over 18,000 encounters in 2009 and more than 30,000 encounters are projected in 2010. This BTOP award will fund an additional 64 sites totaling 197 access points on the network and would facilitate an additional 14,400 encounters. Over 85 specialists, representing over 45 specialties, are currently participating in the network. Providing access to specialties via telemedicine has proven to cut costs on travel, work time and provides earlier access to care therefore preventing the large costs of untreated healthcare problems.

The current GPT Network, now self-sustaining, was built on successes and lessons learned from other telehealth programs in the nation and by embracing the continually evolving telecommunications and computer industries. The hallmark of the Georgia Telehealth program is the Open Access Network; built using dedicated T-1 lines leased from regulated telecommunications carriers in the state of Georgia. This reliable network provides high quality bandwidth and creates a highly secure private network. For access to the internet, there is a single highly protected broadband access point at the hub location in Thomasville, Ga.

Ten(10) new jobs will be created directly through contracting with industry experts and by hiring 1 Program Director, 1 Assistant Director to report statistical data related to project milestones and goals, 3 additional Telemedicine liaisons to cover 64 new access points, 1 clinical expert to provide oversight and collaboration with program partners and rural providers, 1 HIT/Information Officer to work with partners and providers to provide HIT expertise and technical assistance, and 1 HIT Consultant to manage the 3 new contracted technical field trainers to provide on-site training and BB awareness to physicians and in the communities to



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encourage the use of broadband services; and the program will provide ten (10) jobs indirectly through additional work generated under the contractual agreements with partners and vendors.

Georgia Partnership for Telehealth proposes an overall project budget of \$3,679,061.00 for the TeleConnect Georgia for Better Health Program. Of this amount, GTA requests \$2,462,975 in BTOP Sustainable Broadband Adoption funds and will provide \$1,216,086 in matching funds representing 32.4% of project costs.

11. Project purpose:

The “TeleConnect Georgia for Better Health” (TCGBH) Program will directly address third statutory objective of the BTOP program, as it responds to the most compelling problem in Georgia; the children between the ages of 0 to 17 and their families living below poverty level in Georgia’s 91 counties of persistent poverty. A UGA faculty study published in 2008 on “Persistent Poverty”, reported that “Georgia ranks near the bottom in U.S. in terms of the overall health of its citizens” and out of the 159 Georgia counties, 108 counties have poor children’s health and working age adult health.

<http://www.poverty.uga.edu/docs/FacultyResearchGrantsProgram2008.pdf>

Given the state of healthcare in Georgia and the tremendous challenge to reach these vulnerable populations, the Georgia Partnership for Telehealth (GPT) proposes an innovative SBA program called “TeleConnect Georgia for Better Health” (TCGBH) which will utilize telemedicine, broadband, awareness and education to increase broadband adoption and improve the health outcomes of rural Georgians through access to broadband technologies. GPT, as the lead agency and its partners, are committed to provide broadband education, awareness, training, access, equipment, and support to schools, medical and health care providers, community colleges and other institutions of higher learning and other community support organizations, including organizations that provide outreach, access, equipment, and support services to facilitate greater use of broadband services by vulnerable populations, including job-creating strategic facilities located in state or federally designated economic development areas; resulting in increased broadband adoption and improved health outcomes of rural Georgians.

In Georgia, more specifically in the southern region, there is a clear relationship between poverty, low broadband adoption, rural populations, and poor health. FCC’s 2009 survey states that 40 % of those with annual household incomes of \$20,000 or less have broadband at home, while 91 % with household incomes above \$75,000 per year have it. It is clear that the consumers and businesses in this 91 county region are underserved and the TCGBH program will address second statutory objective of the BTOP program by delivering improved access to primary care along with education delivered over the Telehealth network, and teaching the



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vulnerable Medicaid population, including the aged, blind and disabled, how to utilize broadband technology, not only to receive healthcare, but to access health and wellness information online.

The overall approach of the TCGBH program will address fifth statutory objective of the BTOP program to stimulate the demand for broadband, economic growth and job creation by leveraging the strengths of key community public and private sector stakeholders to address the declining health of Georgia's 91 counties of persistent poverty through improved access to primary care by equipping and expanding the current telehealth broadband network from 133 access points to 197 access points and through education and outreach; introducing all, from rural healthcare providers to low income families, to the advantages of using broadband technology to access healthcare services, to share and exchange health information and access the internet to receive health and wellness information.

Ten (10) new jobs will be created directly through contracting with industry experts and by hiring (1) Program Director, (1) Assistant Director to report statistical data related to project milestones and goals, (3) additional Telemedicine liaisons to cover 64 new access points, (1) clinical expert to provide oversight and collaboration with program partners and rural providers, 1 HIT/Information Officer to work with partners and providers to provide HIT expertise and technical assistance, and (1) HIT Consultant to manage the (3) new contracted technical field trainers to provide on-site training and BB awareness to physicians and in the communities to encourage the use of broadband services; and the program will provide ten (10) jobs indirectly through work generated under the contractual agreements with partners and vendors.

Georgia Partnership for Telehealth will stimulate the Georgia economy and foster economic growth with this broad expansion of the Georgia Telehealth broadband network with an overall project budget of \$3,679,061.00 for the TeleConnect Georgia for Better Health Program. Of this amount, GTA requests \$2,462,975 in BTOP Sustainable Broadband Adoption funds and will provide \$1,216,086 in matching funds representing 33.1% of project costs.

The TCGBH program's integrated community approach seeks to reach an estimated 331,421 school age children and their families as potential subscribers across 91 school districts and school nurse programs, 62 rural hospitals, 47 rural health clinics, 63 Public Health Departments, 24 Community Service Boards and 30 FQHC's to extend the education and awareness campaigns to promote broadband adoption and ensure improved health outcomes. Through the TCGBH collaborative partnership of Ga Partnership for Telehealth, DCH and Morehouse School of Medicine, and other partners, 8275 rural healthcare providers will be educated on accessing and sharing electronic health information securely through the GPT Broadband Network to achieve the requirements set forth in the Recovery Act, in turn will see the improved the health status of their patients.



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The TCGBH project plans to track adoption rates over time using focus groups, tracking website activity, surveys, and feedback from broadband providers.

