

PROTECTING YOUR PRACTICE
FROM
PATIENT LOSS
with telemedicine

HERE'S A STARTLING STATISTIC FOR YOU: AMERICANS SPEND ABOUT 37 BILLION HOURS EACH YEAR WAITING IN LINES.¹

And while humans have always had a general dislike for waiting for things, it's especially true in the digital age. So accustomed are we to hailing nearly instant cabs from our phones and downloading movies in the blink of an eye, that we have no patience for traditional things that require us to put our lives on hold.

While humans have always had a general dislike for waiting for things, it's especially true in the digital age.

Unfortunately, healthcare is often predicated on waiting. Your patients must get in their car and drive to your office, which often entails traffic and delays. Once in your office, they're subjected to the waiting room (at least the person who came up for the name for it was honest). And when they escape the gauntlet of the waiting room, they're most likely going to wait even more in an exam room.

Not to say this is the provider's fault. Modern healthcare is time consuming for everyone involved. From filling out the EHR to trying to devote enough time to patients that they feel valued, it's difficult to keep everyone happy.

But the point is that many patients find the status quo unacceptable. One survey found that 97% were frustrated with wait times at their doctor's office.² And in this new world of low consumer loyalty, if you don't provide a streamlined service, your patients will likely find someone who does. In fact, surveys show that patients will leave you in a heartbeat if you don't deliver when it comes to wait times and customer service.³

"Fewer patients, particularly those younger than age 60, are loyal to one practice. Instead, many patients would readily seek care elsewhere if it meant a same-day appointment or a shorter wait time. This expectation of care-on-demand is driving the growth of telehealth."⁴





THE RIGHT TELEMEDICINE SOLUTION REWARDS YOUR PATIENTS' PATIENCE.

You appreciate your patients. And you obviously appreciate their payments for your services. So it would be a bummer to have them leave you for greener pastures. One of the best ways you can provide value and earn their loyalty is with telemedicine.



Whether you realize it or not, a large portion of your patients are ready and waiting for it. In our digitalized world, we conduct most of our business online. With that repetition comes familiarity. And with that familiarity comes trust. So the lion's share of your patients will be able to comfortably and confidently use the software.

How strong is the demand for telemedicine? Recent surveys help put a number on it. One survey showed that 70% of patients felt comfortable doing a virtual consultation.⁵ If you break it down demographically, your younger patients are definitely the ones who are most eager for telemedicine. Research shows that 80% between the ages of 18 and 34 actually preferred virtual consultations to meeting with their providers face-to-face.⁶

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As for your older patients, a good number of them are also interested in telemedicine. Research shows that 43% of patients over the age of 44 are happy to do virtual consultations.⁷ And they're actually more likely to show up for them than office visits.⁸

So whether your patients are digital natives or think that social media is of the devil, they'll be happy to hear you're offering telemedicine. And they'll reward you for it: studies show that patients give glowing reviews for their telemedicine consultations.⁹

C'MON... EVERYBODY'S DOING IT.

There were about 250,000 telehealth patients back in 2013. Not too shabby. But by 2018, there will be an estimated 3.2 million.¹⁰ And by the year 2020, telemedicine will be worth about \$34 billion globally.¹¹

So if you haven't gotten on board yet, there's no time to waste. Here's a quick look at some of the key benefits of telemedicine:

1. Gives you a limitless area of service
2. Makes it more convenient than ever for your patients to get treated
3. Gets healthcare to remote areas & to those with limited mobility
4. Delivers faster diagnosis & treatment
5. Increases patient compliance with doctor recommendations
6. Lowers your overhead expenses
7. Reduces your cancellations & no-shows

It's easy to see why so many physicians view telemedicine as a win-win, giving their patients exactly what they want, while their practices get a corresponding increase in patient engagement. Alternatives like locum tenens can help relieve the pressure in some ways, but doesn't deliver the technological benefits that come from being able to do the consult at any time from just about anywhere.

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CHOOSE A FULL-SERVICE, INTEGRATED TELEMEDICINE SOFTWARE TO RETAIN THE MOST PATIENTS AND EASE THE BURDENS IN YOUR PRACTICE.

If you want to deliver the convenience and care that modern patients demand, you'll need a telemedicine solution that meets your standards. Your goal should be to find the software that meets your practice's unique needs.

And that requires due diligence. Consider how you'll be using the technology. Because while the patient's experience is crucial, yours is as well. Identify the software features that will make your life easier.

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Speaking of making someone's life easier, that's exactly what telemedicine is going to do for your rural, housebound, or elderly patients with limited mobility. And don't forget those with child-care obligations or inflexible work/school schedules.¹²

A proven telemedicine solution like AdvancedTelemedicine can ease the learning curve and simplify the consultation on both ends. It's simple to use and you'll only need a computer with a webcam to get started. The software does all the heavy lifting, while you focus on patient care.

