



# VIDEO TELEHEALTH



Growing revenue and operational efficiencies with patient experience.

## AREAS OF OPPORTUNITY & GROWTH



Specialized  
Medicine



Pre & Post  
Surgery



Hospitals



Billable  
After-hours



Follow-up  
Care

### Specialized Medicine

Provide a consult with a specialist without the long wait for an appointment.

Video Telehealth can increase # of patients seen, reach rural areas, while reducing wait time for appointments.

### Hospitals

Geography and hours don't need to be a barrier for care. Expand your location virtually through video Telehealth. Develop deeper relationships with your patients and don't lose them to minute clinics.

### Follow-up Care

Conduct more follow-up consults with patients faster, in addition, reducing patient travel time from 2 hours to 15 minutes. Be more efficient in doctors/PA's time. Increase engagement with patients with chronic care.

### Pre & Post Surgery

Provide pre-surgical video consults to patients to provide instructions more efficiently. Allow more frequent check-ins post surgery through video Telehealth preventing issues before they happen.

### Billable After-hours

Provide video telehealth after hours and weekends to your patients. No longer lose revenue to clinics and urgent care. Migrate phone calls to billable video consults.

### Hiring & Recruiting

Use live video interviews to get better candidates by providing convenience of interviewing through video vs. taking off work. Reduce hiring costs by 56% and gain competitive advantage.

# 8 STEPS ON HOW TO IMPLEMENT VIDEO TELEHEALTH



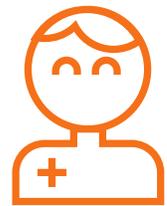
## 1. Start with Today's Potential

There is no question that you will have to implement some form of video telemedicine. Don't try to tackle everything day one, start with operational and today's billable use cases. Don't get overwhelmed with hiring and training your whole doctor teams day one.



## 2. Put on Your Patient Hat

Everyone is a patient, think about the patient experience with your healthcare group, not only from your eyes but from your kids. Ask others, ask current patients how'd they want to see a doctor/nurse. You don't have to be a "progressive" doctor to figure out a 2+ hour time for 10 minutes with a doctor is not a favorite.



## 3. Parameters, Objectives & Priority Matrix

Put together a diagram of the different practice areas in your healthcare group. Then the types of appointments in which patients interact underneath that. Circle the following appointment types, <15 mins. spent with a patient, nurse or PA handles, follow up/verbal consult, appts. without labs or instruments, no billable appts with fixed fee/surgical follow up.

## 4. Technology Providers & Evals

It's easy to get caught up in a massive vendor evaluation and figuring out huge CAPEX dollars for the big players. However, you don't need to boil the ocean or wait 12 months to get CAPEX approved. Make a short list based on #3 of what technology features you would need. Put them in a "must have" and "nice to have" bucket. One of the biggest questions in vendor evaluation that separate vendors is do you have doctors or do you need doctors? Who owns the relationship with your patient?



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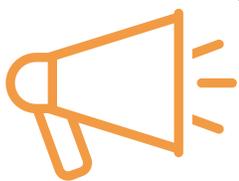


## 5. Tech & Train

Once you have selected a technology, it's time to get your pilot group of doctors/nurses trained on the technology. In addition, make sure they are trained on the process (before and after) the video telemedicine of what you need to document for billing and notes. Create a "one-pager" for your website and/or to hand out to patients on what to expect for a video appointment.

## 6. Goals & Tracking

Establish goals for the initial rollout and communicate them not only to management but to all the parties involved in video telehealth. Understand the "baseline" before video telehealth on appointment times, costs and revenue reimbursement. Setup tracking to compare the revenue and operational savings. This will help you to report on successes and identify the next roll-out opportunity areas from #3.



## 7. Promote & Market

Communicate to patients about your new alternative and give them the choice for appointment types that you support via video. Engage your marketing team or an external one with helping you attract new patients, employers and schools nearby. While video telehealth will become mainstream in 2019, if you are an early adopter in your local area, promote and gain competitive advantage.

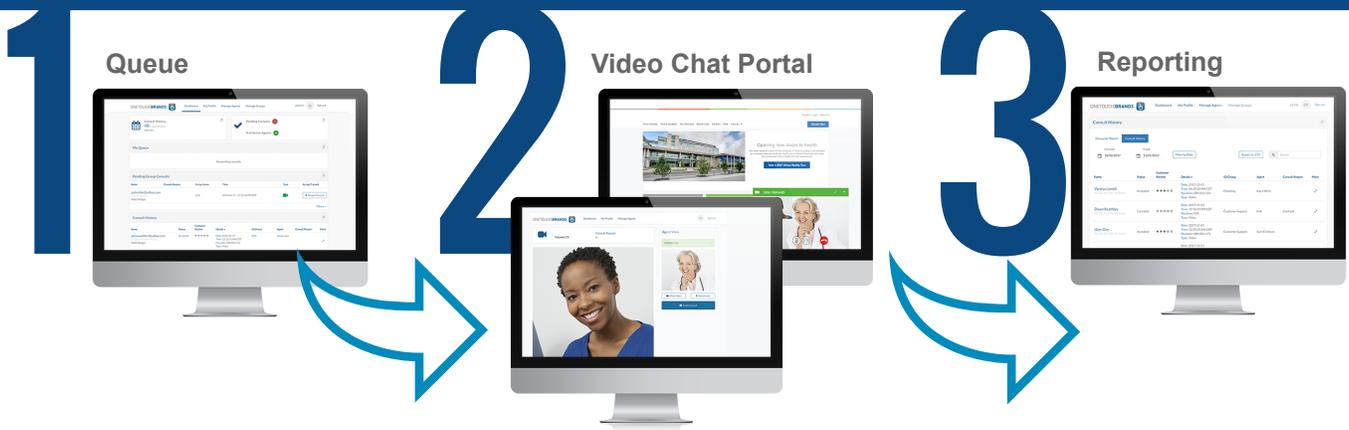


## 8. Learn, Improve & Repeat

The operations, training, and technology will be a continual improvement over time and each department that rolls out will have something to teach others. Stay connected, document improvements and communicate to others. Some areas will be better than others, some will be surprises, learn, improve and repeat.



# HIPAA Compliant, All in One Solution



## Which practice areas make the most sense?

