

Telehealth in the US: The Doctor Will See You Now

Covid-19 has changed how people receive medical care. Successful providers will adapt, invest and optimize digital tools to supplement quality care.

The rise of virtual visits

Amid restrictions on in-person visits, telehealth has emerged as a convenient alternative

Over

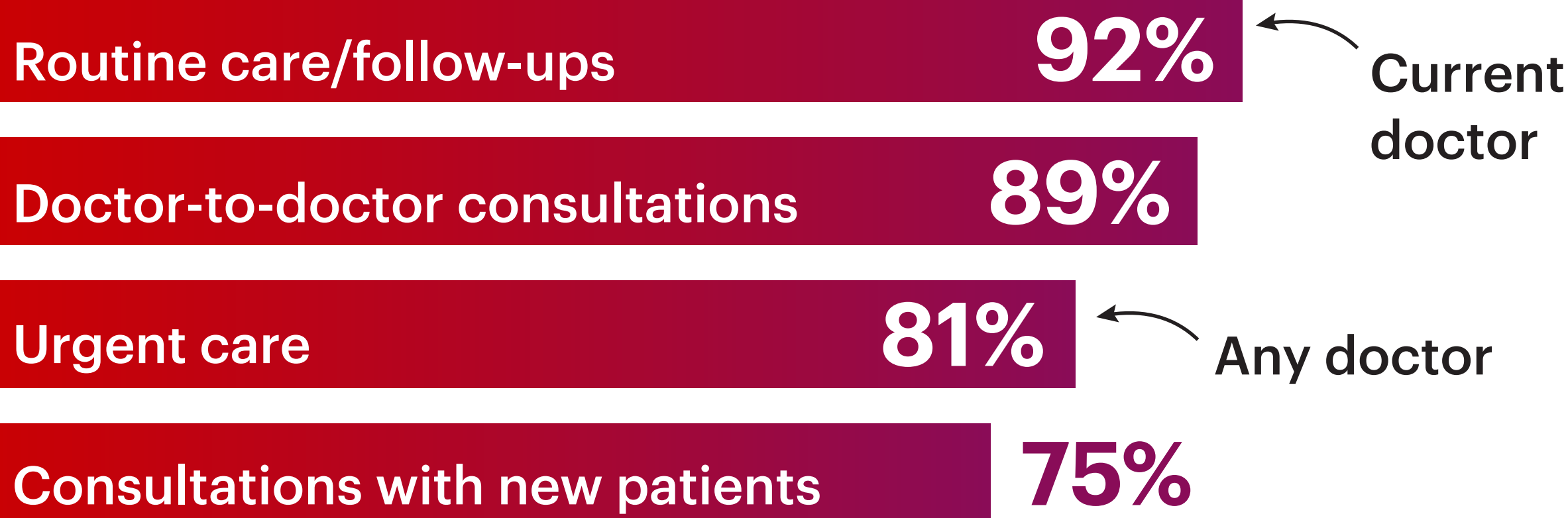
80%

of doctors expect to use telehealth at **similar or greater levels** than they do now



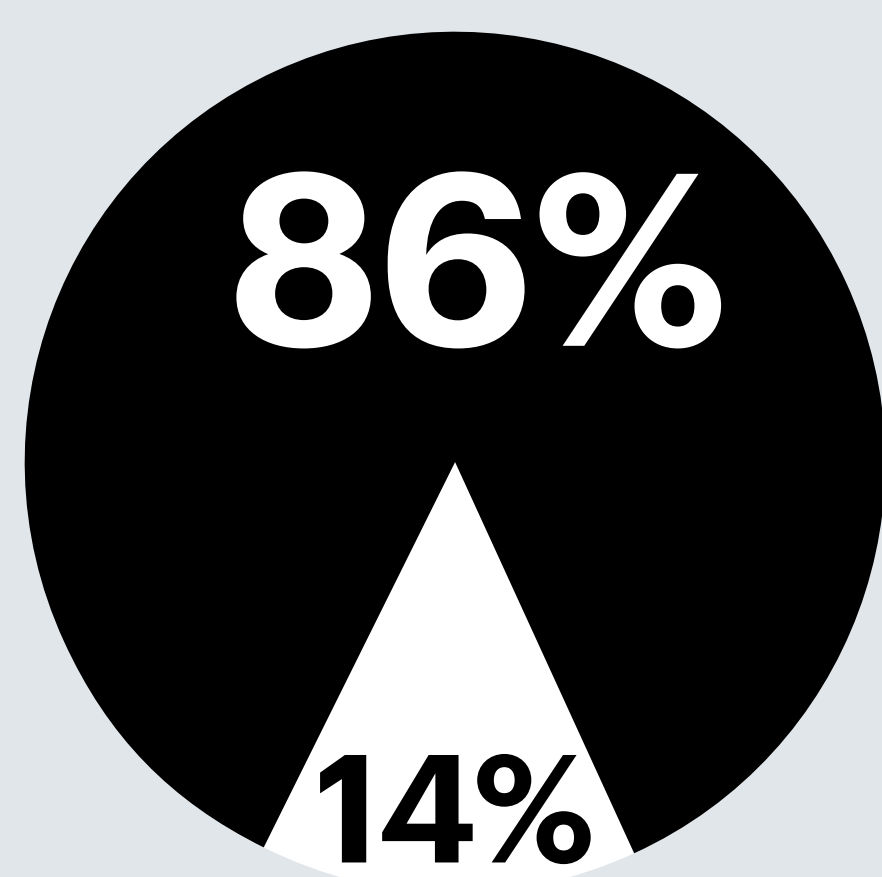
Use of telehealth will vary by medical function

Physician likelihood to continue using at the same or greater rate than now



This shift isn't just for patients who need to see **any doctor** (such as for urgent care), but also for virtual visits with their **current doctor** (ongoing care)

Telehealth will supplement in-person visits, but it won't replace them



of physicians see telehealth as a **complement to in-person care**, likely replacing interactions previously conducted over the phone or through online portals

of physicians see it as a **substitute for in-person care**

Harnessing the telehealth opportunity

Like all disruptions, telehealth can harm or help your business. To succeed, act now and plan now

Providers

- **Accelerate adoption** of telehealth and invest in digital health engagement tools
- **Don't accept a minimal viable product;** half of providers are "extremely willing" to invest in telehealth
- **Optimize capacity** such as using East Coast doctors to offer earlier appointments for West Coast patients
- **Use telehealth to boost patient compliance,** especially in certain specialties such as behavioral health

Payers

- **Invest in digital technologies** to connect with members remotely
- **Become the first point of outreach** for health-related incidents and crises
- **Integrate telehealth** more consistently in plans and product offerings
- **Offer financial incentives** to use telehealth services where appropriate

