Consumer interest in virtual care outpaces physician adoption:

### CONSUMERS

**Have had a virtual visit with a doctor or nurse**

70%

- Of those who have not used virtual visits are willing to try it

**Top reasons consumers did not opt for a virtual visit:**

- Loss of personal connection with their doctor
- Concerns regarding quality of care
- Issues with access

### PHYSICIANS

**Have implemented the technology for virtual visits**

14%

**Top physician concerns about virtual care technologies:**

- Medical errors
- Access to technology
- Data security

Similarly, consumers are embracing wearables and other technologies to track their health information...

- Of the surveyed consumers use technology to track their health information...

- 53% of those say they shared this information with their doctor

Still, consumers and physicians agree on the potential benefits: Virtual care can improve access and offers greater convenience.

- From a business standpoint, physicians can gain from timely adoption of virtual care...

- If physicians are an opportunity to retain and grow their patient base.

- Responding to consumer demand for virtual care can be a step toward delivering patient-centric care.

- Many nontraditional providers are already offering virtual care services and could poised a potential competitive threat unless hospitals and health systems quickly move into this space.

...but doctors' ability to use patient-generated data is lagging behind consumer interest.

- Only 9% of doctors have implemented technology for remote monitoring and/or integration of data from wearables.

- Only 27% of the next plan to add this capability in the next 1–2 years.

The findings are based on responses from 624 physicians and 4,530 consumers to the Deloitte Center for Health Solutions.

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**About the Deloitte Center for Health Solutions:**

The Deloitte Center for Health Solutions (DCHS) is a source for fresh perspectives in health care. The DCHS team brings together experts from health solutions, and is part of Deloitte U.S. Life Sciences and Health Care practice to deliver on the biggest industry issues and provide new thinking around complex challenges. Cutting-edge research and thought-provoking analysis give our clients the insights they need to see things differently and address the changing landscape. To learn more about DCHS and our research, please visit www.deloitte.com/centerforhealthsolutions.

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**Notable survey calls to action:**

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**About the Deloitte 2018 Surveys of US Health Care**


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**About the Deloitte 2018 Survey of US Physicians**


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**About the Deloitte 2018 Survey of US Health Care Consumers**


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**About the Deloitte 2019-20 Virtual Care Technology Survey**

33% of physicians plan to add virtual visit capability in the next 1–2 years.

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**About the Deloitte 2019-20 Virtual Care Technology Survey**

From a business standpoint, physicians can gain from timely adoption of virtual care...

- It offers physicians an opportunity to retain and grow their patient base.

- Responding to consumer demand for virtual care can be a step toward delivering patient-centric care.

- Many nontraditional providers are already offering virtual care services and could poised a potential competitive threat unless hospitals and health systems quickly move into this space.

...but some barriers may need to be overcome before physicians get on board.

- Virtual care technology is currently expensive for physicians: Some sources cite a $60,000 price point.

- Although progress is being made, reimbursement and learning can still be complicated and not favorable to physicians.

- Fatigue from large health information technology implementations and ongoing demand for electronic health record optimization present challenges.