



POINT OF VIEW

Get Ready for a Telehealth Boom



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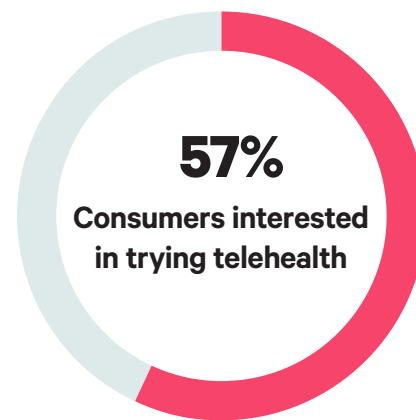
Virtual healthcare delivery received a major boost this month from the American Medical Association with the release of their 2019 Current Procedural Terminology (CPT) codes. The AMA included new codes for connected health services to encourage Centers for Medicare & Medicaid Services (CMS) to cover the use of these technologies by physicians.

In particular, five of the new CPT codes will drive a majority of the revolution by allowing physicians to get paid for consulting digitally with their peers on patient care and for monitoring patients remotely—where they can gather data and care information from apps, fitness trackers, or patient portals.

These updates will allow physicians to better track the amount of time they spend using innovative, digital tools and it should lead to a major shift in Medicare and Medicaid's acceptance of telehealth and connected health services.

In a recent report by Deloitte, virtual health is poised to become a mainstay in coming years, with 57% of consumers interested in trying telehealth.

This digital shift will require healthcare organizations, providers, and brands to overhaul their current digital strategies. The convenience of telehealth may attract attention but there is still work to be done to match the quality of traditional healthcare experiences and achieve seamless integration into existing digital ecosystems.



As virtual healthcare increases in popularity, brands should prepare by evaluating their infrastructure and strategies, and begin to plan for the appropriate technology and platform integration to meet these new delivery models. Now that physicians are incentivized to adopt the technology, the uptake should expand rapidly in coming months.

Reach out to your Evoke Client Services lead or business@evokegroup.com if you're interested in exploring connected health services for your brand.