

The ROI of Telemedicine Programs

When seeking to implement a successful and effective digital health program, health care providers are focusing on ROI. Will this new program improve patient outcomes, boost practice efficiency and increase revenue? Follow these 4 steps to optimize ROI for telemedicine in your practice.

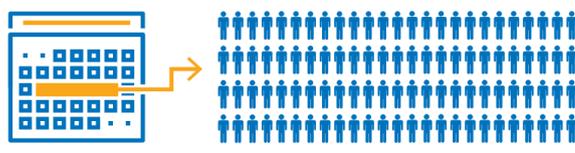


1 Define Goals that are personalized and specific to your practice

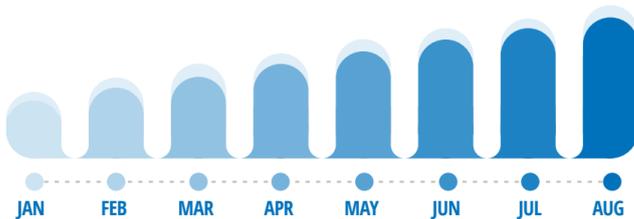


of studies show setting specific and challenging goals leads to higher performance

- ✓ **Set a goal** for a minimum number of video visits per week

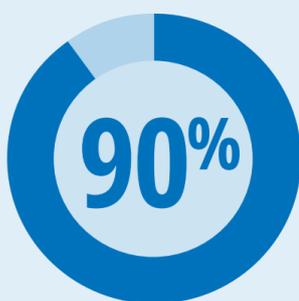


- ✓ **Establish** timelines for implementation, training, go-live, and marketing materials to be completed



"A goal properly set is halfway reached"
- Zig Ziglar

2 Integrate with existing internal systems



of managers in independent practices believe integrating systems will ensure long-term gains in both productivity and profitability



- ✓ **Integrate** telemedicine software with EHR, PMs and other internal systems to automate, streamline and simplify processes

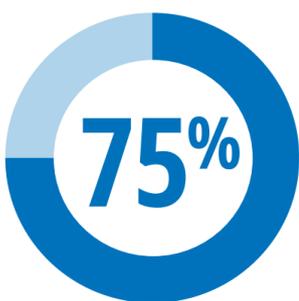


- ✓ **Automate** patient insurance telemedicine eligibility checks for faster reimbursements

"The integration of exponentially growing technologies is beginning to empower the patient, enable the doctor, enhance wellness and begin to cure the well before they get sick."

- Dr. Daniel Kraft

3 Market service to patients and staff



of patients are interested in using telemedicine



- ✓ **Train** staff on how to use telemedicine software and talk to patients about its benefits

- ✓ **Educate** patients with brochures, signage, mailers and one-on-one conversations during in-office appointments

"By increasing access to physicians and specialists, telehealth can help ensure patients receive the right care, at the right place, at the right time."

- American Hospital Association

4 Measure quantitative and qualitative results



11% COST SAVINGS

Implementation of a telemedicine program generated **11% in cost savings**, leading to an estimated **ROI of \$3.30 in cost savings for every \$1 spent**

- ✓ **Assess** value metrics by considering customer reviews and patient satisfaction; also measure ROI by looking at increases in appointment volume and revenue



- ✓ **Analyze** key performance indicators, such as number of website visitors, new patients, online reviews, social media likes and shares, and patient satisfaction metrics



"The impact of telemedicine programs can be measured through both ROI and value metrics, such as improvements in access for new patients or clinical quality metrics like medication adherence."

- Medical Economics

SOURCES:

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