TELEHEALTH

Technology Isn’t Enough
To Maximize ROI, Start with Why and Plan for How

There are dozens of telehealth technologies to choose from. But planners who ask, “What technology should I invest in?” are focusing on the wrong question. Technology is a tool that enables strategy, not a stand-alone solution. To build a successful strategy that effectively leverages telehealth technology, start by asking these three targeted questions.

FIRST...

WHY do you want to use telehealth?

Don’t get overwhelmed by glossy platforms or which competitor is investing in video visits or kiosks. Instead, start by clarifying why you’re investing in telehealth. Enlist clinical, operational, financial, and IT stakeholders to identify core strategic initiatives and challenges that telehealth can address.

Attract Consumers
Enhance patient convenience and access to timely diagnosis and treatment

Expand Reach
Increase provider access to specialist expertise for patient consultations

Reduce Cost
Improve clinical quality and right-site utilization in avoidable admissions, readmissions for populations under risk- or value-based payments

Increase Access
Expand provider capacity through improved operational efficiencies

THEN...

WHAT technologies do you need to achieve your goals?

Not every technology platform is right for every strategic goal. Evaluate vendors’ offerings based on their ability to deliver the specific outcomes you’re seeking.

Offer direct-to-consumer virtual visits by phone or video

Enable provider-to-provider specialist consultations with HIPAA-secure smartphone app

Target riskiest CHF patients for 60-day RPM using Bluetooth-enabled devices

Shift 20% of follow-up appointments to check-ins using secure messaging

DON’T FORGET...

HOW can you implement wisely to maximize success?

Clarify reimbursement opportunities and financial targets

Assess telehealth equipment and maintenance requirements

Determine program staffing and training demands

Develop dynamic, provider-friendly clinical workflows

Common Roadblocks

Insurers aren’t willing to cover the costs of virtual visits

Providers have no dedicated IT support to help troubleshoot technical glitches

Poor data management stalls timely patient interventions

Response time is delayed by confusion over who should respond to new messages

Telehealth initiatives will be successful only if they are sustainable over time. Budget for your platform’s operational costs, vet your vendor’s partnership requirements, and systematically stage rollout and scaling.

Maximize your investments in telehealth.
Let us teach you how.
Contact your Dedicated Advisor to learn more about on-demand and custom research available through your membership.