Excited for the Future

Positive Expectations for Future Investment in Telehealth

The survey “confirms undeniably today’s leaders view telemedicine as a major driver in transforming healthcare.”

Jonathan Linkous, CEO of the ATA

Telehealth executives are excited for the future of telehealth, according to the American Telemedicine Association’s 2017 Telemedicine Executive Leadership Survey. 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 this year
- 88% plan to invest in technology related to telehealth this year
- 98% feel telehealth services create a competitive advantage over other organizations that do not offer it
- 84% believe offering telehealth services strongly expands an organization’s coverage and reach
4 E’s to Driving Excitement in Telehealth and Virtual Care

In order to move from inspiration to investment in communication platform, leaders will be “inspired” by solutions which address 4 key benefits:

Efficient
Leaders will look for solutions which are resource-efficient (people, time, etc.), especially in the early stages of introducing, approving and implementing a communication platform.

Easy
To speed up adoption and drive staff usage, virtual care solutions must be intuitive for providers, medical staff, caregivers, and patients themselves to learn and use.

Evolutionary
Expanding the use of virtual care across departments and facilities may initially be seen as disruptive but the solutions should complement and automate existing workflows and processes.

Effective
Impact is everything. Virtual care can improve the timing and quality of the patient care, enhancing outcomes for providers, staff, healthcare organizations, and patients.

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