



# HEALTHCARE APP DEVELOPMENT

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Virtual Visits and the future of no shows



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# INTRODUCTION

Digital technology has evolved over years, and almost every sector has taken the benefit of this advancement. If we have to name one industry that has got the most out of it, it is healthcare.

The healthcare industry has seen various changes over the years with the incorporation of technologies, interoperable data with the increasing need for better and faster customer service.

Who would have thought that doctors would be able to connect with their patients irrespective of the geographic constraints?



Well, Radio News Magazine of 1924 presented that with the help of futuristic visuals where kids sat around the video screen, connecting with a distant doctor.

Well, the idea at that time might have seemed a bit unrealistic and foolish, but almost 100 years later, here we are, bringing the picture to reality.

Thus, the idea of virtual healthcare is nothing new, and it has been here for years. Virtual healthcare was first invented during the late 1960s. However, constant barriers resulted in the slow progression of the same.

The last few years have witnessed a boost in the telehealthcare industry due to the increasing demands and technological advancements. In 2019, the telemedicine industry was worth \$41.63 billion. In 2020, it saw a staggering growth of 91.7%, making it \$79.9 billion.

The numbers are speculated to increase further by 2025, valuing at \$191.7 billion.

Simply put, virtual healthcare is the use of various tools and methods that assists in the virtual communication between the patients and healthcare providers. This cuts the need of physically visiting a healthcare facility.



Further, virtual healthcare is often confused with telehealth.

Though virtual healthcare is almost the same in meaning as telehealth, the former involves a broad range of categories that have been designed to reach remote patients.

On the other hand, telehealth is a technology that provides the ability for virtual healthcare to happen. Therefore, telehealth is the subset of virtual healthcare.

Lately, virtual healthcare or telehealth has seen a drastic increase among health specialists, users and virtual care offerings, with about 96 per cent of the healthcare system expecting to expand it further.

Through this eBook, we will guide you to the nitty-gritties of virtual visits and its dominating future.

# THE IMPACT OF COVID ON OUTPATIENT VISITS

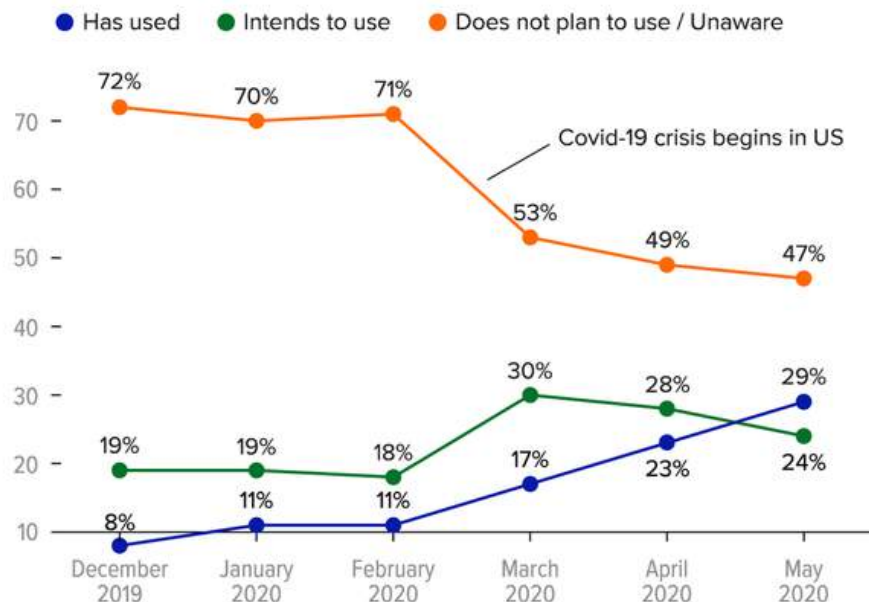
The rise of the COVID-19 pandemic was fearful and brought global misfortune. However, this pandemic came as a blessing in disguise for the healthcare sector.

To combat the dangerous effects of the virus, healthcare providers and large health organisations have made constant efforts to reduce the number of physical visits to the clinics and adopt virtual consultation as much as possible.

According to The Commonwealth Fund, the on-patient visits reduced by up to 60 per cent during the early April 2021.

The need for telehealth and virtual consultation increased with the onslaught of COVID in various countries. As evident by the image below, the number of people who were unaware of telemedicine till February 2020 reduced drastically till May 2020.