12. Recovery Act and Other Governmental Collaboration:

The innovation of the TCGBH Program is demonstrated through the collaborative and steadfast commitment of GPT and its partners to bridge the broadband technology gap and to achieve the objectives of the Recovery Act by leveraging the stimulus funds coming to Georgia through partnership and collaboration with the Georgia Department of Community Health who is leading the charge to establish the state health information exchange (HIE), and the National Center for Primary Care at The Morehouse School of Medicine, the grantee for the Georgia HIT Regional Extension Center (HITREC) charged with providing outreach and support to rural physicians in achieving an Electronic Health Record. The TCGBH Program goals and objectives align with the goals of the Georgia HIE and HITREC to improve health status through the meaningful use of electronic health records and the exchange of health information via GPT's highly secure, private telehealth network.

13. Technology Strategy:

The TCGBH Program will be delivered through the GPT network that has tailored its telemedicine program to meet the state's unique current health system needs, in order to maximize utility, effectiveness, and sustainability of the program. The program emphasizes open access for all patients, and ground-breaking levels of collaboration and coordination among key Public and private stakeholders, physicians, healthcare organizations, and health plans to address the declining health of Georgia's 91 counties of persistent poverty through improved access to primary care by equipping and expanding the current telehealth broadband network from 133 access points to 197 access points and through education and outreach; introducing all, from rural healthcare providers to low income families, to the advantages of using broadband technology to access healthcare services including Cardiology, Dermatology, Ear, Nose & Throat, Teleradiology, Telepsychiatry, and emergency room telemedicine, to share and exchange health information and access the internet to receive health and wellness information.

The GPT network will connect our TCGBH partnering sites, providing telemedicine consultations, clinical mentoring and collaboration, and patient education and training over high-speed secure IP-network using dedicated T-1 lines leased from regulated telecommunications carriers in the state of Georgia. This network has been very reliable, provides a quality bandwidth and creates a highly secure private interconnected network.



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These telehealth encounters and the outreach to these unserved and underserved citizens will occur through high bandwidth applications like video conferences, internet, web-based education and other rich media, to provide education, awareness and support to encourage the adoption of modern broadband applications reaching an estimated 331,421 school age children and their families as potential subscribers across 91 school districts and school nurse programs, 62 rural hospitals, 47 rural health clinics, 63 Public Health Departments, 24 Community Service Boards and 30 FQHC's to extend the education and awareness campaigns to promote broadband adoption and ensure improved health outcomes. Through the TCGBH collaborative partnership of Ga Partnership for Telehealth, DCH and Morehouse School of Medicine, and other partners, 8275 rural healthcare providers will be educated on accessing and sharing electronic health information securely through the GPT Broadband Network to achieve the requirements set forth in the Recovery Act and improve the health status of their patients.

14. Innovative Approach:

The innovation of the "TeleConnect GA for Better Health" Program is demonstrated through the collaborative and steadfast commitment of GPT and its partners to bridge the broadband technology gap, first by connecting the community anchor institutions like hospitals, schools, public health departments & physicians through affordable expansion of the current open access telehealth network to 67 additional community anchor sites leveraging the resources and matching contribution of Georgia Public Web, the Georgia Trauma Commission and Stat Health Services; then secondly, to raise awareness of the benefits of connecting to broadband for better health with marketing campaigns & education of the rural physicians & non-physician practitioners, school nurses, Medicaid children & families & poor adults by contracting with partners like HomeTown Health, a rural hospital network, Strategic Health Partners, serving 600 rural physicians, and the Ga. Primary Care Association, leveraging long term established networks, relationships with end users and expertise in educating rural populations; and finally to achieve the objectives of the Recovery Act by leveraging the stimulus funds coming to Georgia through partnership and collaboration with the Georgia Department of Community Health who is leading the charge to establish the state health information exchange (HIE), and the National Center for Primary Care at The Morehouse School of Medicine, the grantee for the Georgia HIT Regional Extension Center (HITREC) charged with providing outreach and support to rural physicians in achieving an Electronic Health Record. The TCGBH Program goals and objectives align with the goals of the Georgia HIE and HITREC to improve health status through the meaningful use of electronic health records and the exchange of health information via GPT's highly secure, private telehealth network.



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The commitment of Georgia Partnership for Telehealth (GPT) and its partners in the TCGBH program to create innovative methods to address access broadband challenges in Georgia has revitalized interest in telemedicine among elected officials like Congressman Jim Marshall, U.S. Senator Saxby Chambliss, Governor Sonny Purdue and the Georgia Department of Community Health, the State's Insurance Commissioner, the Georgia Trauma Commission, the and other elected officials, and numerous healthcare leaders and providers. These individuals recognize this program's unique potential to use broadband technology to solve the growing access problems for care, to fill the gap in the shortage of rural healthcare providers, to maximize opportunities for scarce specialty physicians at urban centers to provide much needed healthcare for rural patients, to address issue pertaining to education and training of rural healthcare workforce.

15. Is the applicant is seeking a waiver of the Buy American provision pursuant to section x.Q of the NOFA?

- No

16. Is the applicant delinquent on any federal debt?

- No

If Yes, justification for delinquency:

- .

17. Are you seeking a waiver of any requirement set forth in the NOFA that is not mandated by statute or applicable law?

- No

C. Partners

18. Are you partnering with any other key institutions, organizations, or other entities for this project?

- Yes

If YES, key partners are listed below:

Project Role: Other Name: Edwards, Carladenise



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Email: cedwards@dch.ga.gov
 Address 1: 2 Peachtree Street, N.W.
 Address 2:
 Address 3:
 City: Atlanta
 State: Georgia
 Zip Code: 30303-3159
 Organization: Georgia Department of Community Health
 Organization Type: State or State Agency
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Other
 Name: Mack, Dominic
 Email: dmack@msm.edu
 Address 1: 720 Westview Drive, S.W.
 Address 2:
 Address 3:
 City: Atlanta
 State: Georgia
 Zip Code: 30310-1495
 Organization: Morehouse School of Medicine
 Organization Type: Other
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Contractor
 Name: Griner, Lewis
 Email: lgriner@gapublicweb.net
 Address 1: 1470 Riveredge Parkway
 Address 2: P.O. Box 420888
 Address 3:
 City: Atlanta
 State: Georgia
 Zip Code: 30342
 Organization: Georgia Public Web
 Organization Type: Other
 Small business: No
 Socially and economically disadvantaged small business concern: No

