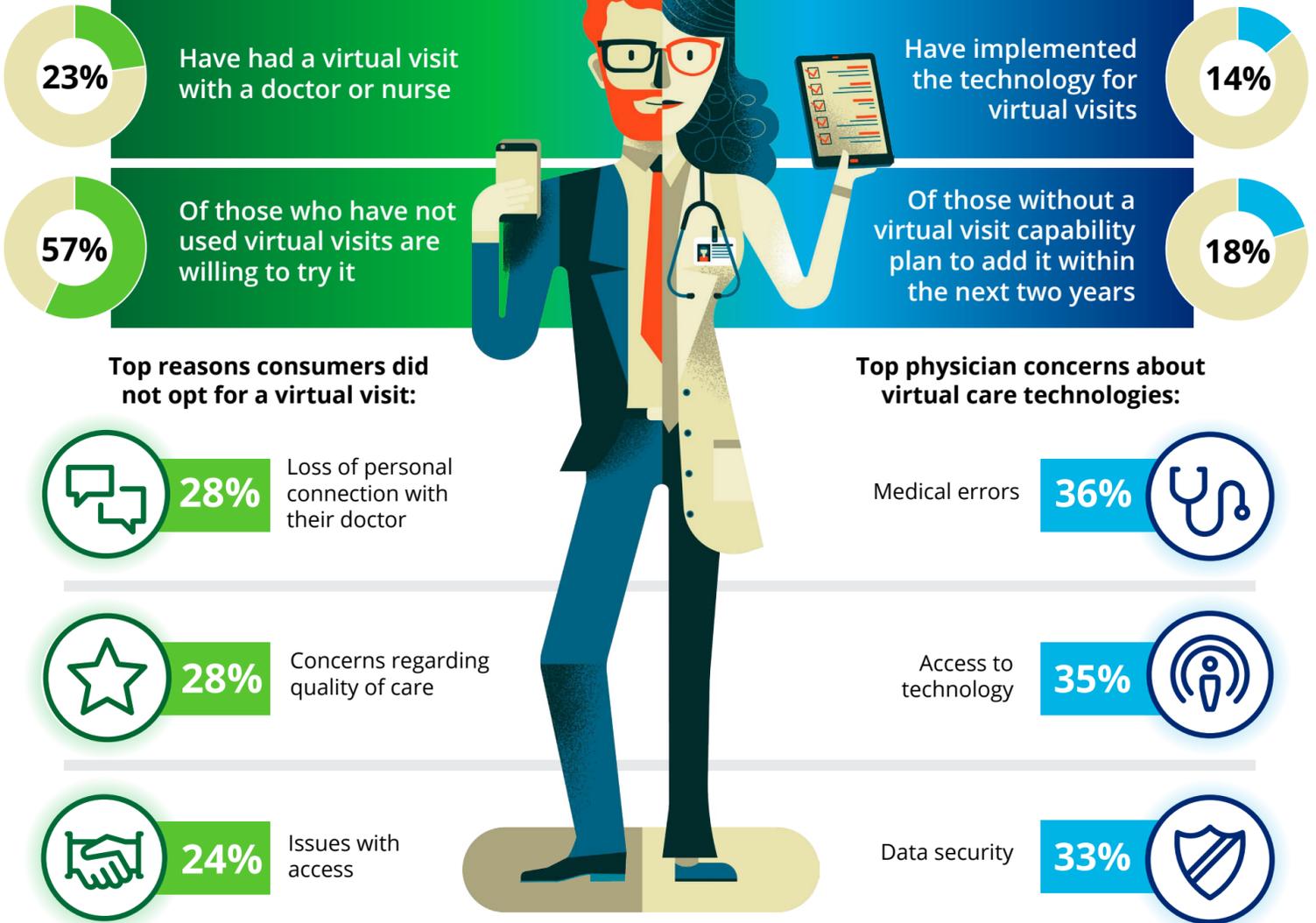


Consumer interest in virtual care outpaces physician adoption:

CONSUMERS

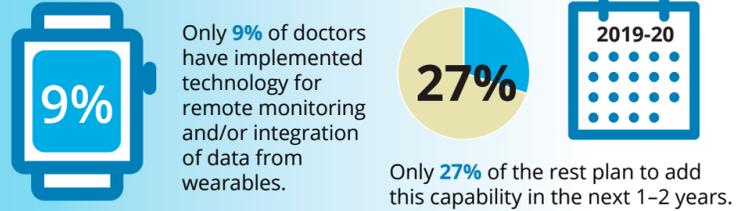
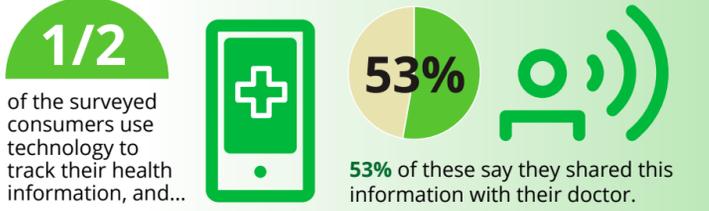
PHYSICIANS



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



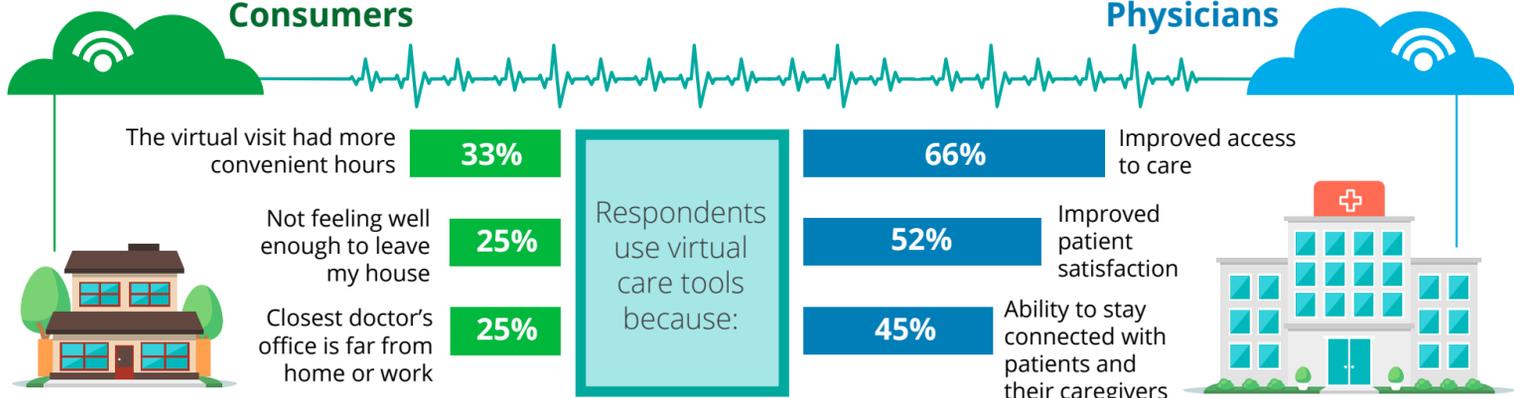
...but doctors' ability to use patient-generated data is lagging behind consumer interest.



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

Consumers

Physicians



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 pose 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.¹

Although progress is being made, reimbursement and licensing 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.

¹ Rachel Arndt, "Chief information officers roundtable: As technology drives consumerism, consumerism drives technology," *Modern Healthcare*, March 17, 2018, <http://www.modernhealthcare.com/article/20180317/NEWS/180319929>, accessed April 19, 2018.

The findings are based on responses from 624 physicians and 4,530 consumers to the Deloitte Center for Health Solutions 2018 Survey of US Physicians and 2018 Survey of US Health Care Consumers.

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