## Telemedicine adoption during Covid-19



SOURCE: 118,508 RESPONSES, WEIGHTED BY US CENSUS (18+)  
SURVEY DATE: DECEMBER 1, 2019 TO MAY 18, 2020  
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COVID-19 pushed the world into survival mode, resulting in innovations and modernisation, providing healthcare providers opportunities to leverage the technology in the right direction.

In fact, the patients who were infected with COVID-19 or had symptoms utilised the virtual consultation to connect with their medical consultants.

Over time, the users have learned to adapt to technology like video consultations and hence, they rely more on virtual consultation over physical ones.

## Telehealth During the COVID-19 Outbreak



of respondents have already used a telehealth service for something related to COVID-19



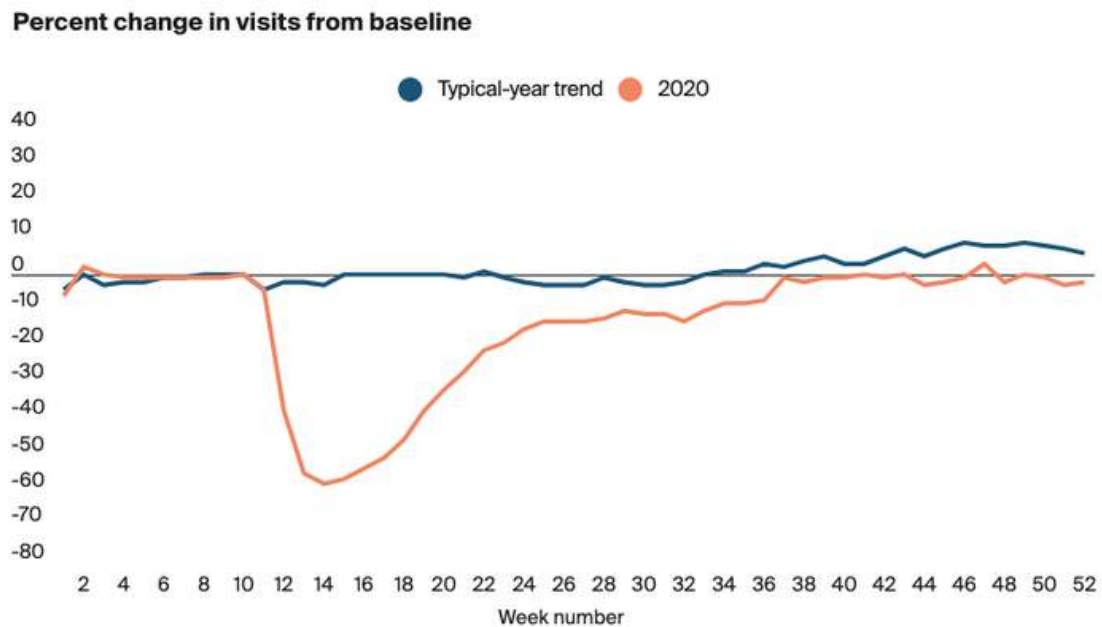
of respondents say they would consider using a telehealth service if they felt they had COVID-19 symptoms

Source: Sykes, Survey Report: Americans' Perceptions of Telehealth in the Era of COVID-19

Telehealth was once seen as the stopgap measure during this unprecedented time, but a survey by Doctor.com reveals that virtual healthcare is here to stay and thrive. As per the survey, 83 percent of patients wish to use virtual consultation even after the pandemic gets over.

About 50 per cent of the healthcare executives predicted that almost a quarter of outpatient care, long-term diagnosis, elective and preventive care would shift to virtual consultation by the end of 2040.

Well, it is pretty evident that the outpatient care visits have reduced during 2020 with the introduction of virtual consultation and the ease of accessing it.



The above-given image represents data collected by Commonwealthfund that shows a sharp decline in the outpatient visits during the 12th week of 2020.

Overall, the outpatient visits were less in 2020 than the typical year trend beginning from the 12th week till the 52nd week of the year.