Project Role: Other
 Name: Ashely, Dennis



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<p>Email: jim@gtcnc.org Address 1: 227 Sandy Springs Place Address 2: D-360 Address 3: City: Sandy Springs State: Georgia Zip Code: 30328-3849 Organization: Georgia Trauma Care Network Commission Organization Type: Other Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other Name: Kavka, Duane Email: dkavka@gaphc.org Address 1: 315 West Ponce de Leon Avenue Address 2: Suite 1000 Address 3: City: Decatur State: Georgia Zip Code: 30030 Organization: The Georgia Association For Primary Health Care Organization Type: Other Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Lewis, Jimmy Email: theleadershipgrp@mindspring.com Address 1: 3280 Cherry Oak Lane Address 2: Suite 100 Address 3: City: Cumming State: Georgia Zip Code: 30013 Organization: HomeTown Health, LLC Organization Type: Other Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Scibner, Mike</p>



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<p>Email: mscribner@shpllc.com Address 1: Atlantic Station Address 2: 201 17th Street Address 3: Suite 3047 City: Atlanta State: Georgia Zip Code: 30363 Organization: Strategic Healthcare Partners Organization Type: Other Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other Name: Garrett-Gunnoe, Robyn Email: rgunnoe@shpllc.com Address 1: 201 17th Street Address 2: Suite 300 Address 3: City: Atlanta State: Georgia Zip Code: 30363 Organization: Georgia Association of Community Service Boards, Inc. Organization Type: Other Small business: No Socially and economically disadvantaged small business concern: No</p>

19. Description of the involvement of the partners listed above in the project.

The Georgia Partnership for Telehealth (GPT) 501(c)(3) has partnered with Georgia Public Web, the Georgia Department of Community Health, National Center for Primary Care at Morehouse College, Strategic Healthcare Partners, Stat Doctors, the Georgia Association of Community Service Boards, the Georgia Primary Care Association and HomeTown Health Rural Hospital Network to propose a BTOP SBA initiative titled “TeleConnect GA for Better Health” (TGBH).

PROJECT PARTNERS:

Department of Community Health

As DCH works to achieve the goals of the HITECH Act and to establish the state health information exchange (HIE), the Georgia Department of Community Health sees great benefit in collaborating with GPT and the “TeleConnect Georgia for Better Health Program” to provide



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macro level health planning information as an in-kind contribution and a platform to collaborate and form alliances with other grantees of statewide initiatives.

Georgia Public Web

Georgia Public Web will provide middle mile and last mile service to the 50+ new telehealth sites with installation charges and long haul transport charges waived as an In-Kind Contribution. In addition, GOW will offer expertise and lend support to the education and outreach efforts to train professionals and local citizens how to use Broadband technology and the internet to access healthcare and health information.

IN-KIND CONTRIBUTION – Waiver of circuit installation charges - \$60,460

Waiver of long haul transport charges - \$201,600 TOTAL IN-KIND CONTRIBUTION = \$262,060

National Center for Primary Care at Morehouse College

Collaboration with GA HITREC GRANTEE charged with providing EHR education and outreach through the use of broadband and internet to ensure that rural healthcare providers meet Meaningful Use milestones including quality reporting, e-prescribing and CPOE – the first step in providing an electronic record to make available to the end users via a broadband connection. Program will leverage expertise and resources of Morehouse College to ensure the success of the TeleConnect Georgia for Better Health Program.

HomeTown Health, LLC dba HomeTown Health University - Curriculum Development and Education, Access to webinar platform and web-based training.

Federal Support \$140,000 MATCHING = \$90,000 TOTAL \$230,000

HTH will provide HTH Management Services, Project Oversight, Grant Writing, Group Purchasing, & Strategic Planning as well as develop the marketing strategy and awareness campaign concept and will further develop the marketing materials to be distributed in the anchor institutions. Federal Support \$70,000 MATCHING = \$45,000 TOTAL \$115,000

Georgia Association of Community Service Boards

Valuable partner to this program to ensure that the mental health needs are addressed in the most vulnerable populations in the state, the Association of CSB's will provide expertise on how to reach those with mental health needs by teaching them how to receive services via broadband telehealth services and increasing broadband demand.

Georgia Primary Care Association

Providing administrative assistance and event planning for Primary Care TeleConnect Conference. In Kind Contribution = \$50,000

Strategic Health Partners, Savannah



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Submission to NTIA – Sustainable Broadband Adoption**

Submitted Date: 3/15/2010 11:54:39 AM	Easygrants ID: 6364
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: GEORGIA PARTNERSHIP FOR TELEHEALTH INC
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Mrs. Paula B Guy

SHP will provide HIT Consultant to work with TGBH Program partners and rural providers to lend strong HIT expertise and technical assistance, and to direct and manage the technical field trainers
Federal Support \$116,510 MATCHING = \$52,450 TOTAL \$168,960

STAT Health Services will address the lack of primary care services by providing primary care via telehealth network with results reported to local PCP. They will provide in-kind professional services to the program and they will provide program start-up funding.

Contribution = \$50,000 CASH / \$50,000 In Kind

Georgia Trauma Commission

Matching Grant to provide network and equipment for establishment of trauma services in hospitals in medically underserved areas. – CASH Contribution = \$300,000

D. Congressional Districts

20. Applicant Headquarters

- Georgia

21. Project Service States

Georgia

22. Project Service Areas

Georgia - 1

Georgia - 2

Georgia - 3

Georgia - 8

Georgia - 10

Georgia - 12

23. Will any portion of your proposed project serve federally recognized tribal entities?



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➤ No

24. Indicate each federally recognized tribal entity your proposed project will serve.

25. Have you consulted with each of the federally recognized tribal entities identified above?

No

E. Community Anchor Summary

26. Community Anchor Institution	
Schools (k-12)	2
Libraries	0
Medical and Healthcare Providers	157
Public Safety Entities	0
Community Colleges	3
Public Housing	0
Other Institutions of Higher Education	2
Other Community Support Organization	0
Other Government Facilities	0
TOTAL COMMUNITY ANCHOR INSTITUTIONS	164
27. Minority Serving Institutions	
Historically Black colleges and Universities	1
Tribal Colleges and	0



