

REACH FOR THE TOP

Your Virtual Medicine Strategy

Direct-to-consumer virtual medicine is the future of telehealth. A phenomenon that is quickly gaining traction in the health care world, virtual medicine represents a unique opportunity to deliver high-value care to consumers while also increasing the geographic scope of your organisation AND improving clinical outcomes. Don't get left behind—start exploring your virtual care options today because you can't afford to wait. Your competitors are already doing it, and implementing a virtual medicine programme takes careful clinical and IT redesign to successfully meet the needs of consumers.

What's at the top?

The Future

Real-time patient consults
*Real-time doctor-to-patient
(direct-to-consumer) virtual visits*

The Present

Real-time provider-to-provider
*Real-time consults between providers
(e.g., eICU, telestroke)*

The Past

Store-and-forward
*Electronic transmission of images, reads
(e.g., radiology, dermatology, and pathology)*

The Future

Real-time patient consults



Why now?

- 1 There's a primary care provider (PCP) shortage; virtual care can expand effective provider panel size.
- 2 Your competitors—including retail clinics—offer less expensive alternatives. Get out there with virtual medicine and challenge them!
- 3 Consumers demand convenience, easy access, low price point.
- 4 Health care reform incentivises utilisation management, cost control, improved access.

What should we target?

Episodic Primary Care

- Capture patients without PCPs
- Draw patients from retail, urgent care competitors
- Attract patients and employers with improved access and lower costs

Behavioural Health

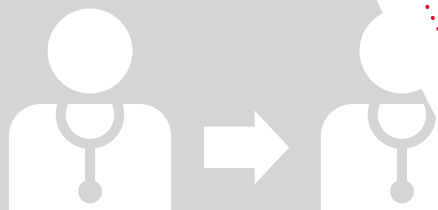
- Attract patients with privacy concerns
- Appeal to payers and employers by reducing care costs and absenteeism
- Improve behavioural health to support better disease management and population health

Chronic Disease Management

- Engage existing patients with enhanced access for routine follow-up appointments
- Provide opportunity for additional touches to complement follow-ups
- Appeal to payers and employers by reducing risk factors and acute episodes

The Present

Real-time provider-to-provider



The Past

Store-and-forward

