The Future of Telehealth:
Implications for Health Care Practitioners

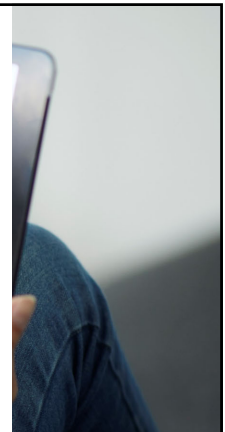July 2021
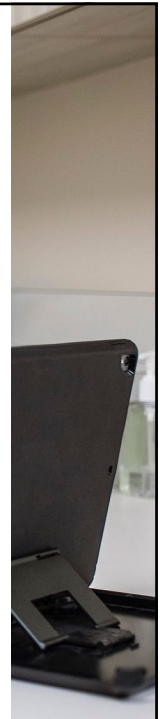
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Agenda:

1. The Opportunity

2. Vision

3. Why This Matters

" We are redesigning a new model of care with **humans** at the center, powered by data and technology. "

Dr. Kristi Henderson
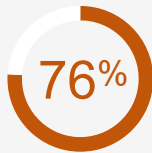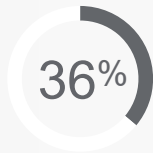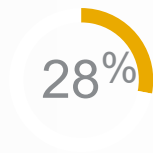SVP Center for Digital Health & Innovation, CEO MedExpress

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The health care industry is poised for *innovation*.

76% of consumers are interested in using virtual care.[1]

36% would leave their current doctor for one who offered telehealth services.[3]

28% of consumers prefer virtual visits to in-person visits.[2]

[1] McKinsey. Telehealth: A quarter-trillion-dollar post-COVID-19 reality? mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality#. May 29, 2020.
[2] COVID-19 telehealth impact study: patient survey executive summary, 2020. c19hcc.org/telehealth/. Last updated May 7, 2021. [3] Sage Growth/Blackbook Research: COVID-19 Market Pulse: March 2020.

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The opportunity

Connecting the **unmatched breadth and depth** of clinical care expertise in a **simple and convenient** system that's designed with **humans at the center.**

Clinical Model

Digital Innovation

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The Vision: Integrating virtual & physical health care

The goal is to:

- Create a connected system of care
- Strengthen the patient-provider relationship
- Deliver high-quality, consumer-centric care
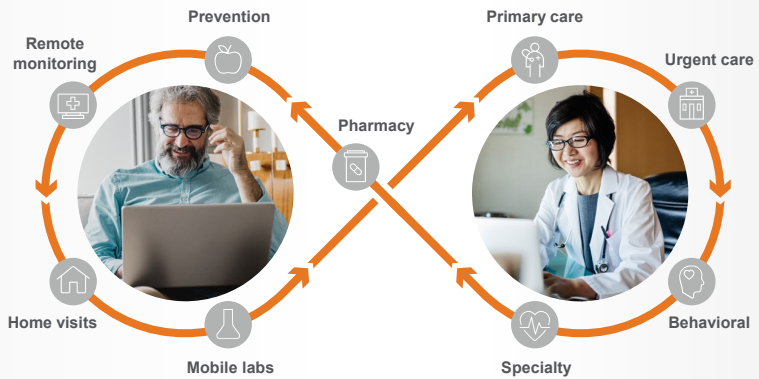
Remote monitoring
Prevention
Primary care
Urgent care
Pharmacy
Home visits
Mobile labs
Specialty
Behavioral

Virtual Care Platform

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Why this matters

By delivering on this mission, we can:

- Drive value
- Expand access to quality health care
- Maximize the patient experience
- Empower people

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Purpose of Continuing Education (CE)
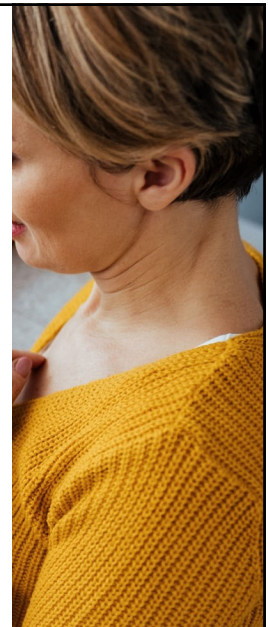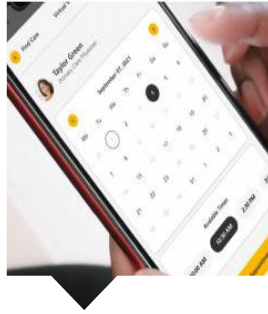

Inform

Educate

Transform

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Session 1:

The Future of Telehealth: Implications for Health Care Practitioners

Telehealth, or virtual medicine, has become an essential part of delivering health care services and is currently utilized by over 75% of hospitals in the United States. During the recent pandemic, telehealth has ensured continuity of care, allowing health care practitioners (HCPs) and health care teams to provide regular health care across the care continuum despite the limitations of social distancing. It offers convenience, increased efficiency, and decreased costs. However, many HCPs have questions regarding best practices in digital health utilization—as well as questions surrounding reimbursement, legal policies and regulations. In this activity, learners will benefit from an overview of the current state of digital health, future capabilities, and how utilization may influence the health care team and practice on multiple levels. Specifically, this activity will review considerations such as reimbursement and legal and regulatory implications and will examine evolving digital health policies and utilization guidelines.

Learning Objectives
- Discuss the current state of digital health and its utilization across the care continuum
- Describe the impact of the COVID-19 pandemic on digital health utilization and how telehealth value and implementation may be affected as the pandemic landscape continues to change
- Examine predicted future trends for virtual medicine, including applicability across medical specialties and health care practices
- Identify legal, regulatory, and reimbursement issues that must be considered when implementing digital health into health care practice, and how these issues may impact the care team

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Speakers

Dr. James Geracci, MD
Chief Medical Officer, Center for Digital Health and Innovation

Dr. Sarita Nori, MD
Staff Dermatologist and Director of Tele-dermatology, Reliant Medical Group

Dr. Brian Heimer, MD
Medical Director, Virtual Health, RMD Southern Indiana, American Health Network

Moderated by:
Dr. Sonia Samagh, MD, MBA
Vice President, Center for Digital Health and Innovation

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Closing Comments

Prevention

Primary care

Remote monitoring

Urgent care

Pharmacy

Home visits

Behavioral

Mobile labs

Specialty

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