



WHITE PAPER

TELADOC HEALTH 2020 PREDICTIONS

At Teladoc Health, we continually modernize how people access and experience healthcare. In 2020, prepare for virtual care to take center stage: its convenience, quality, and value are optimized to serve as the ‘front door’ to healthcare. Read our five predictions about the future of virtual care and its increasingly vital role.



Prediction 1

Virtual care becomes a top priority beyond plan sponsors and care providers.

With mounting pressures to improve access while controlling costs, organizations require strategic partnerships and innovation to expand virtual care.

What's Happening Today

With economic, clinical, and consumer dynamics favorably aligned, organizations around the world are exploring virtual care and most are undertaking deployment. The importance of virtual care is increasing for nearly all U.S. health plans and the majority are offering or considering services.¹ Nearly all large employers offer virtual care today and 51% are prioritizing expansion in 2020.² And 64% of U.S. health systems currently have a consumer telehealth program and an additional 24% say they will offer consumer telehealth by the end of 2020.³

It's clear that the pace of virtual adoption is accelerating and an explosion of new suppliers has entered the market: more than 165,000 mobile health apps are available worldwide with 40% having fewer than 5,000 downloads.⁴ But very few have the services, scale, and track record of success required to help organizations achieve the full potential of virtual care.

“Virtual care is not a separate and isolated way to access healthcare; it's increasingly the ‘front door’ to the healthcare system and must be frictionless, secure, and integrated so that our members are provided with the best experience and outcomes.”

– Dan Trencher, Senior Vice President of Strategy and Product, Teladoc Health

Envision the Future

An essential and expected path for accessing care, virtual care becomes a central strategy for expanding access, improving outcomes, and controlling costs. It's a global trend: 73% of Canadians agree virtual care will improve access to healthcare and 71% say it will lead to more timely care.⁵ Brazil is investing in a project to digitize operations and estimates that savings related to virtual care could cover treatment for an additional 4.3 million patients.⁶ U.S. plan sponsors are implementing Virtual Primary Care models and Virtual First™ benefit designs and the Center for Medicare and Medicaid Services (CMS) opened the door for innovative care models with a landmark regulatory shift⁷ that expands virtual care reimbursement.

To maximize the value of virtual care, organizations require partners with the leadership and capabilities to deliver on ever-increasing expectations with the broadest spectrum of clinical services, highest clinical quality, scalable platforms, and the expertise necessary for continual innovation.



Virtual primary care could generate an economic value of \$10 billion annually across the U.S. health system.⁸



Prediction 2

Consumers demand integrated, personalized care on their terms.

As adoption accelerates, savvy consumers expect more from virtual care: technology enables high-touch, high-quality experiences.

What's Happening Today

The world is on the cusp of a seismic shift in consumer expectations for healthcare. In the U.S., 70 percent of consumers are interested in receiving healthcare services virtually⁹ and globally, more than 50 percent of consumers spanning countries such as Brazil, China, Chile and Canada indicate they have or would like to use virtual care.¹⁰

Beyond acute care, virtual care has growing appeal for people with more complex needs such as mental health, dermatology, and physical injuries such as backaches.¹¹ In France, for example, 62% think that a distance medical advice service can replace a consultation at a doctor's office and 79% would like a second medical opinion, in case of doubt regarding a diagnosis or a prescription.¹² While just 10% of healthcare consumers have used virtual care today, customer satisfaction ranks among the highest of any consumer category studied by J.D. Power.¹³

“Consumers expect high-quality, personalized healthcare. Virtual care enables people to get the right care at the right time for resolution of their needs and, as a result, utilization and advocacy are accelerating.”

– **Stephany Verstraete, Chief Engagement Officer, Teladoc Health**

Envision the Future

As more consumers use virtual care, expectations will rise. While today's virtual care satisfaction is largely driven by customer service factors such as quality of the phone and digital experience, it's clear that consumers want to access more healthcare services virtually. In a recent survey, one in four people said that limited services made it difficult to use virtual care¹⁴ and our data shows that when members can access multiple clinical services from the same source, they average about five times as many visits as those who have access to just one service.

As “digital native” generations age and have greater healthcare needs, they will look to virtual care to satisfy their expectations for effectiveness and convenience.¹⁵ Data and analytics will enable consumer engagement programs will be personalized and contextualized to motivate greater utilization. AI-enabled assistants will gather information in order to tailor the experience and guide people to the best path for care. Driving ever-higher consumer satisfaction, utilization of virtual care services will exponentially grow.