Managing telemedicine has never been simpler, easier and more automated (we even think it's fun!). For example, when you schedule a telmed appointment in AdvancedScheduling, the only additional required step is to click a box for telemedicine. This automatically triggers all sorts of timesaving and automated tasks – things like a patient reminder being sent via email or text to the patient. Your practice's master schedule shows the appointment and you can even color code it for easy visibility as a telmed visit. The provider's telemedicine appointments dashboard also gets updated, making managing telemedicine so easy, you'll be awestruck. And just wait until you see the stunning HD clarity!



Over a lifetime, the average patient influences more than \$1,000,000 in physician-related expenses for his or her household.¹³ So if telehealth helps them feel happier with your services and more engaged with your practice, it can have a wonderful affect on your revenue.

Of course, that's a long-term look at the benefits of telemedicine. In the shorter term, you'll increase your productivity and have more time to focus on increasing your billable encounters. It can open new revenue streams as you treat more patients and increase the reach of your practice without overhead costs.

And by removing negative elements like traffic, weather and waiting rooms from the equations, your patients will thank you by keeping their appointments.¹⁴ You can also retain more revenue by offering in-house specialist consults. You'll no longer need to refer patients to other practices, because virtual consultations allow you to bring the specialists right to your patients.

Add up all these benefits and it's easy to see why Becker's Hospital Review proclaims that "the cost benefits of telehealth can't be ignored."¹⁵

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We tucked away one final point about telemedicine because is the fact that no one wants to hear. There are many companies out there offering telemedicine appointments and virtual healthcare through online advertising channels. Their efforts are working and taking patients away from regular providers every day. Don't lose patients to these online scum sharks. Give patients what they want from a provider they trust. It's a great step to creating a great patient experience and improving continuity of care.



TELEMEDICINE IS ALSO YOUR KEY TO A HEALTHY BOTTOM LINE.



CONCLUSION

Telemedicine may not be a miracle cure for everything that ails your practice, but it can make a positive impact across the board. It's a proven way to improve patient engagement and compliance, and will simplify your life as well.

So if you've got a computer and webcam, an iPhone or an iPad, let's do this. Contact us today to get a customized telemedicine strategy for your practice. Let us give you a telemedicine experience to remember.

¹ "Why Waiting Is Torture." The New York Times. August 18, 2012.

² "Software Advice." The Cure for Wait-Time Woes Industry View Report." 2013.

http://www.saimgs.com/imglib/other_pages/Melissa/How-to-Treat-Patient-Wait-Time-Woes-Industry-View-2013.pdf

³ "What Makes Patients Loyal?" American Medical News. December 2006.

<http://www.amednews.com/article/20061204/business/312049995/4>

⁴ "Five Market Trends Affecting Telehealth Adoption." Physicians Practice. April 07, 2017.

<http://www.physicianspractice.com/blog/five-market-trends-affecting-telehealth-adoption>

⁵ Insight Express. "Cisco Customer Experience Report for Healthcare." February 2013.

⁶ Mordor Intelligence. "Global Telemedicine Market: Growth, Trends, and Forecasts (2015-2020)". August 2015.

⁷ PwC's Health Research Institute. "Top Health Industry Issues of 2016: Thriving in the New Health Economy." December 2015. P. 7.

⁸ Guest, D.K. et al. "Telemedicine versus Face-to-Face Patient Care: A Comparison of Treatment Avoidance in Post-Traumatic Stress Disorder (PTSD) Patients." Presented at Veterans Affairs Health Services Research and Development Service National Meeting. February 2011.

<http://www.hsrdr.research.va.gov/meetings/2011/abstract-display.cfm?RecordID=65>

⁹ Richardson, Lisa K. et al. "Current Directions in Videoconferencing Tele-Mental Health Research." Clinical Psychology: a Publication of the Division of Clinical Psychology of the American Psychological Association 16(3), 2009.

<http://doi.org/10.1111/j.1468-2850.2009.01170.x>

¹⁰ American Hospital Association. "The Promise of Telehealth for Hospitals, Health Systems and Their Communities." Trend Watch. January 2015. P. 6.

¹¹ Mordor Intelligence. "Global Telemedicine Market: Growth, Trends, and Forecasts (2015-2020)". August 2015.

¹² "Four Reasons Why Telemedicine Can Improve Patient Engagement." H&HN. March 3, 2016.

<http://www.hhnmag.com/articles/6974-telemedicine-to-improve-patient-engagement>

¹³ Morrisey, David G. "The True Cost of Alienating Patients." Physicians Weekly. August 23, 2012.

<http://www.physiciansweekly.com/alienating-patients-cost/>

¹⁴ Guest, D.K. et al. "Telemedicine versus Face-to-Face Patient Care: A Comparison of Treatment Avoidance in Post-Traumatic Stress Disorder (PTSD) Patients." Presented at Veterans Affairs Health Services Research and Development Service National Meeting. February 2011.

<http://www.hsrdr.research.va.gov/meetings/2011/abstract-display.cfm?RecordID=65>

¹⁵ 10 Biggest Technological Advancements for Healthcare in the Last Decade. January 28, 2014.

<http://www.beckershospitalreview.com/healthcare-information-technology/10-biggest-technological-advancements-for-healthcare-in-the-last-decade.html>