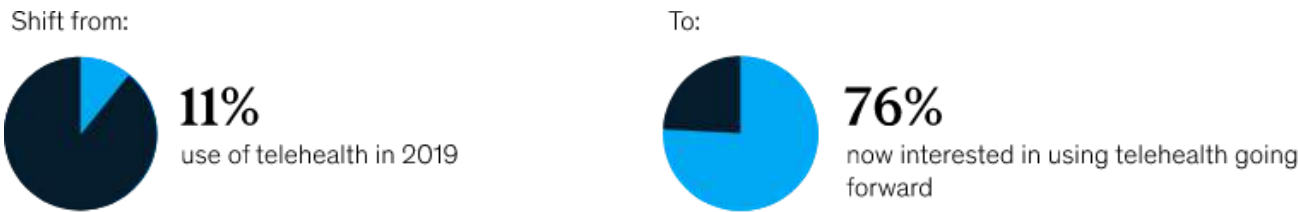
This indicates that the virtual consultation took a considerable leap around March 2020 and is still rising as the coronavirus is constantly developing new variants and strains.

# TRENDS ON VIRTUAL HEALTHCARE VISITS

In the previous section, we have learned that Telehealth has proven efficient and valuable for outpatient visits. What was once considered the ad-hoc service has become an effective and permanent solution for the healthcare industry.

The use of virtual healthcare visits has increased from thousands of visits in a week to around a million, making it a viable choice.

In fact, McKinsey’s research shows a significant change in the number of people using telehealth in 2019 versus the ones using it now.



While the surge in telehealth has been driven by the immediate goal to avoid exposure to COVID-19, with more than 70 percent of in-person visits cancelled,<sup>1</sup> 76 percent of survey respondents indicated they were highly or moderately likely to use telehealth going forward,<sup>2</sup> and 74 percent of telehealth users reported high satisfaction.<sup>3</sup>

It is evident from these given data and stats that virtual healthcare is here to stay, and it is going to evolve year after year.