MORE THAN TWO-THIRDS
definitely will reuse
their telehealth provider

In the J.D. Power 2019 U.S. Telehealth Satisfaction Study, 69% indicate they “definitely will reuse” their telehealth provider. The proportion of telehealth users who “definitely will reuse” their telehealth provider steadily increases as overall satisfaction increases.



Prediction 3

Virtual care closes the access gap for mental healthcare.

With burgeoning needs around the world, virtual care is essential to make convenient, confidential mental healthcare available for all.

What's Happening Today

Worldwide, 450 million adults live with a mental illness, yet nearly 60% of those don't get treatment.¹⁷ The impact on quality of life and productivity is severe. Depression is estimated to cause 200 million lost workdays each year at a cost to U.S. employers of \$17 to \$44 billion.¹⁸ And stigma is one of the greatest barriers to seeking help: global research shows that 82% of employees who have had a mental health diagnosis kept their difficulties hidden from workplace management, mainly because they feared a negative impact on their career.¹⁹

For those who do seek care, access is challenging due to a concerning shortage of mental health professionals around the world. In the U.S., for example, almost half of non-metropolitan counties in the U.S. don't have a psychologist.²⁰ With a growing global need for mental health support and few care providers, virtual care must disrupt the status quo to close the gap and create adequate access to mental healthcare.

“With the younger generation fueling our workforces and necessitating leaders to take action, the time is now to tackle this pressing global issue. Virtual care can deliver employees the needed support on their terms, filling a critical gap in access to mental healthcare services for whatever issue an individual may be struggling with.”

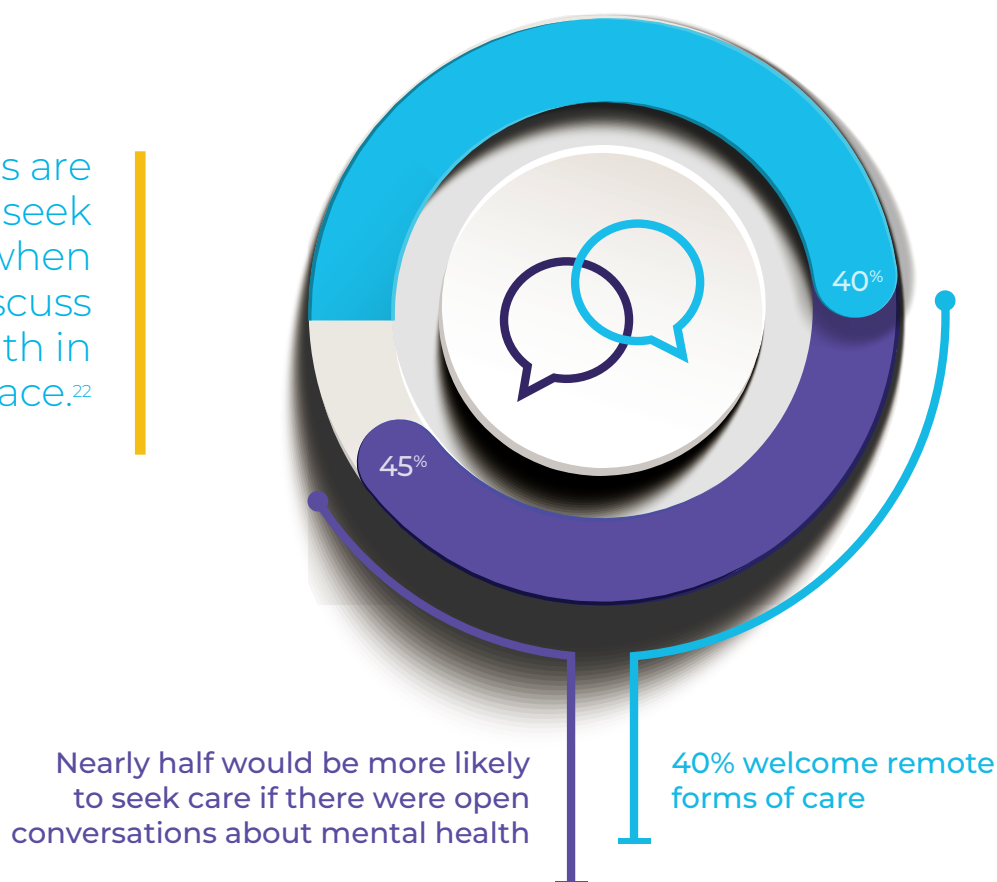
– Jason Gorevic, CEO, Teladoc Health

Envision the Future

With a growing global need for mental health support and few care providers, virtual care disrupts the status quo to close the gap and create adequate access to mental healthcare. Support from world leaders and celebrity spokespeople, public health campaigns around the world – such as Change Direction and Every Mind Matters – is shining a light on mental health and encouraging people to take action.

