



CRAIG SETTLES

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How Will Trump Admin Broadband Policies Hit Telehealth

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Objectives

- **Understand nature, impact of broadband policies**
- **The intersect of broadband & telehealth**
- **Tips on influencing policy**



Correlation: Policy & Marketing

- **High tech firms' mktg = MarCom, PR**
- **Opportunities and obstacles**
- **Govt policy opportunity and obstacle**
- **Stroke of insight**



Federal Broadband Policy

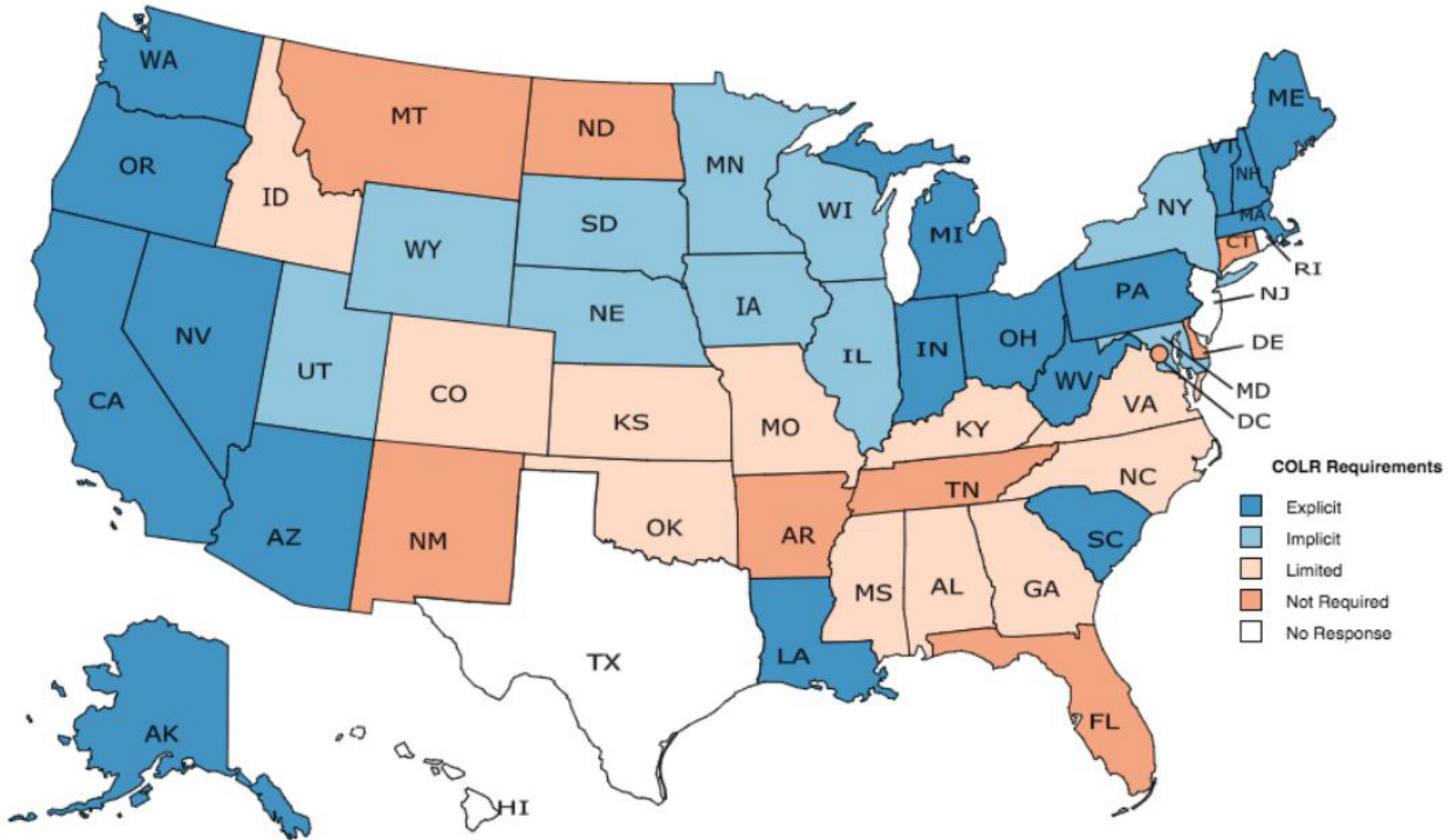
- **Net Neutrality**
- **Need for speed**
- **Broadband funding**
- **Municipal broadband**



State Broadband Policy

- **Net neutrality**
- **The need for speed**
- **Carrier of last resort (COLR)**
- **Small cells**
- **Municipal broadband**

Carrier of Last Resort Requirements





Municipality policies

- **Make it easy to deploy broadband**
- **Competitive environment**
- **Facilitate community-own broadband**



Telehealth Players

- **Associations**
- **Telehealth Resource Centers (TRCs)**
- **Produce & service venders**
- **Healthcare facilities, healthcare pros**



Telehealth Broadband Partners

- **National, State legislators**
- **Community broadband policy, activist groups, associations**
- **Product, service venders, small ISPs, WISPs, local telcos**
- **Munis, co-ops**



Q & A