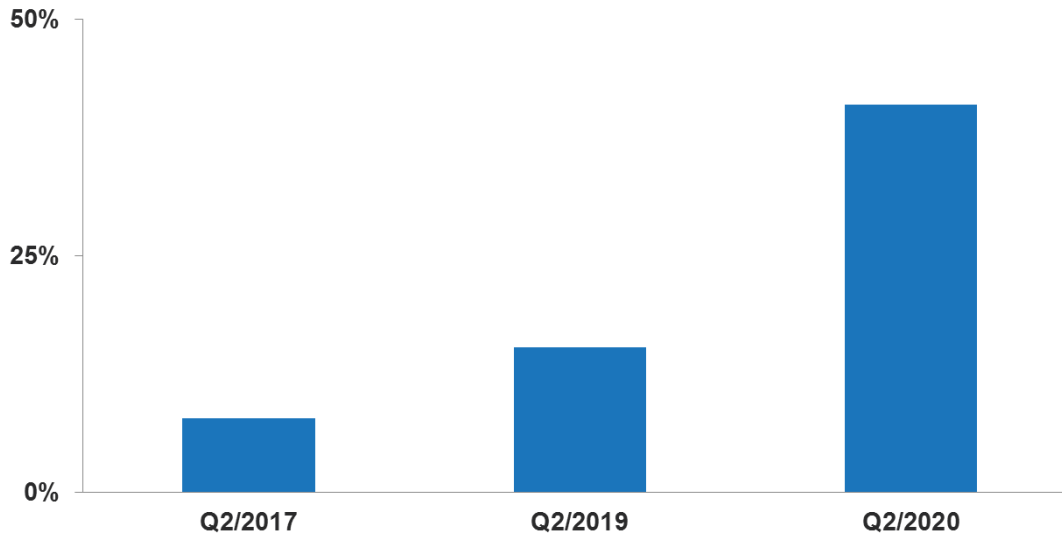


Use of Telehealth Service US Broadband Households



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SYNOPSIS

Telehealth and telemedicine solutions have been thrust to the forefront of healthcare in the midst of the COVID-19 pandemic. The need to avoid exposure has suddenly reversed the well-established consumer preference for in-person over remote care. Payers, providers, and consumers have never been more aligned in the need to trial, deploy, and pay for virtual care services. This study provides trending data on consumer familiarity, use, and demand for telehealth services. It evaluates user experience with telehealth services and investigates consumer appetite for virtual care as a standard offering, outside of crisis conditions.

ANALYST INSIGHT

“The COVID-19 outbreak, and resulting public safety measures, led to sharp decreases in in-person visits and the delay of many elective care procedures. As a result of greater familiarity and use, patients find telehealth services more appealing than ever before. With the recent expansion in reimbursement policies, the telehealth market has the resources to integrate more fully into the healthcare ecosystem and the momentum to become a standard branch of healthcare delivery and access.”

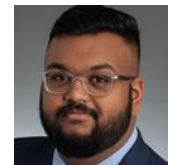
— Kristen Hanich, *Senior Analyst*, Parks Associates

Number of Slides: 61

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Appendix



COVID-19: Impact on Telehealth Use and Perspectives

SERVICE:
WELLNESS AND
INDEPENDENT
LIVING

3Q 2020

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