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Universities	
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	1

F. Demographics

28. Will your proposed project be specifically directed to serve vulnerable population groups?

- Yes

If "Yes" which vulnerable population groups will your proposed project serve? Check as many as apply:

Black/African-American

Low Income

Senior Citizen (55 and over)

Youth

Other:

29. **Vulnerable Populations**

The vulnerable populations in Georgia that will receive the most benefit from the TeleConnect GA for Better Health program are those children and their parents living below poverty level. In 2008 the UGA faculty published a study on "Persistent Poverty" and reported that "Georgia ranks near the bottom in U.S. in terms of the overall health of its citizens" and out of the 159 Georgia counties, 108 counties have poor children's health and working age adult health, and 75



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counties have persistent poor seniors' health, signaling a decline in the health status of Georgians compared to the rest of the U.S. Then in 2009 the FCC published a survey stating that 40 % of those with annual household incomes of \$20,000 or less have broadband at home, while 91 % with household incomes above \$75,000 per year have it. So there is no mistaking the fact that while poverty has a huge impact on both broadband subscribership and health status.

The most vulnerable population that must be addressed through the TCGBH Program are the children between the ages of 0 to 17 living below poverty level in Georgia's 91 counties of persistent poverty with a total population of 1,848,452 as shown on the attached GTA BTOP SBA demographics spreadsheet. Of the 403,668 vulnerable citizens in this region, 131,596 or 32.6% are children living in poverty, compared to 26% statewide and 23% nationwide. An overwhelming majority of these children are Medicaid eligible and make up 59.7% of the total Medicaid beneficiaries in this region compared to 49.7% in the U.S. Being enrolled in a Medicaid program does not mean that a child will have access to care when they are sick. Due to the Medicaid reimbursement cuts and the complexity of the Care Management Organization (CMO) contracts, many primary care and almost all specialty physicians have dropped out of the Medicaid program, leaving children to travel for care or receive basic care at the public health department or the Emergency room. The Georgia Partnership for Telehealth program will deliver improved access to primary care along with education delivered over the Telehealth network, teaching the vulnerable Medicaid population, including the aged, blind and disabled, how to utilize broadband technology, not only to receive healthcare, but to access health and wellness information online.

School age children are the next most vulnerable group. In these 91 counties of persistent poverty, of the total 331,421 school age children enrolled in K-12 in this region, 69% are economically disadvantaged, 5% are Hispanic and 46.6% are black, compared to 32% statewide and 14% nationwide according to 2008 data from Kaiser Foundations www.statehealthfacts.org site.

Finally, 75 counties of the 91 have persistent poor seniors' health. Senior citizens living at home and in nursing homes will be included and are vulnerable because they are not able to travel to larger urban areas to receive the specialty care they require.

30. Accessibility



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Accessibility is the key strength of the TeleConnect GA for Better Health. The overall approach of the TCGBH program is to leverage the strengths of key community public and private sector stakeholders to address the declining health of Georgia’s 91 counties of persistent poverty through improved access to primary care by equipping and expanding the current telehealth broadband network from 133 access points to 197 access points and through education and outreach introducing all, from rural healthcare providers to low income families, to the advantages of using broadband technology to access healthcare services, to share and exchange health information and access the internet to receive health and wellness information.

The tenants of the TCGBH and the GPT telehealth program is the ability to access care from a laptop computer and a video camera connecting through secure access to the internet to the physicians office. While the program generally will be accessed through schools, public health departments, mental health offices and hospitals, there will be a component to address the needs of the handicapped population that will greatly benefit from ability to access broadband services and better access to care.

31. Other Languages

The TeleConnect GA for Better Health Program has budgeted for the development of bilingual print materials to be distributed to program sites to offer broadband education and outreach to the Hispanic population in the program area. While Hispanic children only account for 5% of the total school children in the 91 county market area, it is vital that they also benefit from improved access to care through the broadband telehealth network.

G. Project Budget

32. Project Budget	
Federal Grant Request	\$2,462,975
Total Match Amount	\$1,216,086
Total Budget	\$3,679,061
Match Percent	33.1%

33. Projects Outside Recommended Funding Range:



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34. Sustainability:

As lead applicant on the TCGBH project, Georgia Partnership for Telehealth, Inc. (<http://www.gatehealth.org/>) has proven success in establishing and sustaining Georgia's only statewide Telehealth network. GPT, Inc was formed in 2007 following the completion of a three year build out and network development plan funded through the negotiations of Insurance Commissioner John Oxendine for the Anthem and WellPoint Merger resulting in a telehealth initiative funded with \$11.5 Million over 3 years. The Georgia Partnership for Telehealth network currently includes 133 statewide access points developed through strategic partnerships with healthcare providers, community anchor institutions, and health plans and has seen clinical utilization climb exponentially over the last 5 years. While January, 2006 we had a mere 8 encounters, we had 9,973 encounters for 2008 and over 18,000 in 2009. More than 50,000 encounters are projected in 2010.

The GPT and its partners bring the following inherent strengths to the project:

- Georgia Partnership for Telehealth is the leading agency in Georgia focused on increasing access to healthcare in rural communities through innovative use of technology
- GPT and its partners listed in the proposal already have an existing relationship within the context of rural healthcare and education; the Network will further strengthen this model to improve efficiencies, and lower costs while improving access to healthcare.
- GPT brings significant motivation and interest experience in integrating technology and best practices in its model for rural healthcare
- GPT, through its affiliation with the GA Department of Community Health, State Office of Rural Health, is a strong advocate for the improvement in the quality and accessibility of healthcare and education for the rural communities
- The Georgia State Insurance Commission is wholly supportive of GPT's grant proposal and finds a strategically valuable partner in GPT to build rural telehealth capacity in Georgia.
- Legislation was passed in 2005 that on or after July 1, 2005, every health benefit policy that is issued, amended or renewed shall include payment for services that are covered under such health benefit policy and are appropriately provided through telemedicine in accordance with Code Section 43-34-31.1. http://www.legis.state.ga.us/legis/1997_98/fulltext/sb107.htm#43-34-31.1

The expected increases in broadband rate will be sustained through a combination of planned efforts including, but not limited to: direct fees for service, consultative services, local health and



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insurance support, workforce investment board funding, potential state infrastructure development subsidies, support from state legislature, and competitive grants. Costs associated with training and/or other recurring expenses will be covered after the grant expires by current staff and increased numbers of network partners paying monthly fee. Georgia Partnership has seen over 50% growth.

35. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	<p>For Cash Matches</p> <p>Name: Georgia Partnership for TeleHealth, Inc. Funding Amount and % of total budget it represents: \$316,576 / 9% Type of Funding: Grant Match Use of Funding: \$62,500 for personnel, \$100,000 for match on equipment for children’s locations, \$3800 for supplies, \$80,276 for increasing capacity of the network, \$50,000 for the management and maintenance of the robust private network and \$70,000 for rent and telecommunications.</p> <p>Name: HomeTown Health, LLC dba HomeTown Health University Funding Amount and percent of total budget it represents: \$90,000 / 2% Type of Funding: Grant Match Use of Funding: Curriculum development and access to Webinar platforms and web-based training application</p> <p>Name: Hometown Health, LLC Funding Amount and percent of total budget it represents: \$45,000 / 1% Type of Funding: Grant Match Use of Funding: develop marketing strategy, management services, sustainability development, grant writing, group purchasing</p>



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	<p>Name: Georgia Trauma Commission Funding Amount and percent of total budget it represents:\$300,000 / 8% Type of Funding: Grant Match Use of Funding: To equip hospital ER with trauma cart for rural locations access to trauma specialist</p> <p>Name: Strategic Health Partners Funding Amount and percent of total budget it represents: \$52,500 / 1% Type of Funding: Grant Match Use of Funding: to hire Program HIT Consultant, provide access to physician network, broadband education</p> <p>Name: Georgia Association of Primary Care Funding Amount and percent of total budget it represents: \$50,000 / 1% Type of Funding: Grant Match Use of Funding: equipment and technical assistance for FQHC</p> <p>For In Kind Contributions:</p> <p>Name: Georgia Public Web Match Value and % of total budget it represents: \$262,060 / 7% Nature of the In-Kind Contribution: Georgia Public Web: in kind waiver of a billable service of installation charges and long haul service charges. Offers support to education and outreach efforts to train professional and local citizens on use of broadband and internet to access healthcare and health information Explanation of how the In-Kind contribution qualifies as eligible costs: Acquiring broadband-related equipment, instrumentation, networking capability, hardware and software, and digital network technology for broadband services is a qualified eligible cost</p>
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	<p>Description of any Benefits that contributor will derive from the project: They will bill monthly recurring costs of telecommunications for project sites.</p> <p>Name: Stat Health Systems – Stat Doctors Match Value and % of total budget it represents: \$100,000 / 3% Nature of the In-Kind Contribution: allow GPT members, physicians access and utilization of proprietary electronic health record and network platform Explanation of how the In-Kind contribution qualifies as eligible costs: Acquiring broadband-related equipment, instrumentation, networking capability, hardware and software, and digital network technology for broadband services is a qualified eligible cost Description of any Benefits that contributor will derive from the project: They will benefit from providing primary care to unserved and underserved areas.</p>
Unjust enrichment	GPT is not receiving nor has it applied for federal support in the same proposed funded service area for this proposed BTOP project.
Disclosure of federal and/or state funding sources	<p>In 2007, the Georgia Legislature through Senate Bill 60 established the Georgia Trauma Care Network Commission. The bill charges the Georgia Trauma Commission to create a trauma system for the State of Georgia and to act as the accountability mechanism for distribution of trauma system funds appropriated each fiscal year by the legislature.</p> <p>The Georgia Trauma Care Network Commission is aggressively pursuing solutions to correct the deficiencies of care, specifically trauma care, that plague our state. To that end the Georgia Trauma Commission has committed \$300,000 as matching grant funds to Georgia Partnership for Telehealth and the TCGBH Program to assist in achieving the goals of this program and for equipping network hospitals and providers with teletrauma equipment.</p>

36. Budget Narrative	
Budget narrative	The total budget requested is \$3,679,061 of which \$1,216,086 or 33.1% is committed match from partners. Total federal funds



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	<p>requested is from ARRA BTOP Program under the SBA category is \$2,462,975.</p> <p>Personnel: Project Director, Assistant Director, HIT Officer, Clinical Officer, 3 new liaisons and .5 FTE 4 current liaisons. The total cost for administrative personnel for the program is \$532,500 of which \$62,500 is in-kind funding.</p> <p>Fringe: The fringe rate for GPT is currently 30%. The fringe rate includes FICA, unemployment insurance, workers comp insurance, disability, life and health insurance. Total \$148,500.</p> <p>Travel: Travel to specialty and rural sites for training, implementation, marketing, ATA conference, HIT Conference, Broadband training. 600 trips x \$110.00 (.55 per mile) and 250 trips x \$100.00 including lodging, air, and travel. Total budget requested is \$91,000.</p> <p>Equipment Request: The total budget requested for equipment is \$\$1,681,971.48 of which \$480,276</p> <ul style="list-style-type: none"> •Bridge for multipoint conferencing Tandberg 4500 MCU series, installation and maintenance to used training and education \$80,276 in-kind from GPT • Tandberg-Video Comm Server:10 Local net calls, Expressway application, Content server, TMS server series, Movi 2 series, \$150,400 - BTOP •Community Mental Health x 26 Movi license, laptops, software - \$72,045.48 Hospitals x 11, Full carts with camscope, otoscope, digital stethoscope, SO software, Total budget \$409,440 with \$309,440 from funds and \$100,000 from GPT • FQHC's x 4, Schools x 2. Full carts with camscope, otoscope, digital stethoscope, SO software Total budget \$173,513 • Child Advocacy–Childrens Health Care x 14 have Full carts with camscope, otoscope, digital stethoscope, SO software. Total budget \$796,297,\$100,000 is in kind from GPT <p>Supplies</p> <ul style="list-style-type: none"> •Print media for awareness campaign for 100,000 households \$50,000 •Printer paper, toner \$1800 all in kind from GPT
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	<ul style="list-style-type: none"> •Bilingual print media for 20,000 households \$10,000. \$2,000 is match Contractual: <ul style="list-style-type: none"> •HomeTown Health University -Curriculum Dev. & Ed. Total budget \$230,000, \$90,000 is match. •HomeTown Health -Marketing strategy, management services, grant writing, group purchasing. Total budget \$115,000 in which \$45,000 is match. •UGA Evaluation –Total budget of \$69,750 •Strategic Healthcare Partners -Program HIT Consultant, Access to physician network, broadband education, in kind office space.Total budget is \$168,960.00 of which \$52,450 in kind •Georgia Public Web -Circuit Installation charges, long haul transport charges, engineering of network. Total budget is \$339,950 of which \$262,060 is a billable in kind waiver •Stat Health Services - services, access and utilization of EHR and stat health network platform In kind - \$100,000 •Georgia Primary Care Association - TeleConnect Conference - match is \$50,000. OTHER: •Legal fees: MMM-\$10,000, Office space: Inkind \$20,000, •Phone, T-1 cost for new sites. \$60,000 -\$50,000 in-kind GTA
Budget reasonableness	<p>The TCGBH program’s proposed budget is based upon the plan to equip and expand the current GPT telehealth broadband network from 133 access points to 197 access points and through education and outreach introducing all, from rural healthcare providers to low income families, to the advantages of using broadband technology to access healthcare services, to share and exchange health information and access the internet to receive health and wellness information. The personnel and fringe budget items relate to the 10 newly created jobs with each position requiring various levels of expertise and education. The travel budget item is based on ordinary and necessary travel expenses related to the new 52 access points across GA and the allowance is based on IRS travel expense guidelines.</p> <p>The equipment budget items relate to the expansion of the current GPT telehealth broadband network from 133 access points to 197</p>



