

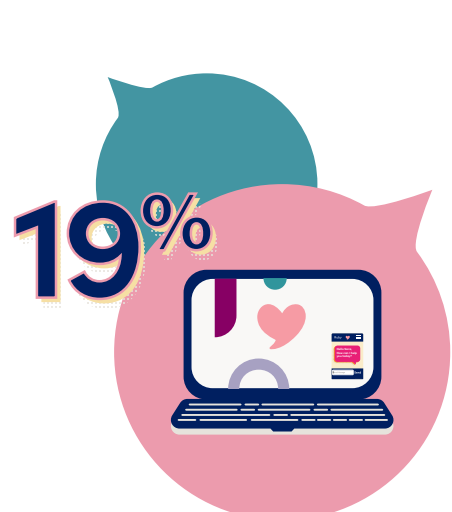


# Telehealth in 2021 and beyond: data, trends, and opportunities

The COVID-19 pandemic redefined healthcare models and spurred a new openness to change for healthcare consumers. More than ever, patients are willing to shop around to find their ideal experience, searching for convenient, connected approaches to care.

## The rise of telehealth, by the numbers:

### New healthcare consumers are...



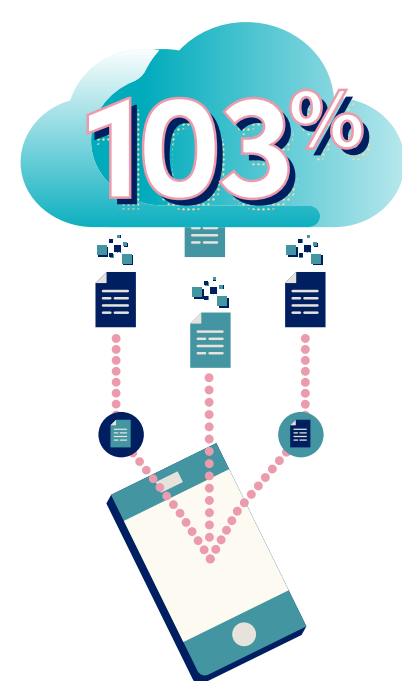
19% more likely to visit a provider's website.<sup>1</sup>



80% more frequent telehealth users pre-pandemic.<sup>2</sup>



34% more likely to use digital health monitors.<sup>3</sup>



103% more willing to share health data.<sup>4</sup>

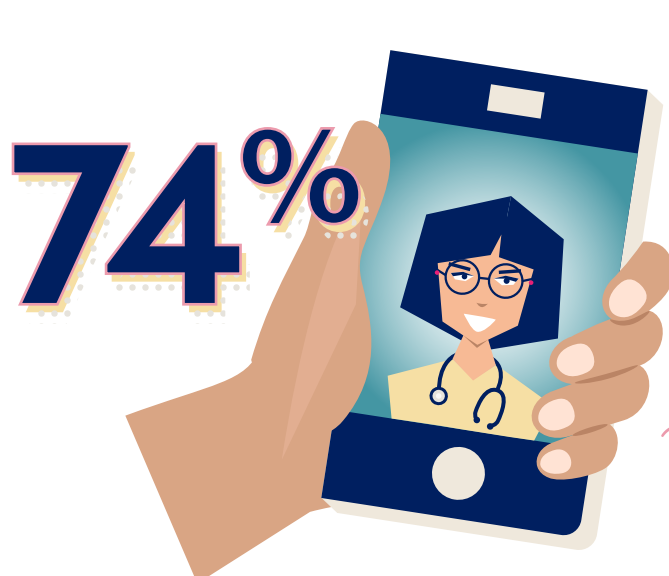


25 million patients are more likely to switch providers now than they were before COVID-19.<sup>5</sup>

