

TELEHEALTH

Technology Isn't Enough

To Maximise ROI, Start with Why and Plan for How

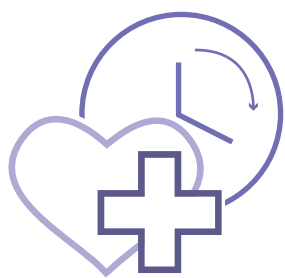
There are dozens of telehealth technologies to choose from. But planners who ask, "What technology should I invest in?" are focusing on the wrong question. Technology is a tool that enables strategy, not a stand-alone solution. To build a successful strategy that effectively leverages telehealth technology,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



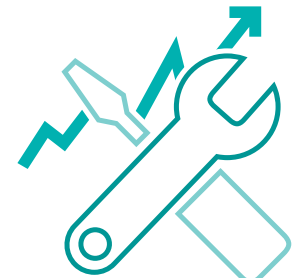
Increase provider access to specialist expertise for patient consultations

Reduce Cost



Improve clinical quality and right-site utilisation 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?

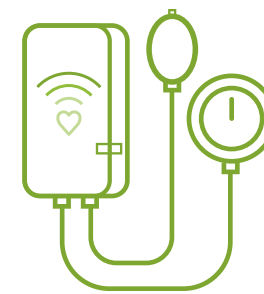
Not every technology platform is right for every strategic goal. Evaluate vendors' offerings based on their ability to deliver the specific outcomes you're seeking.



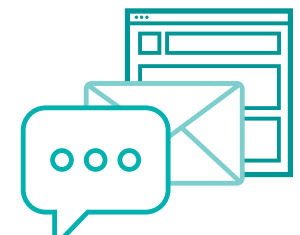
Offer direct-to-consumer virtual visits by phone or video



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



Target riskiest chronic heart failure patients for 60-day remote patient monitoring 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 maximise success?

Common Roadblocks



Payers 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.



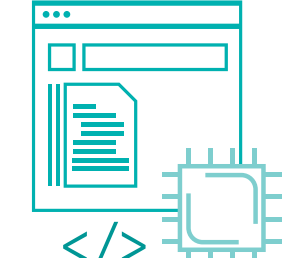
Clarify reimbursement opportunities and financial targets



Assess telehealth equipment and maintenance requirements



Determine programme staffing and training demands



Develop dynamic, provider-friendly clinical workflows

* A shift away from fee-for-service and toward risk-based payment models.