



# Making the Case for Virtual Care

Understanding the context  
and expectations for  
Virtual Care initiatives

# Context for Virtual Care

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How Technology Can Help Healthcare Organizations Achieve the “Triple Aim”



Virtual care can help achieve health care's "triple aim" of improving patient / member outcomes, access to care, and cost savings to the health care system. As the convergence between healthcare and technology continues, virtual care is increasingly recognized as a platform which can make health care delivery systems more accessible, efficient and cost-effective.

Communication platforms can help your providers, specialists, and care team deliver important medical services when needed, and remove barriers of time, distance, travel expenses, and staff scarcities.

“We are not changing the clinical service... but rather the how, when and where such service is conveyed.”

- Alexis Slagle Gilroy,  
American Telemedicine  
Association (ATA)

# Interest in Implementing and Using Virtual Care

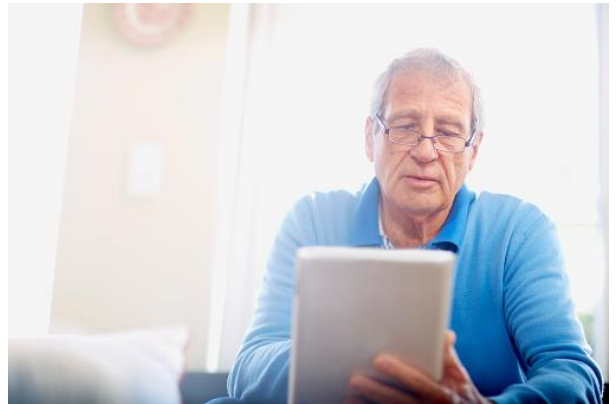
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Virtual care is becoming more mainstream given its ability to improve access to care and outcomes for patients / members and healthcare organizations.

## Trends and Technology

Various population and provider dynamics are “on trend” with using virtual care.

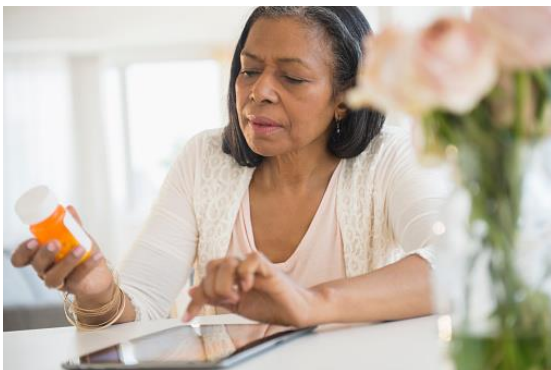
- The aging population in the U.S. and the desire to “age in place” means that more elderly patients may face challenges in driving or being able to arrange for transport to/from healthcare facilities and providers.
- Younger patients expect to use mobile devices for convenient and immediate access to nearly all areas of their lives, including healthcare.
- Telehealth has the potential to alleviate physician and nurse shortages – especially for behavioral health professionals and in rural populations.
- Virtual care can also reduce staff’s windshield time, improve productivity, and increase the number (and frequency) of patients / members being “seen” via virtual visits.



## Expected Impact of Virtual Care

Improving access and outcomes are amongst the top reasons for using virtual care. In a recent study, Synzi customers shared their perspectives on the top areas where virtual care could make a positive impact:

- 78% felt that virtual visits would be successful at reducing hospital readmissions
- 67% indicated that technology would enable access to remote specialists for virtual consults
- 33% felt that virtual visits can engage high-risk patients in their diagnosis, treatment and medical reconciliation
- 33% indicated that virtual care platforms can improve the productivity of their medical staff



# Implications for Introducing and/or Expanding Virtual Care Initiatives

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Virtual care can reinforce an organization's current market strengths and also extend its expertise to new markets.