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	<p>access points. New network and telehealth equipment will be required at GPT, 26 Community Mental Health Sites, 11 Hospitals, 4 FQHCs, 1 School Site, and 14 Child Advocacy/Nursing Home Sites. GPT has established relationships with a variety of vendors of telehealth equipment and decisions are based on quality, price, and suitability. The GPT vendor list includes: Tandberg, Polycom, Ergotron, Second Opinion, Global Media, Cisco, BT Conferencing, Dr Camscope, Georgia Public Web, Alma Telephone Company, ATT, and Verizon. The supplies budget item involves the development and printing of materials for an awareness campaign to low income families to include bilingual materials. Cost is based on past GPT printing jobs where at least three quotes were obtained from a variety of printing companies.</p> <p>The Contractor budget Items relate to services to be provided by those partners listed: Home Town Health University, Home Town Health, University of GA, Strategic Healthcare Partners, and Georgia Public Web. All of these contractors are vital to the success of this project and other than UGA (evaluation contractor) these partners are contributing considerable matching support funds.</p> <p>The remaining other budget item is for 2 items: 1. legal fees associated with the project and the chosen firm has provided competent and reasonable fees for past services and 2. GPT Network and Phone expenses. This amount represents 1/6th of the anticipated cost with the remaining 5/6th being matched.</p> <p>Georgia Partnership for Telehealth proposes an overall project budget of \$3,679,061.00 for the TeleConnect Georgia for Better Health Program. Of this amount, GPT requests \$2,462,975 in BTOP Sustainable Broadband Adoption funds and will provide \$1,216,086 in matching funds representing 33.1% of project costs.</p> <p>After much consideration, GPT and its partners feel that this budget is adequate and reasonable to successfully implement “TeleConnect Georgia for Better Health” program which will utilize telemedicine, broadband awareness & education to increase broadband adoption</p>
Demonstration of need	Georgia Partnership for Telehealth is a mid size 501(c)3 with strong



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	leadership and limited resources. We deploy systems out into the rural markets and must keep subscription rates below market level in order to keep the subscription fees affordable for rural providers. The current revenues help sustain our operations but this without this grant we will not be able to meet the growing need to deliver healthcare to Georgia's rural consumers via broadband.
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37. Funds to States/Territories

States	Amount of Federal Grant Request
Georgia	2,462,975

Funds to States/Territories Total: \$2,462,975

H. Historical Financials

38. Matching Funds			
	2007	2008	2009
Revenue	0	2,312,968	720,062
Expenditures	0	546,641	1,252,240
Net Assets	0	1,766,327	1,234,149
Change in Net Assets from Prior Year	0	1,766,327	532,178
Bond Rating (if applicable)			

I. Program Benefits

39. Jobs



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How many direct jobs-years will be created from this project?	40
How many indirect jobs will be created from this project?	10
How many jobs will be induced from this project?	0

40. Methodology used to estimate jobs:

Forty (40) job years will be created through the TCGBH project and we referred to the Council of Economic Advisor’s guide to job creation estimates at <http://www.whitehouse.gov/administration/eop/cea/Estimate-of-job-creation> for definitions and background, and the Council of Economic Advisors methodology was employed. In estimating the job-years created by direct government spending, we used the simple rule that \$92,000 creates one job-year and divided \$92,000 into the total grant budget of \$3,679,061 totaling 40 job years.

Ten (10) FTE's will be created directly through contracting with industry experts and by hiring (1) Program Director, (1) Assistant Director to report statistical data related to project milestones and goals, (3) additional Telemedicine liaisons to cover 52 new access points, (1) clinical experts to provide oversight and collaboration with program partners and rural providers, (1) HIT/Information Officer to work with partners and providers to provide HIT expertise and technical assistance, and to manage the (3) new technical field trainers that will provide face to face training and awareness programs to physician practices and in the communities to encourage the use of broadband services; and the program will provide ten (10) jobs/ FTE's indirectly through contracted services.

41. Adoption Metrics	
How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	5000
How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	827
How many total users of broadband in public computer centers or users of broadband outside the home (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded?	25200
What is the total cost of your project per new subscriber (household, individual, or	\$119.00



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institutional) or new end-user?	
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42. Measuring Adoption Impact:

The GPT and TCGBH program will engage the University of Georgia Dept of Housing and Consumer Economics led by Professor Doug Bachtel to measure the adoption impact on the program recipients.