Seeking convenient, confidential care on their terms, people turn to virtual care. More than 65% of consumers indicate that they would like to have virtual visits with their regular psychologist.²¹ Moreover, virtual care has proven successful in relieving symptoms and restoring mental health: in a study of Teladoc members, 76% with depression reported improvement after the third visit. With reduced stigma and fewer barriers to care, more people get the right diagnoses, action plans, and support needed to be mentally well and productive in work and life.

Employees are more likely to seek support when leaders discuss mental health in the workplace.²²





Prediction 4

As people live longer with chronic diseases, virtual care alleviates the burden of care.

Virtual care extends healthcare to the home, helping caregivers and healthcare professionals serve an aging and sicker population.

What's Happening Today

One in three adults around the world has one or more chronic disease²³ and despite rising incidence of chronic conditions, 44 percent of patients say they have opted out of care due to the cost.²⁴ Interest in virtual care is growing: more than 72% surveyed would use virtual care for ongoing care for a chronic condition.²⁵

And for many conditions, virtual care proves more effective than in-person visits as a result of better care coordination and fewer barriers to access such as distance, mobility and time constraints. For example, in a recent virtual care coaching study, 49% of participants with high blood pressure improved by an entire hypertensive stage and 40% of those who participated in a virtual diabetes prevention program lost more than 5% of their total body weight.²⁶ Results are leading policymakers to take note: the 2018 U.S. CHRONIC Care Act broke down significant barriers to reimbursement. In Australia, a national trial of telehealth for chronic disease demonstrated 24 percent savings due to fewer GP visits, specialist visits and procedures.²⁷

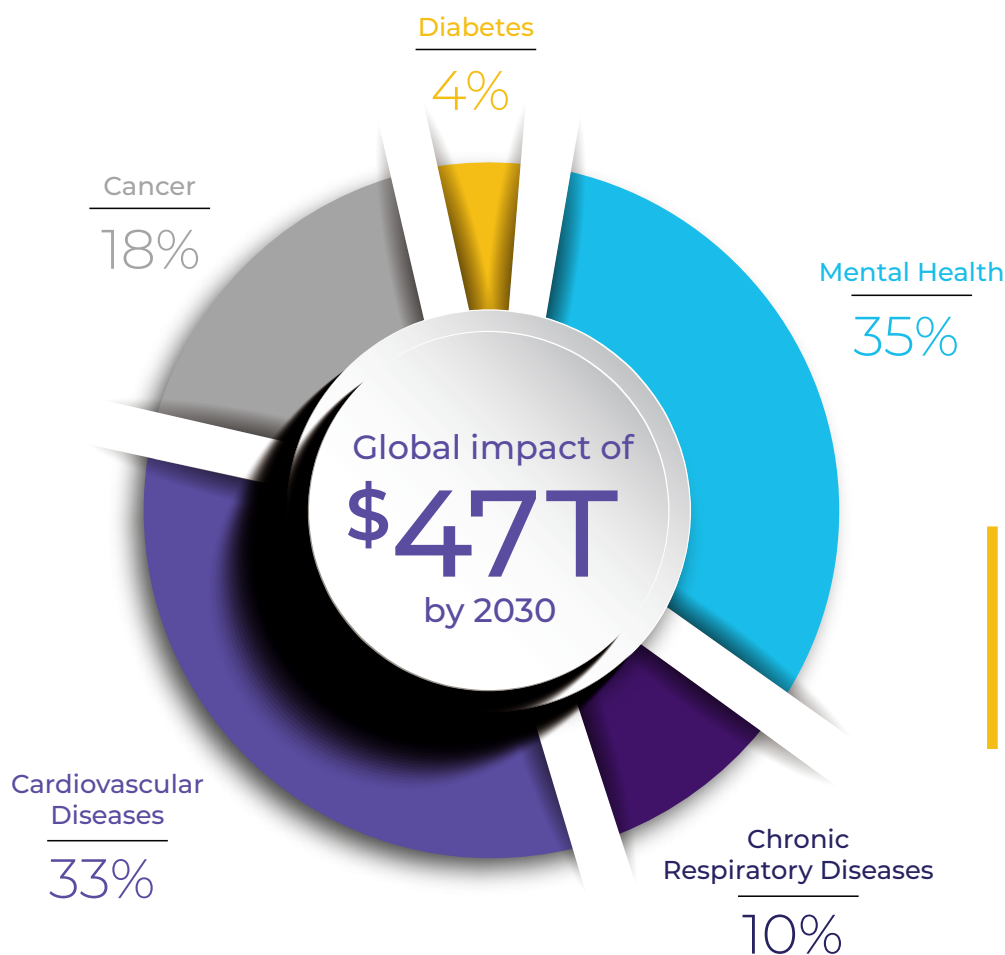
“The future is here. Individuals with chronic disease have discovered that virtual care can effectively support the management of their conditions in a variety of ways and at lower cost.”

