VIRTUAL CARE ROI: METRICS

Time to Consult Fulfillment
Benchmark time duration between virtual consult request and provider response vs. less dynamic, non-video platforms such as in-person or telephone consults.

Diagnostic Accuracy
Measure diagnostic accuracy to ensure that your communication platform helps providers recognize and resolve presenting conditions.

Patient Adherence
Track patients' adherence to treatment to demonstrate how post-hospital discharge virtual visits impacts health behavior and positions your organization for downstream cost savings.

Readmissions Rate
Measure readmissions rate to evaluate how post-discharge virtual visits are preventing penalties, keeping patients at home, identifying when interventions are needed, avoiding care escalation, and freeing up bed space.

Staff Utilization and Satisfaction Rates
Measure the re-distribution of staff, the load-balance resources across entire systems, and the increase in patients reached with less strain on specialist resources.
Analyze staff's rate of adoption and utilization of the communication platform as well as feedback on how the platform enhances workflows / processes.

Downstream Referrals
Track revenue from downstream treatment of appropriately transferred patients and/or subsequent use of other in-network services.

Patient Satisfaction Rates
Track patient satisfaction and loyalty from the added ability to access virtual care on-demand.

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Measuring ROI in Virtual Care:
Return on Impact

Virtual care can help providers deliver important medical care where they are needed most and help remove barriers of time, distance, and provider scarcities.

When investing in a communication platform, healthcare organizations should consider an ROI which we refer to as a "return on impact" – meaning, understanding how virtual care will impact the timing and quality of care delivered.