

WHITEPAPER

# TOP 4 STRATEGIES OF A SUCCESSFUL TELEHEALTH PROGRAM

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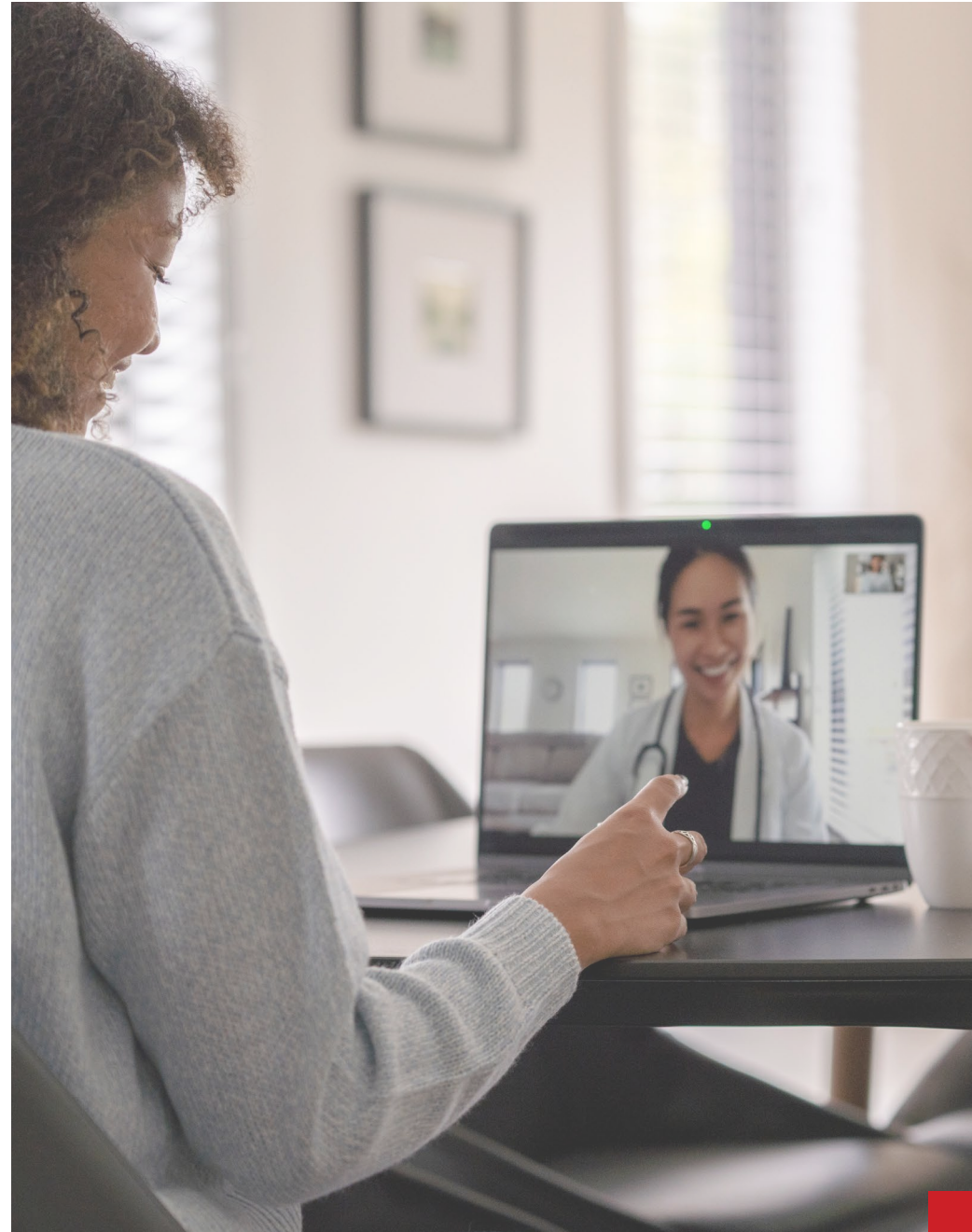
## TOP 4 STRATEGIES OF A SUCCESSFUL TELEHEALTH PROGRAM



Unarguably, the COVID-19 pandemic served as a catalyst for change in many industries. From the boom of Zoom to normalizing food delivery, traditional methods of service have been disrupted by a growing consumer expectation for convenience and ownership over their lives. For healthcare – one of the historically slowest evolving industries – the evolution of Primary Care models is just the beginning of unparalleled change.

