

Cablefax Daily™

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What the Industry Reads First

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5 Questions: Talking Telehealth with the GM of Cox's Trapollo

When Cox Communications purchased connected health firm Trapollo in 2017, it knew there was a future for remote health monitoring. What it couldn't have predicted was how the COVID-19 pandemic would accelerate the adoption of these virtual medical services that take place over the internet. "The technical capabilities have been enabled for a number of years. But for a host of other reasons, telehealth wasn't fully accepted. Now with COVID, we've condensed what we thought was going to take about five more years of development and it's accelerated into five weeks," Trapollo svp/GM Mike Braham told CFX. Braham, a former vp at Cox Business in Virginia, spent several years in the early 2000s evangelizing why the cable industry should play a part in connected health. We chatted with him about the telehealth in this edited interview. **What changes has COVID-19 accelerated?** There have been regulatory changes and some parts of HIPPA have been relaxed. What we've really seen is the adaptability of the market has enabled telehealth to be the primary delivery mode, whereas before it was the ancillary delivery mode at best. Now, really except in emergencies, telehealth is the standing order. Telehealth actually enables people that are both rural and urban, underseved communities, to have greater access to healthcare than ever before. **Does this new acceptance remain after the pandemic ends?** Absolutely. We'd always hoped telehealth would just be 'healthcare,' and using video was just a modality. And I think that's primarily what we'll see. It'll be a modality of care—not primary or ancillary. Healthcare providers are going to use whatever might be best. **Has Trapollo seen any money from the CARE Act, which lets healthcare providers apply for federal money for telehealth?** We have. We participated with a number of healthcare organizations that applied. We've already received one and we're waiting for a couple others. **Is there a symbiotic relationship with Cox?** Very much so. When I was leading these early efforts in the early 2000s, there was only a handful of healthcare customers at Cox, but also really the whole cable industry. Cox was kind of leading the way. We now provide voice, data and video to over 260 hospitals around our footprint, and we actually also have more than 40K connections of voice, data and video to 'child accounts' inside of those—radiology clinics, doctor practices, etc. Cox really has leaned into the healthcare side so that Trapollo is one element of a broader use case for how telecommunications plays an active part. We're

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not bound by our Cox's footprint. Trapollo operates in 49 states today. Providing solutions to many of the most premier healthcare orgs across America right now. **What is cable or the broadband providers' role in telehealth? Is it strictly as a pipe or is there more to it?** I would hate it if we just continued to relegate ourselves to only being a pipe. The opportunity for us is what we can layer on top of our embedded infrastructure that can really continue to bring greater value to the previous investments that have already been made in our plant, in our call centers, in our relationships in the communities that we serve, and even the trucks. Don't even underestimate the power of having a bill going into everyone's home. There's a lot of different areas we have to leverage that a new entrant into that market would never be able to replicate the kind of strategic investment cable has done over decades. *(Save the date! Cablefax is planning a virtual conference on telehealth for broadband providers, tentatively scheduled for Aug 13).*

No Auction for the T-band: FCC chmn *Ajit Pai* circulated an NPRM to his fellow commissioners Friday that would establish a system of competitive bidding for T-band spectrum, but not because he wanted to. Pai also called on Congress to repeal a provision of the 2012 Middle Class Tax Relief and Job Creation Act that directed the Commission to auction off T-band spectrum by 2021. "It's unfortunate that Commission resources must be dedicated to laying the groundwork for an auction that will likely fail," Pai said in a statement. Auctioning off T-band spectrum, which is currently used by public safety licensees, has long received opposition from Sen *Ed Markey* (D-MA). Markey has introduced the Don't Break Up the T-Band Act, which would rid the FCC of the auction mandate. "It defies logic that during a massive public health crisis, Congress would saddle first responders with billions in bills to move spectrum bands, and we're running out of time to solve this problem," Markey said in a statement. "Congress must do right by the heroes on the front lines of the COVID-19 pandemic and preserve their access to T-Band in the next recovery legislation."

Cable ONE Dividend: Cable ONE's board declared a quarterly cash dividend of \$2.25 per share. The dividend is payable on June 12 to stockholders of record at the close of business on May 26.

Live Sports Returning: Live sports are coming back to TV this weekend, with the return of Germany's Bundesliga soccer league, NASCAR and the PGA Tour. Bundesliga games Saturday will air on linear nets including **FS1**, **Fox Deportes**, **TUDN** and **UniMas**. The PGA Tour kicks off at 2pm Sunday on **NBC**, **NBCSN** and **Golf Channel**. At 3:30pm, viewers can watch NASCAR on Fox and Fox Deportes.

