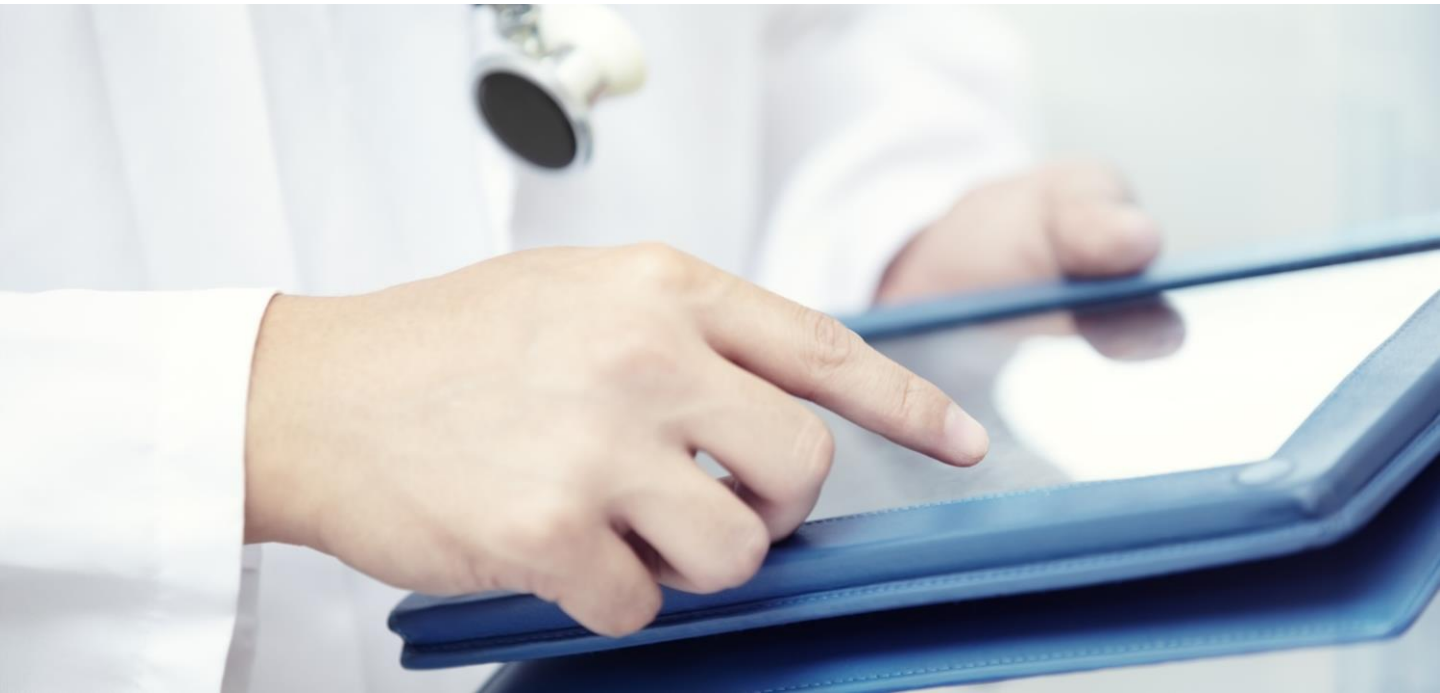


# Excited for the Future

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## Positive Expectations for Future Investment in Telehealth



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

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

Jonathan Linkous,  
CEO of the ATA

# 4 E's to Driving Excitement in Telehealth and Virtual Care

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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.

## 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.

## 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.

## 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.

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