– Lewis Levy, MD, FACP, Chief Medical Officer, Teladoc Health

Envision the Future

The world's population is aging; by 2050, one in six people will be over age 65.²⁸ With age comes increased prevalence of chronic diseases such as cancer, heart disease, stroke, respiratory disease, kidney disease, dementia, arthritis and osteoporosis. Providing higher-quality and more cost-effective care for people with complex, chronic conditions will require models of care that better integrate care and improve support for family caregivers.²⁹

With recognition of value of virtual care, regulators around the world continue to expand access to virtual chronic care and resolve reimbursement barriers to stimulate innovation and adoption. Increasing integration with remote monitoring technologies will enable medical and mental health specialists to evaluate vital signs, activity levels and well-being.³⁰ Virtual care will make it easier for people to manage chronic conditions from the comfort of home and with the support of personal caregivers who can join virtual visits.



The global economic impact of the five leading chronic diseases could reach \$47 trillion by 2030.³¹



Prediction 5

Virtual care delivery is an essential skill for all physicians.

To practice high-quality modern medicine, doctors must be able to effectively engage with patients remotely.

What's Happening Today

Around the world, a growing demand for clinicians outpaces supply. The World Health Organization estimates that there is a global shortage of 4.3 million physicians, nurses and other health professionals.³² Physician shortages are constraining access to care: for example, one in five Canadians report wait times of more than seven days to see a doctor and most say they cannot get after-hours care aside from an emergency department.³³

More than half of physicians report feeling stress due to time pressures and other work conditions³⁴ and the rising prevalence of physician burnout raises questions about the impact on care. Though previous technological changes in medicine, such as the electronic health record, have sometimes reduced the ability of physicians to be fully present with patients and saddled them with administrative tasks, virtual care has the unique potential to liberate physicians from the constraints of the old clinic-centric model, restoring the gifts of focus and presence in the physician/patient relationship.³⁵

“Virtual care is now a cornerstone of the healthcare ecosystem, so it’s critical to prepare the next generation of physicians for success.”

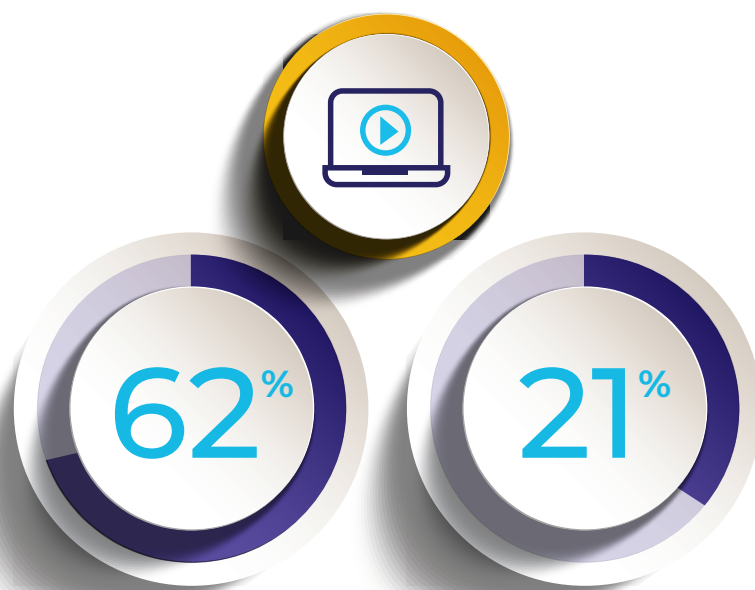
– Alan Roga, MD, FACEP, President, Hospital & Health Systems, Teladoc Health

