MOVE YOUR
TELEHEALTH TO
SUSTAINABILITY

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Welcome

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MOVE YOUR TELEHEALTH TO SUSTAINABILITY
Framework for Today's Discussion

Future Landscape for Telehealth

The Patient & Provider Journey

Telehealth Impact on Clinicians

Telehealth Staffing Strategies

Structuring a Post-COVID Telehealth Strategy

Key Takeaways

Questions & Answers
What are your predictions for telehealth’s use as we move into 2021 and beyond?
Telehealth Catapults Us into 2021

“The rapid explosion in the number of telehealth visits has transformed the health care delivery system, raising the question of whether returning to the status quo turns back the clock on innovation.”

Seema Verma, Centers for Medicare and Medicaid Services

Utilization and outcomes data, and physician and patient experiences will be crucial to showing the long-term value of telehealth.

Source: Becker Hospital Review

BY THE NUMBERS

$29 BILLION
of medical services in 2020

$106 BILLION
of medical services by 2023

Source: Healthcare Finance News
From Digital Substitution to Digital Transformation

ORGANIZATIONS
- Services
- Patients
- Modalities
- Interoperability

CLINICIANS
- Technology
- Onboarding
- Support
- Experience

PATIENTS
- Convenience
- Personalized
- Ease-of-Use
- Accessibility

BY THE NUMBERS

Average time saved for patients when using telehealth vs. in-person appointments

Source: Forbes

101 minutes
What should we consider about patient and provider experiences using telehealth?
Six Generations, Six Sets of Expectations

YOUR NEW CONSUMER

% OF 2028 POPULATION

THE SILENTS
Born 1928 – 1945
AGE 83-100 IN 2028
- 83% Have A PCP
- Rely on word of mouth
- Technology averse

BABY BOOMERS
Born 1946 – 1964
AGE 63-82 IN 2028
- 83% Have a PCP
- Rely on MD rec
- One of the unhealthiest generations than any previous at same age

GEN X
Born 1965 – 1980
AGE 48-63 IN 2028
- 56% Have PCMD
- Feel less comfortable opening up to MD
- 1 in 4 say they’ve lost trust in doctor or hospital

MILLENNIALS
Born 1981 - 1997
AGE 31-47 IN 2028
- 33% Have A PCP
- 1 In 4 use other care sites
- More likely than any generation to say they can tell their doctor anything

GEN Z
Born Late 1990s - 2000s
AGE 14-33 IN 2028
- Generation “Now”
- Time is a premium
- Need more info

GEN ALPHA
Born 2014 - Present
<14 YEARS IN 2028
- Complete immersion in tech
- Less human contact
- Long life expectancy
- Smaller family size with older parents
Structuring a Telehealth Strategy: The Patient and Provider Journey

**Patient Need Assessment:**
- Health Survey & Questionnaire

**Reason for Care:**
- Patient Portal & Consent

**Skill Based Routing to Provider**

**Patient Queue**

**Appointmen Scheduling & Calendaring**

**Patient History**

**Registration for New Patients**

**E-Prescription Services**

**Secure Messaging: Patient & Care Team Collaboration**

**Coding & Billing**

**Home Health and/or Wearable Device Integration**

**Patient Reviews & Survey**

**PATIENT AWARENESS**
- Patient Seek Care
- Patient Outreach
- Patient Need Assessment: Health Survey & Questionnaire
- Align with Provider Availability

**PATIENT INTERACTION**
- Notification of Patient Waiting
- Reason for Care: Patient Portal & Consent
- Skill Based Routing to Provider

**PATIENT SERVICE**
- Appointment Scheduling & Calendaring
- Patient History
- EHR Clinical Documentation & Integration
- Educational Videos
- Provider Encounter
- Patient Viewing Visit Summary
- Secure Messaging: Patient & Care Team Collaboration

**CARE COORDINATION**
- Patient Viewing Visit Summary
- Home Health and/or Wearable Device Integration

**PATIENT LOYALTY**
- Patient Reviews & Survey

**MOVE YOUR TELEHEALTH TO SUSTAINABILITY**
How are your clients and providers reacting to expanded adoption of telehealth?
Pre-Pandemic Preparedness Impact

Organizations’ responses depended on:

1. Whether an existing telehealth program was in place or initiated in response to the PHE
2. Which specialty service line was impacted
3. Disruption to the patient and clinician’s journey

Clinicians’ responses depended on:

1. Level of comfort adapting to new technologies and related administrative tasks
2. Existing patient relationships and touchpoints
3. The flexibility telehealth offered to their schedules

BY THE NUMBERS

Telehealth Claims Volume
April-June 2019: 456,542
April-June 2020: 28,910,239

6,232% Increase
Source: Definitive Healthcare

BY THE NUMBERS

64% of physicians report they are more comfortable using telehealth than before COVID-19
Source: McKinsey & Company
Four Generations of Providers, Four Sets of Expectations

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<td>Change = caution</td>
<td>Change = opportunity</td>
<td>Change = improvement</td>
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How can healthcare organizations ensure they have the staff needed to effectively cover telehealth services?
Telehealth Staffing Strategies During a Paradigm Shift

Hybrid Models of Care

Patient Influx Post-COVID

Leave Handling

Schedule Management

Providers Comfortable Navigating Technology

Provider Training / Onboarding / Support

Legal / Licensing Requirements post PHE / COVID

MOVE YOUR TELEHEALTH TO SUSTAINABILITY
What can healthcare organizations do now to ensure their telehealth programs remain sustainable in 2021 and beyond?
Structuring a Post-COVID Telehealth Strategy

1. Define Strategic Priorities
2. Assess Readiness
3. Evaluate Components
4. Review & Iterate
Key Takeaways
Consider your organization’s infrastructure within the evolving landscape of telehealth, healthcare, and consumer.

Be clear on goals and value and have a measurement strategy for them. For example, cost reduction, improving the customer experience / convenience, increasing access to care, or improving quality of care.

Shape patient and provider’s journeys to overcome barriers to adoption.

Establish a framework for assessing the components of sustainability. Operationalize, iterate and continuously improve.
Contact for More Information

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Visit Jackson & Coker for your Telehealth 2021 Sustainability Checklist: jacksoncoker.com/telehealth-2021

MOVE YOUR TELEHEALTH TO SUSTAINABILITY
Thank You