



For immediate release:
September 16, 2024

South Carolina ETV partnership highlights telehealth in South Carolina during Telehealth Awareness Week

COLUMBIA, S.C. – South Carolina ETV and Public Radio (SCETV) will explore evolving healthcare services, including telehealth and virtual care, to enhance accessibility and improve patient outcomes during Telehealth Awareness Week, observed Sept. 15-21. During Telehealth Awareness Week, SCETV will be sharing stories of patients, families, clinicians and others, on-air and online.

SCETV will also join the American Telemedicine Association in supporting the fourth annual [National Telehealth Awareness Week](#) being observed at the same time.

For the last seven years, as a member of the [South Carolina Telehealth Alliance](#), SCETV has dissected the complexities of telemedicine. The goal of the partnership is to elevate public understanding and knowledge of telehealth and its diverse services in South Carolina.

During the week, SCETV will delve into various healthcare initiatives and services that showcase the changing healthcare landscape. These include technology-driven solutions like telehealth and virtual care, which aim to address diverse medical requirements, enhance patient results, and offer more accessible healthcare choices.

SCETV produced the documentary [House-Calls: Healthcare in the Digital Age](#), which aired on Sept. 15 on ETV-HD and is available to stream online. This documentary takes a deep dive into the evolution of telehealth in America. Technology, including high speed internet and smart devices, has led to the rebirth of the house-call form of health care delivery. Today, doctors are now able to visit a patient virtually, wherever they are located-- at home, school or the workplace. In South Carolina, telehealth offers convenience, but it also improves healthcare outcomes, more immediate treatment, economic benefits, and better access for people living in rural and underserved areas.

Visit www.scetv.org/telehealth to learn more about telehealth. To participate in Telehealth Awareness Week and tell your telehealth story, join the conversation on social media using #TelehealthAwareness or learn more online at facebook.com/mytelehealth and twitter.com/my_telehealth.

QUOTES

“As we join forces with the American Telemedicine Association and the South Carolina Telehealth Alliance, SCETV reinforces its commitment to advancing access to health care. Through a spotlight on innovative healthcare solutions, we’re advancing the conversation on telehealth’s potential to transform medical care, reaching varying needs and improving patient outcomes.” –**SCETV President and CEO Adrienne Fairwell**

“During Telehealth Awareness Week, our partnership continues to thrive, allowing us to create and share impactful content that educates and empowers communities. Together, we are advancing access to healthcare, using the power of media to connect people with vital telehealth resources and information.” –**SCETV Director of National Content and Regional Operations Don Godish**

“Through Telehealth Awareness Week, SCETV shines a light on stories of South Carolinians in their use of advanced technology to provide essential healthcare services. It’s all about the people, sharing their experiences, and highlighting the helpers, we celebrate how telehealth brings us closer to healthier lives.” –**SCETV Senior Director of Audio and Digital Operations Tabitha Safdi**



“Telehealth bridges gaps in healthcare access, especially for those with unique needs. Our highlighting Telehealth Awareness Week shows how SCETV serves as a platform for stories of progress—such as telehealth's role in serving local boards of disabilities and special needs—showcasing technology's power to create a more inclusive healthcare landscape.” **–SCETV Multimedia Specialist for Telehealth Joy Bonala**

FAST FACTS

- Sept. 15-21 is observed as Telehealth Awareness Week.
- SCETV will also join the American Telemedicine Association in supporting the fourth annual [National Telehealth Awareness Week](#).
- For the last seven years, in collaboration with the South Carolina Telehealth Alliance, SCETV has dissected the complexities of telehealth.
- Join the Telehealth Awareness Week conversation on social media using #TelehealthAwareness.
- Learn more about telehealth online at facebook.com/mytelehealth, twitter.com/MUSCTelehealth or by visiting www.scetv.org/telehealth.

About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

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