## Competitive Advantage

The American Telemedicine Association released a survey which confirms that expectations for investment in telehealth and related technology are positive. The majority of executives surveyed view telehealth as a key asset:

- 83% claimed they are likely to invest in telehealth
- 88% plan to invest in technology related to telehealth
- 98% feel telehealth services create a competitive advantage over other organizations that do not offer it
- 84% believe offering telehealth services strongly expand an organization's coverage and reach



## Consistency in Care Delivery

Using technology to deliver care should be consistent with how care is provided in-person. Virtual care is a tool in the provision of quality care and the goal should focus on how this delivery model will affect/benefit the patient and member.



Workflow integration is key to ensuring that the use of virtual care is as smooth as possible. It is important not to completely disrupt the existing methods of delivering care. Technology should be incorporated into existing workflows and processes – and leverage the standards, guidelines and policies which are already in place by organizations and departments.

# 10 Ways Synzi Can Help Your Organization Achieve the “Triple Aim”

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Synzi’s virtual care solutions can help improve outcomes, access to care, and cost savings to the health care system.

- 1. Reduced waiting time by providers to reach specialists.**  
Providers and staff will not need to waste valuable time looking up and/or dialing the number for a specialist. With a simple click, a specialist can be reached. Our intelligent call routing allows staff to reach the next-available specialist, if needed.
- 2. Improved response time by specialists.**  
Needed specialists can use any device, anywhere and at any time to provide an immediate consult via video.
- 3. Quicker time to make critical decisions.**  
Providers and specialists can provide timely answers – whenever and wherever – ensuring that patients / members are readily treated in urgent care situations.
- 4. Decreased travel time and travel costs.**  
Specialists and care team managers can care for more patients / members vs. having to expend “windshield time” to physically reach individuals for an in-person consult or visit.
- 5. Improved accessibility to interpreters.**  
Many healthcare organizations struggle to staff multiple campuses or locations with medical interpreters, due in large part to high costs and a lack of available personnel. Our solution allows your staff to include an interpreter in the video call to drive engagement and understanding amongst your patients and members.

# 10 Ways Synzi Can Help Your Organization Achieve the “Triple Aim”

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Our platform can make your health care delivery systems more accessible, efficient and cost-effective.

## 6. Better staff utilization.

Medical and care team staff efficiency can be improved by using our dashboards and reports to determine how to best staff resources around patient / member needs.

## 7. Less hospital readmissions.

Care Coordinators or Case Managers can provide timely follow-up care to help reduce unnecessary readmissions. Your staff can use our communication platform to conveniently communicate with (and care for) your patients / members via virtual visits.

## 8. More efficient use of behavioral health staff.

Health plans and health systems struggle with being able to have behavioral health resources on-hand, all the time. We enable organizations to leverage their remote behavioral health network around-the-clock.

## 9. Zero / minimal down-time for training.

Our communication platform is intuitive to understand, simple to introduce, and easy to use. Our progression-based model will be configured to your workflow in order to leverage the ingoing patient / member engagement strategy and drive higher performance within established workflows and processes.

## 10. Enhancing the work/life balance.

Our goal is to ultimately enhance patient / member and provider satisfaction with how, when, and where the care is delivered.



# Conclusion

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Technology is advancing, impacting the way we live and presenting new opportunities to improve the delivery of healthcare. Synzi leverages these innovations every day, developing state-of-the-art solutions that make it possible for healthcare professionals to do what they do, only better.

We enable better performance for healthcare organizations, better access for patients, and better outcomes for all. Our goal is to continuously improve our platform and future-proof offerings that simplify complexity and inspire positive change among healthcare professionals and in the lives of patients.

To learn more, visit our website at:  
[www.synzi.com](http://www.synzi.com)

The Synzi logo is rendered in a large, white, sans-serif font. The letters 'S', 'Y', and 'Z' are notably larger and more prominent than the other letters. A small 'TM' trademark symbol is positioned to the upper right of the final 'I'. The logo is centered horizontally and set against a background of a blurred, blue-tinted photograph of a group of people, likely healthcare professionals, looking at a screen or document together.

SYNZI™

Better technology. Better care. Better outcomes.