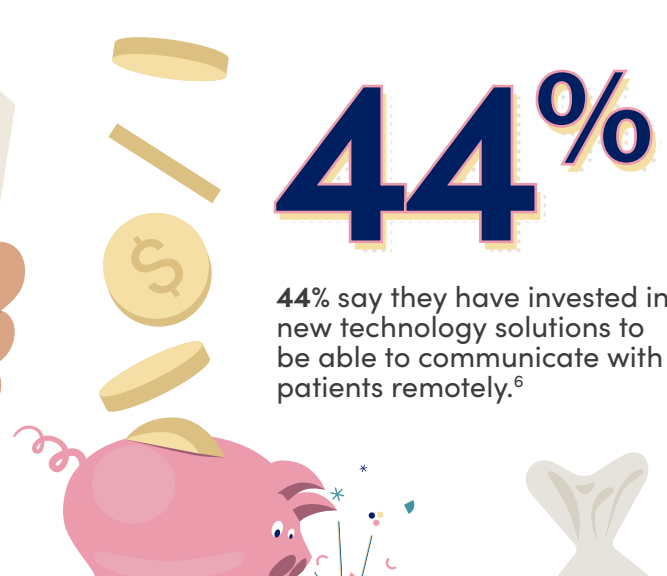
The bottom line?

# Telehealth is here to stay

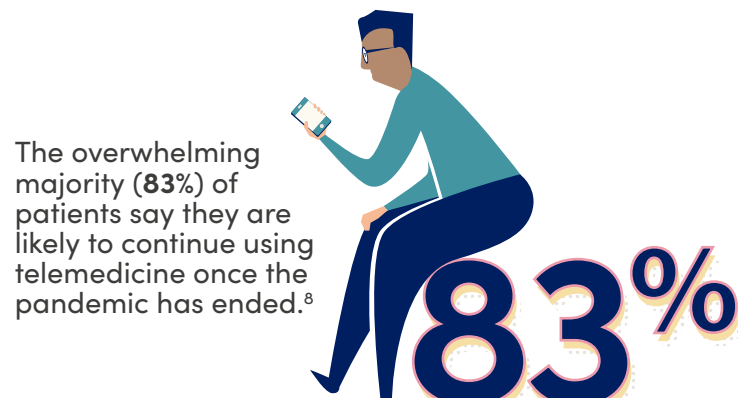
COVID-19 sparked a long-overdue telehealth revolution. Telehealth enables patients to receive care from home, increasing speed, convenience, and access.



74% of providers say their organization has increased their use of telehealth services due to COVID-19.<sup>6</sup>



44% say they have invested in new technology solutions to be able to communicate with patients remotely.<sup>8</sup>



The overwhelming majority (83%) of patients say they are likely to continue using telemedicine once the pandemic has ended.<sup>9</sup>



Through telehealth solutions, clinics have achieved cost savings of \$19-\$121 per visit.<sup>7</sup>

## What providers and industry leaders are saying:

"Technology has been so essential to the COVID-19 response at UPMC and other health systems that the line now is blurred between traditional health care and digital health. Technology and digital applications that once were not used to their full potential are now a permanent part of providing the best possible care for our patients."

—Rob Bart, M.D., Chief medical information officer at UPMC



"We went from almost no telehealth to probably 90% of our visits through telehealth. The increase is exponential and unbelievable."

—Health System CEO



"There's the assumption in primary care that you always had to have in-person contact, and that telemedicine would be unsatisfactory, or wouldn't fill the void. That's been exposed — actually, it's safer, it's quicker, and it's easier.... People are now seeing this model, which we thought would take years and years to develop. And it's probably been accelerated by a decade."

—Chris Jennings, Policy consultant and former health care advisor to the Obama and Clinton administrations



## What do patients look for in a telehealth provider?

**Convenience.** 51.3% of consumers say convenience is the most critical factor in their choice of providers.<sup>9</sup>

**Personalized service.** Approximately 70% of healthcare decision-makers want to feel like a top priority when seeking care.<sup>10</sup>

**A human touch.** Patients today are twice as likely to choose or reject a doctor based on staff friendliness and attitude.<sup>11</sup>

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1 Hero Digital  
2 Ibid  
3 Ibid  
4 Ibid  
5 Ibid  
6 Locum Tenens  
7 The American Journal of Emergency Medicine  
8 Doctor.com / Press Ganey  
9 NRC Health  
10 Local IQ  
11 Ortholive