

GUIDING PRINCIPLES OF VIRTUAL HEALTH STRATEGY

For many organizations, virtual health remains uncharted strategic space. For others, opportunities exist to realign scattered pilots with system-level priorities. Whatever the starting point, an effective virtual health strategy requires a focused action plan and fresh thinking. If you don't already have an agenda in place, you're late to this game and playing catch-up. It's time to tap into virtual health's potential.

VIEW

virtual health as more than a stand-alone business unit. Using enterprise strategy as the footing for establishing or expanding a virtual health program will build the most compelling business case.

PLAN

for disruptive cultural change. Success hinges on physician and staff support. Help build it by enlisting a clinical champion, defining service offerings consistently and sharing the messaging system-wide.

SEPARATE

fact from fiction. Is there too much hype in the marketplace? Yes. But there are also compelling clinical and financial data supporting virtual health. Stay grounded by staying in the know on the latest regulatory, legislative and technology news.

RESIST

the urge to reinvent the wheel. Incorporating existing inventory and business processes, when applicable, can increase efficiency and keep overhead costs low.

THINK

scale. Regardless of the implementation approach, an eye toward expanding the effort across the full enterprise will help maximize the value of any virtual health initiative.

Ready to Get Started?

Sg2 RESOURCES

Sg2 Report: [Virtual Health: Aligning Solutions With Enterprise-Wide Priorities](#)

Explore the potential of virtual care delivery with an overview of first steps essential to developing a focused implementation approach.

Sg2 Report: [Virtual Health: Taking the Next Step](#)

Pick up from the previous report's high-level strategic viewpoint and dive into operational execution.

Sg2 Resource Kit: [Virtual Health](#)

Access an array of additional materials, including videos and case studies, to learn more about opportunities in today's virtual health landscape.

Sg2 Analytics: [Analytics.Sg2.com](#)

Drill down into Sg2's Impact of Change® forecast to view utilization and growth rate data for virtual visits, a growing care delivery option.

Sg2 Consulting: Virtual Health Assessment

Get one-on-one help to understand your market's virtual health needs, identify near-term gaps and prioritize areas of opportunity.

Contact Sg2 to Learn More:

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