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## TOP 4 STRATEGIES OF A SUCCESSFUL TELEHEALTH PROGRAM



Primary Care serves as a patient's entryway into the health care system. However, the overarching disruption to speed and quality of service expectations has begun to create disconnect with the traditional Primary Care model:

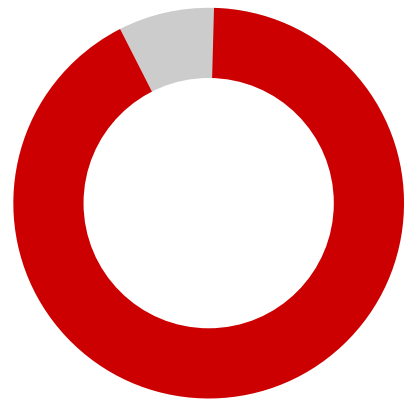
- **Primary Care is not meeting consumer demand.** The average wait time for a patient with a new Primary Care Provider (PCP) is 26 days. That's about 23 days longer than patients are used to waiting.
- **Primary Care Providers are experiencing burnout.** With 20% of PCPs saying they are understaffed, doctors are left with more than 2,500 patients to tend to, according to a 2022 study by Aetna. This patient overload is leading to a poor work-life balance that has not gone unnoticed. Additionally, medical students are losing interest in Primary Care as a specialty, therefore further reducing the workforce needed to support staffing needs in PC offices (WGSN, 2022).

How can healthcare organizations dodge these pitfalls? By designing a telehealth program that meets the need for accessibility and personalization while continuing to deliver the benefits of a traditional Primary Care relationship.

01

# DEVELOP A PATIENT CENTRIC APPROACH

TO HELP MEMBERS GET THE CARE THEY NEED, WHEREVER THEY NEED IT.



**92%**  
**CONVENIENCE**

According to a 2022 study by Aetna, **92% of consumers say convenience is an important factor** when choosing their Primary Care provider. It doesn't get much more convenient than virtual health services, which have boomed in the past year.



**40%** HAVE USED  
**VIRTUAL VISITS**

In the last 12 months, **40% of consumers have used virtual visits with their doctor or provider compared to only 5% before the pandemic.** And this trend continues to climb.

02

# INTEGRATE THE CARE EXPERIENCE

TO OFFER INCLUSIVE VIRTUAL AND IN-PERSON EXPERIENCES FOR BOTH PATIENTS AND PROVIDERS.

An Integrated Care Experience offers multi-disciplinary care team, inclusive of care management and mental health services, urgent care, remote patient monitoring, retail and specialty pharmacy, specialty care, plan design, chronic care, home care, and behavioral health.



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According to a 2018 article by NEJM, there are four key characteristics of an Integrated Care Experience:



1

**EASY ACCESS TO ADVANCED  
PRACTICE PROVIDERS AND  
ADDITIONAL PHYSICIANS**

2

**GOOD COMMUNICATIONS  
AND EFFECTIVE CARE PLAN  
TRANSITIONS BETWEEN  
PROVIDERS**

3

**A FOCUS ON THE TOTAL  
HEALTH CARE NEEDS  
OF THE PATIENT**

4

**EASY-TO-UNDERSTAND  
INFORMATION  
FOR PATIENTS**

03

# ENSURE SEAMLESS INTEGRATION

TO SUPPORT A SINGLE PATIENT RECORD THAT PROVIDES  
A TOTAL-HEALTH PICTURE.

An Integrated Care Experience is ineffective if the patient has to carry their records around with them or re-explain their condition to each new care team member. Seamless integration means a strong, secure, and integrated Electronic Medical Record system, that creates a single, holistic patient record. This not only allows providers to gain a full understanding of a patient's medical history and context, but also offers vitals and labs essential to support clinical needs.



04

# CULTIVATE LONGITUDINAL PATIENT RELATIONSHIPS

TO SUPPORT MEMBER CHOICE AND OMNI-CHANNEL TOUCHPOINTS.

Having a usual source of care—defined as access to a regular facility or primary care provider—is associated with better health outcomes, according to a [2020 article](#) by the National Library of Medicine. Patient relationships often suffer when organizations switch to virtual care, but organizations can use the digitization and integration of telehealth to ensure relationships grow and the personal touch of traditional care continues to thrive.





# PATIENT AND PROVIDER OPTIMISM IS HIGH

Backed by these four strategies, telehealth programs can begin to repair cracks in the traditional Primary Care model. In fact, patients of telehealth programs report wait times of less than one week for new patient visits, with **65% of them admitting to not having a consistent PCP before signing up**. Additionally, 34% of patients came back for a second visit or more. **Telehealth has also started to resolve staffing issues, with open positions seeing 100-150 applicants for each provider role**. Top factors that impact applying include the presence of a Total Care team, correct data systems and tools, and connectivity to specialist and pharmacies.

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## YOUR TRUSTED PARTNER: RED DOOR

As a strategic partner, the Marketing Consulting team at Red Door is here to help our healthcare clients stay ahead of the curve by providing the best care for their patients while also meeting their financial goals.

**WANT US TO PUT THE TELEHEALTH MODEL TO WORK FOR YOUR ORGANIZATION?**

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