

What is The Tipping Point For Telehealth?

According to the author Malcolm Gladwell, the tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Healthcare may be on the verge of experiencing that magic moment when telehealth crosses the threshold. In order to reach the tipping point, telehealth will need to address 3 things – access, application, and acceptance.

Access

Access can be viewed from a few angles. From the hospital perspective, access is framing the network of specialists – whether on-staff, within the region, or across the nation – which can be contacted to support the hospital on an on-demand basis. From the provider perspective, access means that providers and/or staff can reach a specialist anytime, anywhere and on any device. It also means that providers spend less “windshield time” driving to a healthcare facility as the provider can be accessed at home or elsewhere to provide a virtual consult via video vs. in-person. From the patient perspective, access means the ability for healthcare “consumers” to receive healthcare in a more convenient manner.



Application

Application means that technology is increasingly used in a variety of care situations. As virtual care becomes more widespread, healthcare is now practiced via virtual consults and visits, with providers using everyday devices to communicate virtually with their colleagues – and with patients themselves. Virtual care can be integrated into the workflows and readily applied across a hospital’s departments and floors – from the ER accessing a remote specialist for a virtual consult to a care coordinator conducting a virtual visit with a patient who is recovering at home after a hospital stay.

Crossing the Threshold

As an industry, we collectively point out that the most obvious sign will be dropping the “tele” prefix and embracing virtual care.

Acceptance

Acceptance reflects that everyone in the value chain of healthcare delivery is aligned in understanding the power of virtual care as a viable way to deliver impactful healthcare. Mindsets and behaviors are changing; virtual delivery of care is no longer viewed as alternative or non-traditional – especially by younger generations who expect to use technology in all facets of their life.



Moving into the Mainstream

Technology is ready to meet the needs of the aging senior population, the growing population in developing countries, and the increasing incidence in chronic diseases. According to Tractica, the number of video consults is expected to grow to 158.4 MM by 2020, a 700% increase vs. 2014.

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.

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