

# Leveraging Opportunity in Telehealth & Virtual Care

## *Key Takeaways*

- 💡 Covid-19 has transformed how patients receive care. Hybrid healthcare is permanent.
  - ✓ The number of telemedicine users will grow to 104.7 million US adults in 2025.\*
  - ✓ Gen Z and millennials will fuel most of this growth.
  - ✓ Gen X will use telemedicine to care for children, aging parents or relatives.
  - ✓ Home health caregivers will use telemedicine.
- 💡 Marketers should provide better messaging, product services and patient engagement tools to make a more meaningful connection with patients during a telehealth visit.
- 💡 Panelists predict that telehealth billing will be restructured after the pandemic.
- 💡 One of the biggest barriers for HCPs is the lack of a seamless integrated solution for in-person and telehealth clinics.
  - ✓ The anatomy of a telehealth visit is fundamentally different than an in-person visit, and a better integrated system would improve the overall experience for patients and HCPs.
- 💡 Educating patients during a telehealth visit would benefit them and their HCPs. Marketers provide great content and can help prepare patients to have a more educated conversation with their HCP.