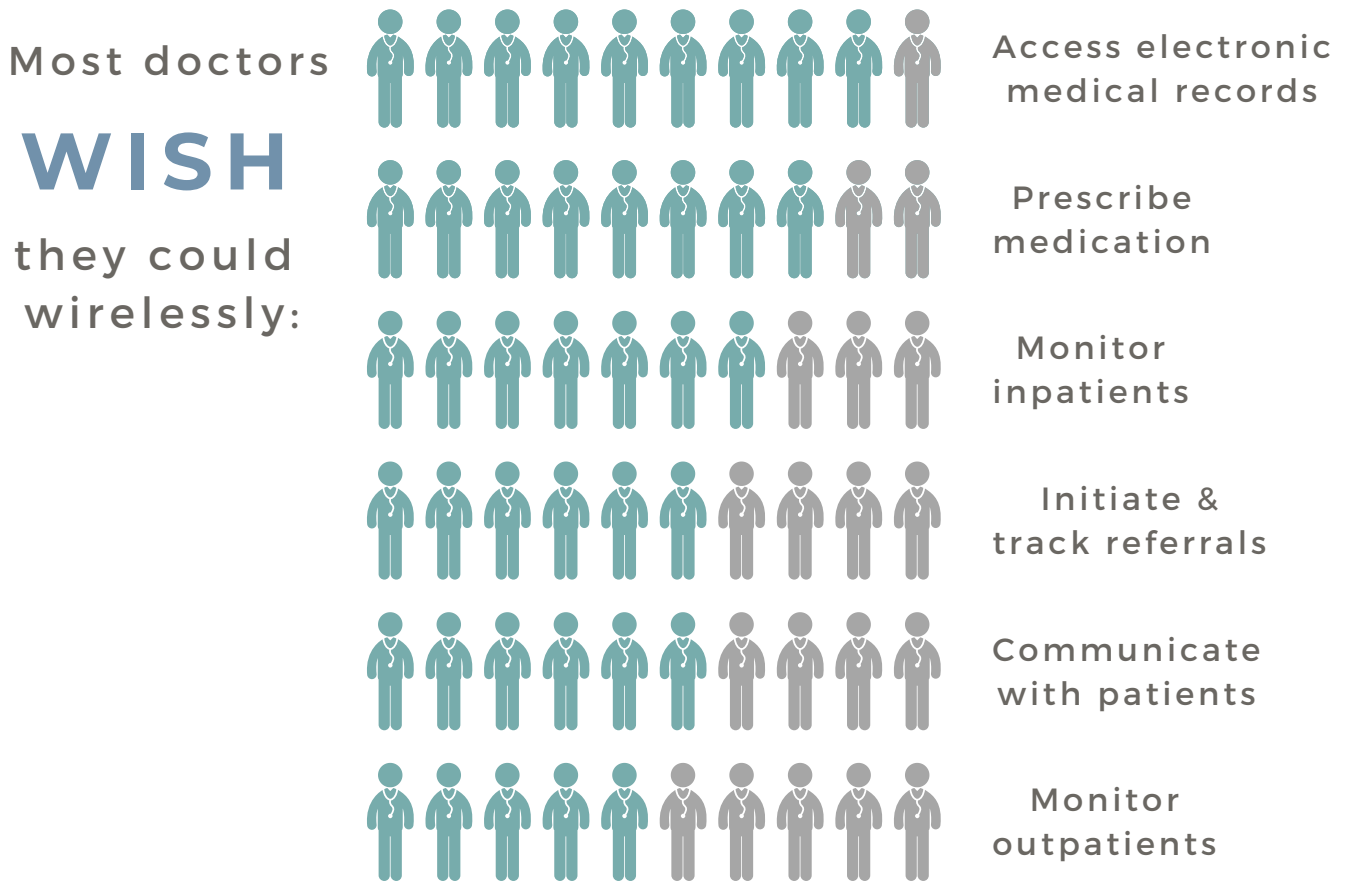
## 1. THE RISE OF CONTACTLESS SOLUTIONS

Be it any sector, the contactless solution is highly desired. As with any catastrophic events, the need for innovation arises, and many societal practices change irreversibly. The same goes with healthcare and, in fact, on the right path.



Virtual solutions have enabled the patients to fill in the form virtually and schedule appointments from their home's comfort. Moreover, the registration kiosks in hospitals are transforming into virtual face recognition systems enabled with AI technology.

Routine visits and mental health consultation are going virtual with more people realising the need for contactless solutions.



## 2.REMOTE MONITORING AND AUTOMATED COMMUNICATION

The success of virtual healthcare solutions have made patient management and monitoring a breeze. Healthcare executives are more curious to treat their patients remotely rather than visiting them.

This has become possible with remote monitoring systems and devices that have enhanced patient care level by using real-time communication enabled technology.

To reduce the possibility of no-shows, various automated communication tools have come into use lately.

The focus is on increasing adherence to medical regimens and limiting outpatient visits during these adverse events.

### 3.ADOPTING MHEALTH SOLUTIONS

mHealth has lately become one of the most popular trends in telemedicine.

With over 3.2 billion mobile users and 1.35 billion tablet users, it comes as no surprise that how much mobile apps are going to benefit the patients and healthcare providers.

The growth of wireless systems and technology-enabled communications have made Mobile health solutions more viable during these challenging times.



mHealth directly relates to the rise of on-demand healthcare solutions that makes a patient management process a walk in the park.

The growing mHealth market is driven by the hefty investments made by the social enterprises and entrepreneurs focused on healthcare.

Enterprises like Microsoft have invested around \$40 million in technologies such as Big data and AI for enhancing the quality of virtual healthcare.

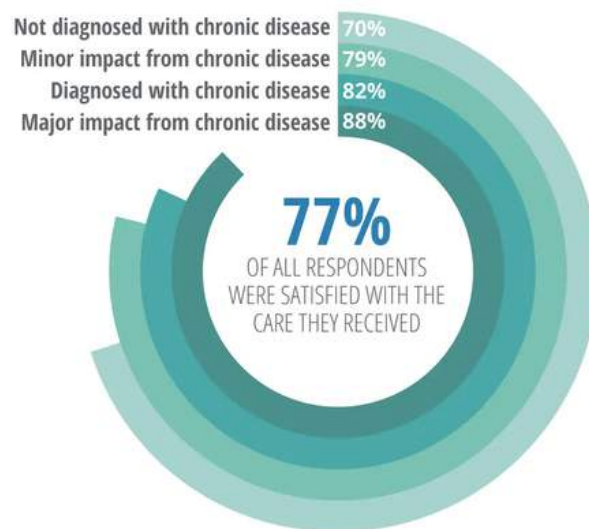
## 4.SET UP OF VIRTUAL CLINICS

With more demand pouring into the healthcare sector and disruption caused by the dreadful coronavirus pandemic, the future of virtual clinics is bound to be enlightening.

The end goal is to provide robust features and fast solutions for patient care. As per survey, 77% of the patients were satisfied with the virtual consultations.

### Consumers impacted by chronic conditions tend to be satisfied with virtual visits

Survey question: Overall, how satisfied were you with the care you received on your virtual visit?



Note: Figure shows respondents who were satisfied, where "satisfied" is defined as answering 4 or 5 on a five-point scale in which 1 is "not at all satisfied" and 5 is "completely satisfied."  
Source: Deloitte 2018 Survey of US Health Care Consumers.

