

VIRTUAL HEALTH



e-health
telemedicine
connected health
mobile health
telehealth
telecare

With looming physician shortages, coverage expansion and increasing consumer demand for convenient care, virtual health is primed for future growth. Yet many providers maintain a narrow view of its game-changing potential.

Consumers want virtual health...



70% of patients report being comfortable communicating with physicians via text, email or video.



Sg2 forecasts that by 2024, 15% of all US evaluation and management visits will occur virtually.



~19% of American adults who own smartphones have at least one health app on their device.

Per a 2014 HIMSS survey, health care providers use mobile devices to:

View Patient Information
69%

Collect Data at the Bedside
33%



...How will you deliver it?



Define the Value Proposition

To fully capture value beyond quick wins, establish broader enterprise-wide growth and performance improvement imperatives as the footing for launching or expanding a virtual health program.



Assess Potential Virtual Health Solutions

Explore technologies that span the clinician-to-clinician, provider-to-patient and consumer-driven continuum, from telestroke and remote patient monitoring to mobile health apps.



Target Pain Points

Perform a gap analysis that drills down into pain points in care delivery or product positioning. Closely scrutinize results to prioritize top areas of opportunity and assess where virtual health may be an optimal strategic solution.

Put Essential Infrastructure in Place



Define the clinical team, technical, administrative and IT components required for streamlined program execution, then determine whether to build a program in-house or if implementation requires outside partners.



Deploy Toward Long-term Sustainability

Strategically ramp efforts up, deploying a phased rollout and selecting the right metrics to measure. In the end, the real benefits of virtual health appear when the infrastructure is properly scaled across sites, geographies and clinical conditions.

Sources: Cisco. *Customer Experience Report for Healthcare*. February 2013; Pew Research Internet Project. *Health Fact Sheet*. December 16, 2013; Lilly CM et al. *Chest*. 2014;145:500-507; Third Annual Healthcare Information and Management Systems Society (HIMSS) Analytics Mobile Survey. February 2014.



For a more in-depth look at virtual health, including eight featured case studies, check out our Sg2 report *Virtual Health: Aligning Solutions With Enterprise-Wide Priorities*.