The subscribership baseline and adoption metrics reported are based on the following data & methodology:

- 1) New Household subscribers are based on approx 100,000 households represented in the total population of 403,668 vulnerable citizens in this 91 county region. Based on the 2009 FCC survey at www.pewinternet.org/.../FCC-Broadband-Adoption-and-Use-in-America.aspx, 40% of those with annual household incomes of \$20,000 or less have broadband at home, so with the strategy of introducing Broadband through healthcare providers and school nurse programs, we estimate 5,000 new household subscribers.
- 2) New business and institutional subscribers are estimated from the target 8,275 healthcare rural healthcare providers that will be reached through the program and with a 10% adoption rate we estimate 827 new business subscribers.
- 3) Total users of broadband outside the home are calculated based on a 40% growth factor of the 18,000 2009 GPT Telehealth encounter totaling 25,200 new users of broadband.

Some of the ways that they will measure impact are:

Sampling of physicians and hospitals to establish pre & post program utilization data, set benchmarks and establish the amount of health information documented for each telehealth encounter. Impact will also be measured through hits on websites accessed through the program, i.e. www.teleconnectga.com, telephone survey, telehealth encounters by provider, data available through the GA Dept. of Family & Children Services, follow-up visits, Emergency Room visits, etc.

43. Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	5827
How many hours of training do you expect to provide per person on average for each participant in your training program(s), through completion of training for that individual?	1
How many Full time employee (FTEs) instructors or facilitators will you employ for	3



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broadband and digital literacy training purposes?	
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44. Describe their qualifications (training and experience):

Three Liaisons will be employed by GA Partnership for Telehealth as field instructors to provide broadband training and facilitate Telehealth network implementation. Their job description and qualifications are listed below:

Responsible for onsite provider training, program development, community activities and awareness, analysis of regional needs referral patterns, providing education, marketing and training to healthcare providers, professionals, site staff, and the communities. Also Responsible for leading BTOPT teleconnect for better health program development which includes analysis of regional needs referral patterns, providing education, marketing and training to healthcare providers, professionals, site staff, and the communities. The Liaison will train on Telehealth and use of equipment and in policies, procedures and regulations.

Education/Training: BA or BS preferred. Experience: 4+ years of Hospital, Clinic, or Health Plan setting in the capacity of nurse, health promotion, network development specialist, provider liaison, account management experience. Conceptually understands healthcare, referral patterns, clinical terminology, marketing and process improvement methodology. Preference given to someone that has salesmanship, excellent presentation and demonstrated public speaking skills, outgoing personality, capacity to work in an unstructured environment or any equivalent combination of education and experience.

GPT will contract with HomeTown Health to develop broadband curriculum and provide access to Webinar platforms and web-based training applications. Their subsidiary, www.HTHU.net is fully accredited by IACET (International Association for Continuing Education & Training) and serves as the Learning Management System to deliver professional CME and CEU accredited training since 2005.

45. Equipment Affordability Programs		
What is the total up-front cost of this equipment?	\$1,681,971.00	
If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?	0	Households
	0	Businesses
	0	Institutions
If you are employing a loan program for purchases of service or equipment, what will be	\$0.00	



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the total cost to the typical customer you assist over the life of the loan, including all interest and fees?	
How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall?	70

46. Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	339696

47. Awareness Campaign Methods: Briefly describe the targeting, media, and messaging strategies your awareness campaign will employ.

MESSAGE: "GET TELECONNECTED FOR BETTER HEALTH"

MEDIA: Website www.teleconnectga.com, print media including flyers and brochures, psa's, organizational newsletters, partner websites and newsletters, streaming video announcements via the telehealth broadband network.

TARGET MARKET: 403,668 vulnerable, low income citizens and 8275 rural healthcare providers in this 91 county region.

To the best of our knowledge, there are no existing Broadband campaigns currently underway in this target market

48. Measuring Campaign Impact: Describe how you will measure the impact of the awareness campaign.

The TCGBH awareness campaign titled, "GET TELECONNECTED FOR BETTER HEALTH" will be rolled out through the program partners, 62 rural hospitals, 47 rural health clinics, 63 Public Health Departments, 24 Community Service Boards and 30 FQHC's and across 91 school districts and school nurse programs promoting broadband adoption and tele-access to care for improved health outcomes.

The TCGBH Website www.teleconnectga.com, print media including flyers and brochures, psa's, organizational newsletters, partner websites and newsletters, streaming video announcements via the telehealth broadband network will all be used to promote the message.

The program is contracting with the University of Georgia to measure campaign impact. Some of the ways that they will measure impact are through hits on websites accessed through the



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program, i.e. www.teleconnectga.com, telephone survey, data available through the GA Dept. of Community Health and Public Health, telehealth encounters by provider, follow-up visits, Emergency Room visits, etc.

UGA Professor Doug Bachtel and his staff will establish the method to establish the baseline quantitative measurement that will be used to identify post program changes in awareness and adoption.

J. Project Readiness

49. Licenses and Regulatory Approvals

There are no federal licenses and regulatory approvals required to complete this project

50. Organizational Readiness

The Georgia Telemedicine Program, Inc.(GPT) a 501(c)3, lead applicant for the BTOP SBA grant, is a very well-established telehealth program with 133 rural and 45 specialty sites. The statewide Georgia Telemedicine Program began in 2005 through a grant from WellPoint, Inc. and today GPT has over 85 specialists, representing 45+ specialties, participating in the network and clinical utilization of the network has grown steadily from a mere 8 encounters in 2006 to 9,973 encounters for 2008, to 18,000 encounters in 2009 and is projecting 30,000+ encounters in 2010.

The GPT network will connect the TCGBH partnering sites, providing telemedicine consultations, clinical mentoring and collaboration, and patient education and training over high-speed secure IP-network using dedicated T-1 lines leased from regulated telecommunications carriers in the state of Georgia. This network is very reliable, and provides quality bandwidth and creates a highly secure private interconnected network.