Cox's One Call a Day: Get your tissues ready. Beautiful [spot](#) chronicling **Cox** volunteers calling seniors who are living alone during COVID-19. Way to go!

Celebrating The Gracies Winners: The **Alliance for Women in Media Foundation** announced the [winners](#) of the 45th annual Gracie Awards, which recognize exemplary programming created by, for and about women in radio, television and interactive media. Honorees included "The Walking Dead" showrunner *Angela Kang*, "Killing Eve" actress *Fiona Shaw*, *Michelle Williams*, *Naomi Watts*, *Natasha Lyonne*, *Amy Poehler*, **Lifetime's** made for television movie "Patsy & Loretta" and **Showtime** limited series "The Loudest Voice." A complete list of honorees can be found [here](#). Celebration details for this year's winners will be announced in the coming weeks.

Promotions: **Orby TV's** "best deal ever" did so well, the pay-as-you-go satellite firm brought it back for a second round that runs through May 17. New subs can get a one-room receiver plus basic professional install for \$99 (\$150 savings).

Programming: Six-episode drama series "Trackers" will debut exclusively on **Cinemax** June 5 at 10pm. The series is an adaptation of *Deon Meyer's* crime novel. -- **Apple TV+** is bringing back comedy series "Mythic Quest: Raven's Banquet" for a special quarantine episode, filmed entirely on iPhones. The half-hour installment "Mythic Quest: Quarantine" premieres May 22. -- **Showtime** revealed the premiere dates for its upcoming nonfiction slate. Documentary "The Go-Go's" will air August 1, four-parter "Love Fraud" premieres August 30 and "Belushi" is set for Sept 27.

People: *Susie Fitzgerald* is stepping down as evp, scripted programming for **AMC** and **SundanceTV** after more than a decade with the company, according to a *Deadline* report. No immediate replacement or details around where Fitzgerald will head next were revealed, but Fitzgerald said in a statement that she is pursuing "new opportunities in this ever-expanding television landscape." -- **Atlantic Broadband** named *Juan Dominguez* vp of sales, beginning June 1. He previously served as vp of **Comcast Business'** Beltway region.

Cablefax Dashboard

Hero of the Week



Ryan Pitcher, Atlantic Broadband: In the midst of COVID-19 precautions, one Atlantic Broadband employee put the welfare of others first. Pitcher, a 13-year employee and maintenance technician for Maryland/Delaware based out of Middletown, was headed back to his truck from a job at 10:15am on April 1 when he heard a woman screaming on the other side of the cul-de-sac. He turned to see flames leaping from the back of a trailer home. Ryan, who has been a volunteer firefighter for more than 20 years, moved quickly, entered the residence and yelled for everyone to get out. One of the four occupants who is disabled was still in his bed. Ryan got him out of the bed and helped carry him out of the unit. All of this took place before fire engines arrived and before most of us had a second cup of coffee.

Tweet Tweet



Research

- Six in ten US adult broadband users who use pay TV on-demand services have increased viewing as a result of stay-at-home directives, with 19% reporting a significant increase.
- 21% of those using virtual pay TV on-demand report significant increases in viewing, a bit higher than their cable and fiber pay TV counterparts at 19%.
- Only 13% of satellite on-demand viewers reported significant increases in consumption.

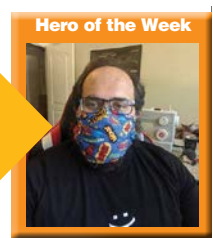
(Source: The Diffusion Group)

Quotable

“What Max and AT&T TV have in common is they are both software based, independent of any proprietary hardware, allowing customers to get access content over any device, over any hardware platform... They’re low friction, they can be deployed literally by a flick of a computer switch somewhere in a back office... And that’s what consumers will see as the customer-based Max grows. It becomes a more scaled distribution element within AT&T, certainly something that surpasses 25-28% of households like our pay TV offering. That becomes a lead basis of entertainment and how we get into households.” – **Incoming AT&T CEO John Stankey at the JP Morgan Technology, Media and Communications Conference**

We Want to Feature Your Heroes!

On Fridays, Cablefax will feature a local hero. We’re looking for stories of employees who are going above and beyond. Maybe they are volunteering in their community, sewing mask covers for hospitals, spearheading supply donations, etc.



Please send a photo and 150-200 words about the person to amaclean@cablefax.com

Contact Olivia Murray at omurray@accessintel.com to sponsor this feature section