This was possible due to technological advancements such as high 5G Internet speed that holds the ability to transform the healthcare ecosystem.

Using these technologies, healthcare organisations can seamlessly deliver medical images, virtual communications and offer remote patient monitoring systems.

However, virtual healthcare is yet to cover miles before it gets recognition.

Yet, some significant changes have emerged in virtual visits as millennials rely more on technology.

# BENEFITS OF VIRTUAL CONSULTATION

The increasing demand for virtual visits is attributed to the various benefits that have outnumbered physical patient visits. In this section, you will get details into various benefits of using virtual healthcare.

## BENEFITS FOR PATIENTS

One of the major USPs of virtual healthcare solutions is that it offers convenience.

The virtual visits have some significant benefits:



## BETTER HEALTHCARE ACCESS

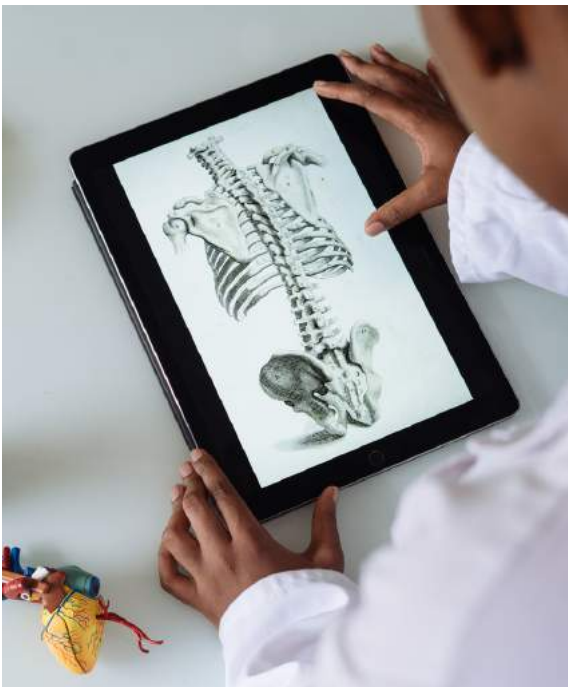
Even post COVID, virtual healthcare will have a massive role in boosting the healthcare ecosystem in remote and underserved areas.

In developing and underdeveloped countries, the ratio of healthcare providers to patients is significantly low. Well, it is just 40 doctors over 100,000 people.

Healthcare access can be enhanced with the virtual technology in force. This can improve the quality of healthcare in remote areas that lack qualified physicians.

## LOWER COSTS

For the people living in rural areas, the cost of travelling to urban healthcare providers for routine visits could be a pain point. The virtual consultation costs about \$40-\$50 per visit. This is half the cost of an in-person visit. Patient's hassle of travelling to their medical specialist and associated cost can be reduced by using virtual channels.



## TREAT URGENT SYMPTOMS

No matter which location the patient is in, they can get immediate attention if urgent medical attention is required. As pointed out by the American Medical Association, this is directly related to improving the relationship between patient and healthcare provider, affecting the quality of care.



## BENEFITS FOR HEALTHCARE PROVIDERS & CAREGIVERS

Healthcare providers such as doctors, nursing homes and the likes of long term care centers need robust solutions to manage their large workforce, and scale their business.



### 1-ON-1 COMMUNICATION BETWEEN SPECIALISED DOCTORS & NURSES

Apart from connecting the patients to doctors, virtual consultation can seamlessly connect different doctors from different specialisations. Thus, doctors can get assistance from the specialised physicians about their patients.

This helps the caregivers to build extensive relationships and also seek advice on what is out of their specialisation.

Similarly, nurses can stay in touch with the head medical specialists that can guide them with medical attention in real-time.



## REDUCE TIME ON CONSULTATION

Virtual visits can save on-site visit time for both the patients as well as the healthcare givers. Some on-site visits could be a time-consuming method to solve patients' issues that could be done online.

With improved one-on-one communication through virtual visits, the bond between the healthcare providers and patients can also be improved.



## REDUCED COSTS

Using the devised workforce management solutions for the virtual consultation, healthcare organizations can reduce the costs of staffing and spendings on the physical patient care.

Also, individual doctors can save the costs of setting up a physical clinic and rather invest into virtual clinics.

