# **Covid-19 and the Evolving Role of Telehealth**

The pandemic rapidly accelerated telehealth adoption. But will it stick?

## **Telehealth is taking** on a new role

Today, more patients see virtual care as a supplement to in-person care, not a replacement

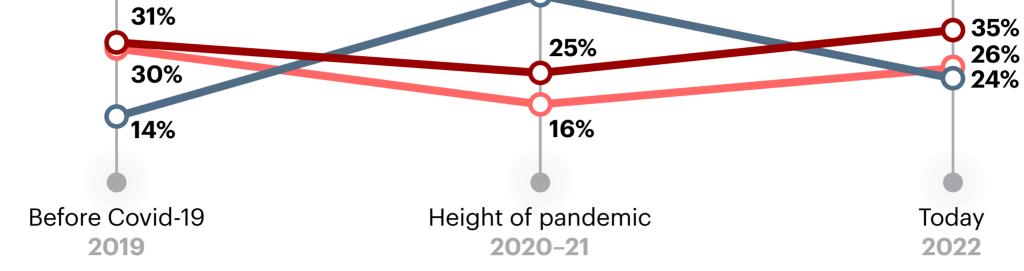
Percentage of patients by perception of telehealth vs. in-person care

**Never effective** 

**Replacement** 

**Supplement** 

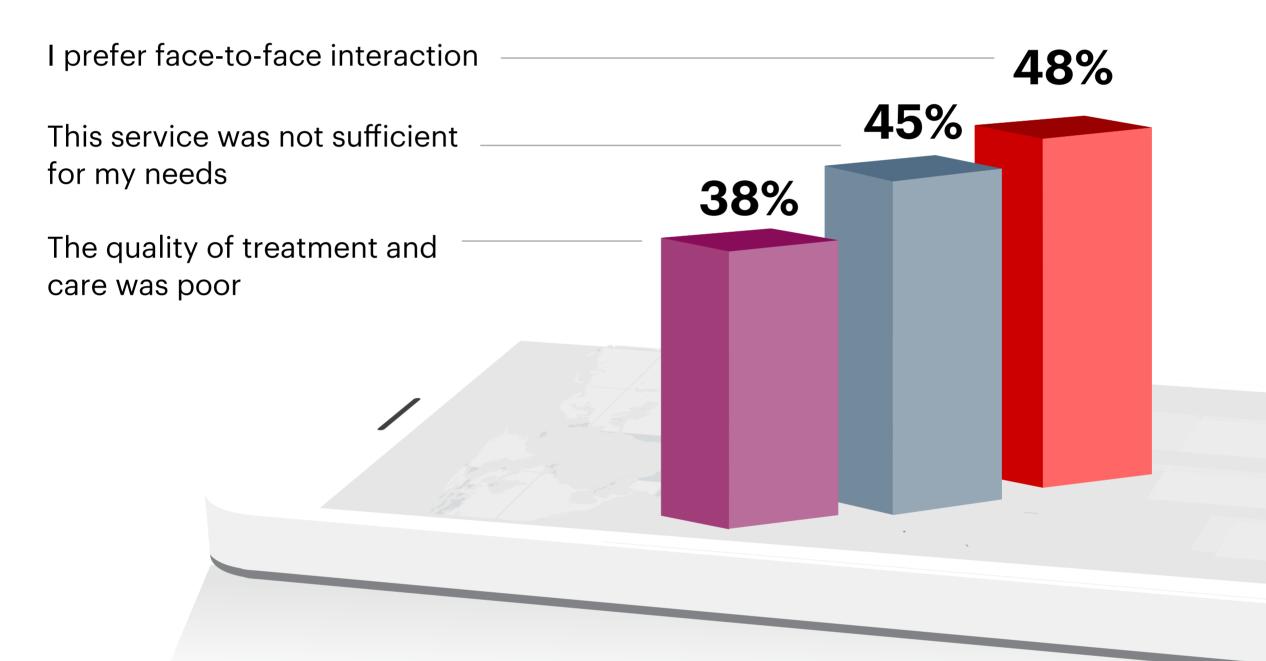




44%

### **67% of current users expect to rely** less on telehealth in the future

#### They cite three reasons:



### But patients are more satisfied with telehealth when they see their own doctor

Average satisfaction with telehealth experience



## How to win with an omnichannel approach

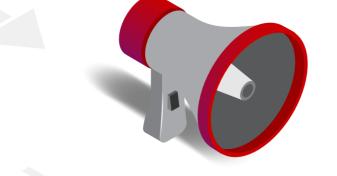
Leading providers will strike a new balance between virtual and in-person care by ...



Considering the channel preferences across segments of their patient population







Determining which visit types are best suited to virtual care based on patients' demographics and clinical needs



Connecting patients with their own clinician whenever possible

Source: Bain US Frontline of Healthcare Consumer Survey, July 2022 (n=500)