Envision the Future

While medical training has traditionally centered around in-person care, the status quo is changing: virtual care is essential to modern medicine. Telehealth is a top innovation priority for hospitals³⁶ and nine out of ten physicians see the benefits of virtual care including better access to care, more flexibility in provider schedules, and improved care coordination, outcomes, and quality.³⁷

Enter the rise of a new medical specialty: the virtualist.³⁸ Specially trained to interface with patients through virtual care, virtualist physicians are supported by technology and clinical protocols that enable consistent, high-quality care and an exceptional patient experience. In addition to medical training, physicians must have multi-disciplinary education on virtual care policy, clinical quality practices, and communication skills for effective patient interactions. Healthcare organizations must educate the leaders of tomorrow to master virtual care in order to provide the care that patients need, when and how they need it.³⁹

Studies report that patient and clinician experiences are positive and that virtual visits are just as effective as in-person visits.⁴⁰



62% of patients reported the quality of virtual video visits was no different from that of office visits

In fact, 21% of patients thought virtual visits' overall quality was better

¹Virtual care delivers value, America's Health Insurance Plans

²2020 Large Employers' Health Care Strategy and Plan Design Survey, National Business Group on Health

³2019 Health System Consumer Telehealth Benchmark Survey Results

⁴Global top health industry issues: Defining the healthcare of the future, PwC Health Research Institute

⁵The Future of Connected Health Care: Reporting Canadians' Perspective on the Health Care System, Canadian Medical Association

⁶Socio-economic impact of mHealth: An assessment report for Brazil and Mexico, PwC

⁷CMS finalizes policies to bring innovative telehealth benefit to Medicare Advantage

⁸Virtual Health Care Could Save the U.S. Billions Each Year, Harvard Business Review

⁹Virtual Care: Just What the Consumer Ordered, Accenture

¹⁰Global Views on Healthcare, IPSOS

¹¹Telehealth in France: consumers are favorable

¹²Today's Consumers Reveal the Future of Healthcare, Accenture

¹³2019 U.S. Telehealth Satisfaction Study, J.D. Power

¹⁴2019 U.S. Telehealth Satisfaction Study, J.D. Power

¹⁵How Consumers' Healthcare Preferences Vary by Age, Advisory Board

¹⁶2019 U.S. Telehealth Satisfaction Study, J.D. Power

¹⁷New Understanding, New Hope; World Health Organization

¹⁸Centers for Disease Control and Prevention, Depression Evaluation Measures

¹⁹Mental Health in the Workplace: Global Impact Study, Teladoc Health

²⁰2017 Review of Physician and Advanced Practitioner Recruiting Incentives

²¹Virtual Visit Consumer Choice Survey, Advisory Board

²²Mental Health in the Workplace: Global Impact Study, Teladoc Health

²³This is the biggest challenge to our health, World Economic Forum

²⁴Americans' Views of Healthcare Costs, Coverage, and Policy; West Health Institute and NORC at the University of Chicago

²⁵Virtual Visit Consumer Choice Survey, Advisory Board

²⁶A Mobile Phone-Based Health Coaching Intervention for Weight Loss and Blood Pressure Reduction in a National Payer Population: A Retrospective Study, JMIR Publications

²⁷Home monitoring of chronic diseases, CSIRO

²⁸This is the biggest challenge to our health, World Economic Forum

²⁹Virtual Visit Consumer Choice Survey, Advisory Board

³⁰Using Telehealth to Improve Home-Based Care for Older Adults and Family Caregivers, AARP

³¹The Global Economic Burden of Non-communicable Diseases, World Health Organization

³²Forecasting the global shortage of physicians: an economic- and needs-based approach, World Health Organization

³³Commonwealth Fund Survey, Canadian Institute for Health Information

³⁴Agency for Healthcare Research and Quality

³⁵The rise of the virtualist, The Lancet

³⁶2019 Environmental Scan, American Hospital Association

³⁷What Can Health Systems Do to Encourage Physicians to Embrace Virtual Care?, Deloitte

³⁸Is It Time for a New Medical Specialty? The Medical Virtualist, JAMA

³⁹Jefferson and Teladoc Introduce First Telehealth Fellowship

⁴⁰Patient and Clinician Experiences With Telehealth for Patient Follow-up Care, The American Journal of Managed Care

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About Teladoc Health

Teladoc Health is the global virtual care leader, helping millions of people resolve their healthcare needs with confidence. Together with our clients and partners, we are continually modernizing the healthcare experience and making high-quality healthcare a reality for more people and organizations around the world.