# THE FUTURE PROSPECTS OF VIRTUAL CONSULTATION

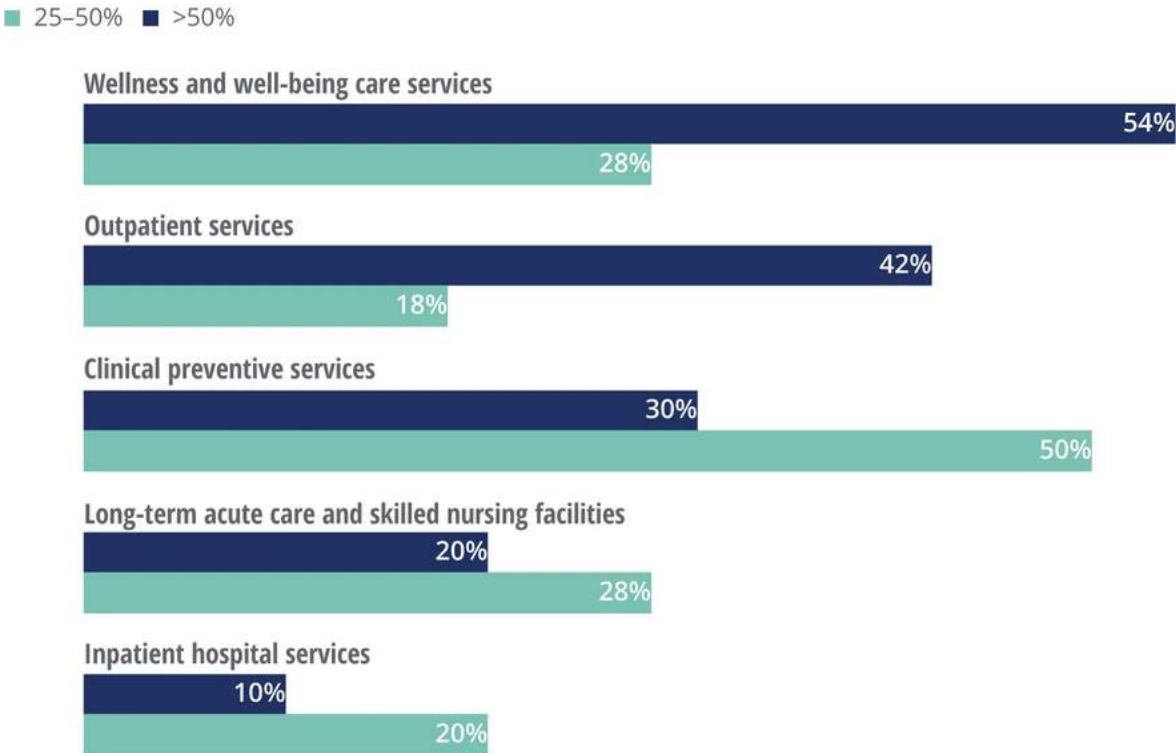
Virtual healthcare is the key to drive changes to our health ecosystem. By 2040, the use of technological insights and digital tools, computed data and the empowerment of the consumers will boost healthcare like no other sector.

Virtual health has enabled patients to share their data securely and seek the required consultation from anywhere. Well, virtual healthcare such as video communications is just the beginning.

The use of robotics and automation processes could further bring about personalisation making telehealthcare more adaptable and agile than ever.

## By 2040, several health services will migrate toward virtual settings

Percentage shift of services to virtual health by 2040



Further, the virtual consultation will drastically reduce the patient no-show rate. At present, the urban clinics see a patient no-show rate of about 10 percent to 20 percent.

Prior scheduling, effective communication and reminders updates through in-built mobile apps is empowering healthcare.

This also drastically reduces the patient's no-show rates from 20 percent to 5 per cent .

Virtual healthcare services are set to ablaze in the coming years with adoption in various types of fields.

As evident from the above image, even the inpatient services will shift dramatically to virtual care.

## WRAPPING UP

Virtual healthcare has come a long way. With one-on-one consultation and effective communication, patients can seamlessly connect with the healthcare providers of their choice.

With the right set of technology and suite of tools that ease the communication between the healthcare providers and patients, virtually enabled healthcare service is no more an illusion.

Jungleworks understands the need for virtual consultation and has catered to multiple clients in healthcare. If you are looking to get a healthcare app for your business, Junglework's Panther solution is worth checking out.

Hope this guide has helped you know what virtual healthcare is and how to map your path to success by creating the virtual consultation app for your healthcare business.