The GPT and the TCGBH partners bring the following inherent strengths to the project:

- Georgia Partnership for Telehealth (GPT) is currently the leading agency in Georgia focused on increasing access to healthcare in rural communities through innovative use of technology
- GPT and the TCGBH program partners listed in the proposal already have an existing relationship within the context of rural healthcare and education; the Network will further strengthen this model to improve efficiencies, and lower costs while improving access to healthcare to the targeted populations.
- GPT brings significant motivation and interest experience in integrating technology and best practices in its model for rural healthcare



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- GPT, through its affiliation with the GA Department of Community Health, State Office of Rural Health, is a strong advocate for the improvement in the quality and accessibility of healthcare and education for the rural communities
- The Georgia Governors Office is wholly supportive of GPT’s grant proposal and finds a strategically valuable partner in GPT to build rural telehealth capacity in Georgia.

51. Project Timeline and Challenges

TeleConnect GA for Better Health - Timeline and Challenges

1) Technical: (Timeline – Months 1-4)

- Build out the additional 64 telehealth sites into the current integrated telehealth infrastructure and add end-point equipment comprised of video conferencing technology, patient monitoring system, clinical diagnostic devices, such as digital stethoscope, and patient medical record application for evaluating patients at rural hospitals by the specialists using broadband.
- Ensure the ability to efficiently link the hub hospitals and 64 new provider sites over the GPT network
- Develop and standardize provider education and staff training telehealth applications
- Develop materials and schedule events for TCGBH awareness campaign
- Build and develop www.TeleConnectGa.com website

2) Clinical: (Timeline – Months 5-18)

- Purchase and install a clinically appropriate telemedicine equip including fixed systems and telemedicine carts with IP-based video-conferencing units.
- Develop and standardize clinical protocols and guidelines for patient care management and health information exchange using the GPT network.
- Train end users on benefits of broadband adoption through the telehealth network

3) Education & Awareness Campaign: (Timeline - Months 5-12)

- Develop and implement an education plan for rural hospital physicians and for training of clinical staff in the effective utilization of the telemedicine systems.
- Kick off GET CONNECTED FOR BETTER HEALTH Campaign statewide and launch www.teleconnectga.com website with tools to encourage Broadband adoption like health surveys, online games for children to play to introduce them to broadband.

4) Project Implementation: (Timeline – Months 1-12)

- Work with new sites and end users on the benefits of accessing the telehealth network for better health outcomes and access to broadband.
- Implement awareness and education programs in all 197 site locations.



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- Teach medical professionals how to evaluate patients in rural hospital to determine appropriateness for telemedicine consultation service.
 - Follow protocols to track and monitor these patients, assessing and responding to patient needs, and providing appropriate patient care management.
- 5) Project Evaluation: (Timeline – Months 1-24)
- Work with UGA to develop an evaluation plan for the TCGBH Project.
 - Design metrics for achievement of goals, objectives, and activities.
 - Develop measurements for technical, clinical, and education components.
 - Collect data, tabulate and summarize results.
 - Modify telehealth protocols and procedures as necessary.
 - Analyze results: financial, clinical, provider, staff, and patient outcomes.
 - Assess impact on community.
 - Report results to BTOP-SBA program.

Potential challenges:

We have identified the potential challenges, Technology adoption, Demonstrating impact, Retaining network member participation and interest, Ever changing political landscape, and Building community support and collaboration.

52. SPIN Number

Georgia Public Web Spin Number - 143026431

K. Environmental Questionnaire

53. Does the proposed action involve the procurement of materials? If so, will the materials be installed, stored or operated in an existing building or structure? If yes, please click "Add" to include the list of equipment and peripherals to be procured.

No

54. Does the proposed action involve procurement of electronic equipment? If yes, will the equipment be disposed of in an environmentally sound manner at the end of its useful life?

Yes



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55. Does the proposed action involve construction, remodeling, or renovation? If so, will these activities be limited to only minor interior renovations to a structure, facility, or installation? If yes, click "Add" to include a description of the proposed renovations with your project summary.

No

56. Does the proposed action involve the production and/or distribution of informational materials, brochures, or newsletter?

Yes

57. Does the proposed action involve training, teaching, or meeting facilitation at an existing facility or structure? If yes, click "Add" to explain.

Yes

Yes, the Teleconnect GA for Better Health Program will provide meetings and training events for physicians, nurses, non-physician practitioners, Medicaid children and families at Community institutions like health departments, hospital cafeterias, local schools and colleges.

58. Does the proposed action involve ground or surface disturbance to accommodate new fiber optic cable? If yes, please click "Add" to include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required.

No

59. Does the proposed action involve an upgrade of broadband service to an existing facility or structure? If yes, please include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required?

No



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Uploads

The following pages contain the following uploads provided by the applicant:

Upload Name	File Name	Uploaded By	Uploaded Date
Management Team Resumes and Organization Chart	SBA Management Team Resumes and Org Chart - GTA_3-14-10.pdf	Guy, Paula	03/15/2010
Government and Key Partnerships	SBA BTOP Partner Letters of Commitment.pdf	Guy, Paula	03/14/2010
Historical Financial Statements	Ga Telehealth financial statements 1208 and 1209.pdf	Guy, Paula	03/13/2010
Community Anchor Institutions Detail	SBA Community Anchor Institutions Detail_GTA_3-10-10.xls	Guy, Paula	03/14/2010
BTOP Certifications	SBA BTOP Authentication & Certification for GPT.pdf	Guy, Paula	03/13/2010
Detailed Budget	Detailed Budget Attachment_SBA_GPT_3-13-10 FINAL.xls	Guy, Paula	03/13/2010
SF424 A Budget	SF-424A _SBA_GPT 3-13-10 Final.xls	Guy, Paula	03/13/2010
SF424 B Assurances - Non-Construction	SBA SF 424B Assurances for GPT.pdf	Guy, Paula	03/13/2010



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Supplemental Information	GPT_MAP_W_LOCATIONS_SBA BTOP Project2.pdf	Guy, Paula	03/14/2010
Supplemental Information	SBA_Teleconnect Georgia for Better Health MAP_3-9-10.pdf	Guy, Paula	03/14/2010
Supplemental Information	Demographics_GTA_TeleConnect GA for Better Health Program 3_13_10.xls	Guy, Paula	03/14/2010
Supplemental Information	Final 3-13-2010-Equipment Site list.xls	Guy, Paula	03/15/2010
Supplemental Information	SBA BTOP Federal -State-Community Letters of Support.pdf	Guy, Paula	03/15/2010