**Accelerated digitization: New points of care, new roles for pharma and medtech**

Virtual video visits to doctors are expected to rise to **5%** globally in 2021, up from an estimated **1%** in 2019.

Virtual health’s acceleration during COVID-19 broadens pharma’s role in the continuity of care.

**Areas for improvement in virtual health:**
- Almost 75% of health care leaders say they don’t or are only partially tracking quality measures.
- Only 36% of leaders say they have providing “web-side manner” training.
- Reimbursement and regulatory policies post-pandemic will be key to permanent uptake and growth.
- Internet access and technology availability in vulnerable parts of the world.

**Other changes impacting virtual care:**
- Tech giants are bringing clinical care to the home.
- The virtual care cloud.
- Digital pharmacies/home & drone delivery.

**Opportunities for Medtech:**
- Improve remote access to patients.
- Enable the transition to more care outside of the hospital.
- Shift the emphasis toward prevention and well-being.

**Learn more at** [www.deloitte.com/lifesciencesoutlook](http://www.deloitte.com/lifesciencesoutlook)