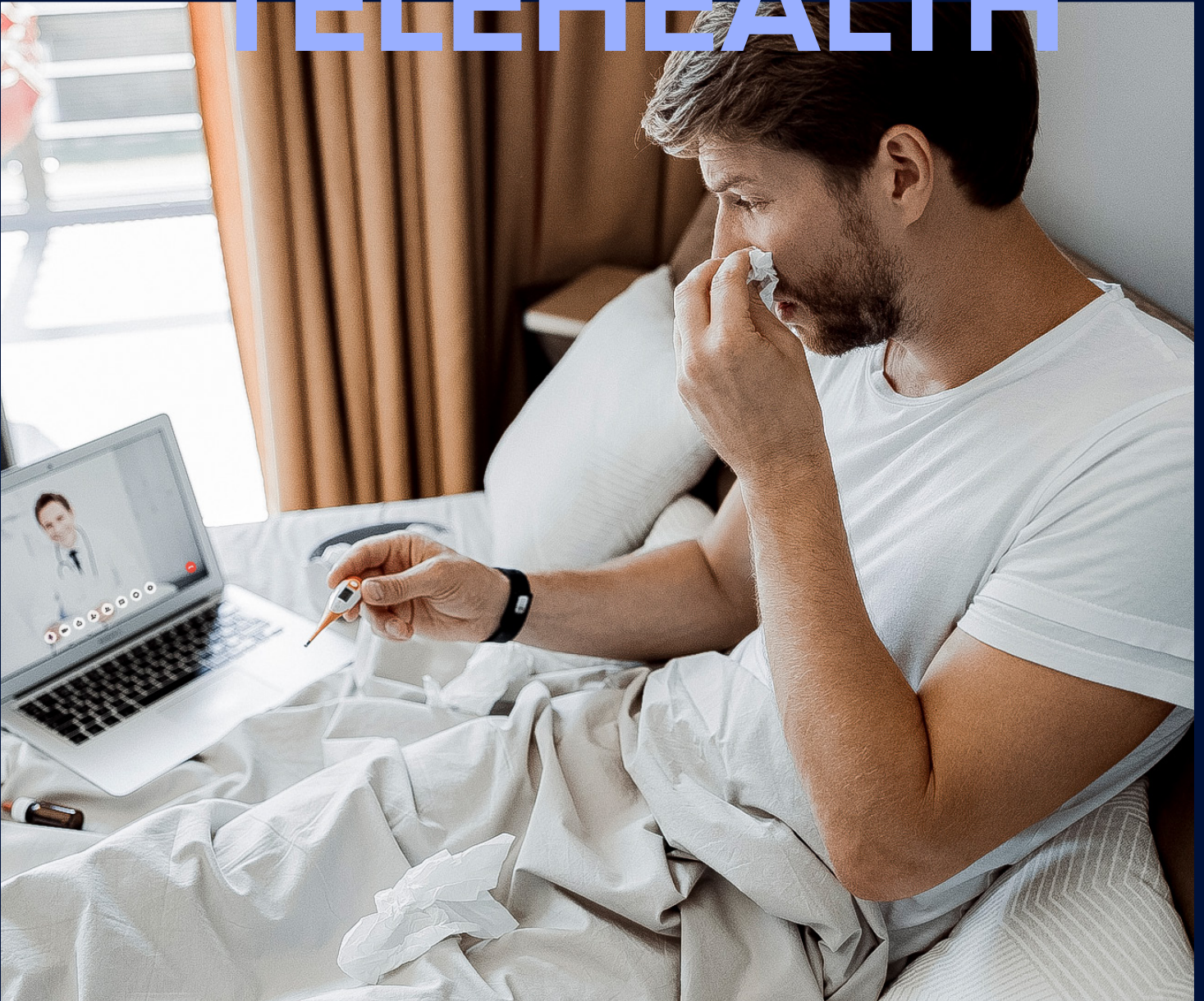


RingCentral

RINGCENTRAL.COM

CONNECTED TELEHEALTH



Personalized patient care
from anywhere

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INTRODUCTION

Digital transformation in healthcare is fundamentally about improving patient engagement, patient experience, and health outcomes. This requires technologies that improve access between providers and their patients. Telehealth technology supports these core initiatives, and as a result, the interest and growth are surging. Provider adoption and investment of telehealth continues to grow with a CAGR of 23.4% and projected annual spend of \$267B by 2026.¹

THE POINT OF CARE IS NOT NECESSARILY WHERE THE PHYSICIAN IS, IT'S WHERE THE PATIENT IS.

The implications of COVID-19 have certainly impacted this trend, and many providers are now planning beyond their interim demands to more permanent telehealth programs. Through connected telehealth, providers can leverage cloud-based message, video, and phone capabilities together in a single application to expand their reach and treat patients wherever there is an internet connection. This eBook explores the key industry trends, business drivers, critical use cases, and benefits to consider when developing a telehealth program.

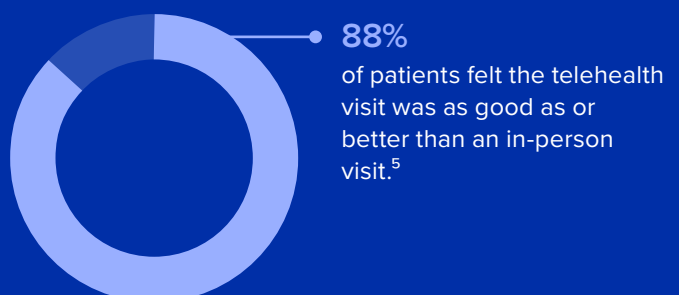
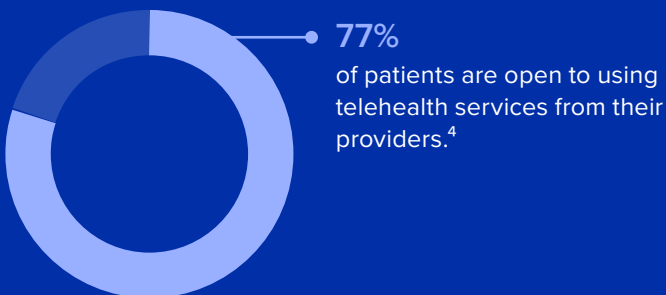
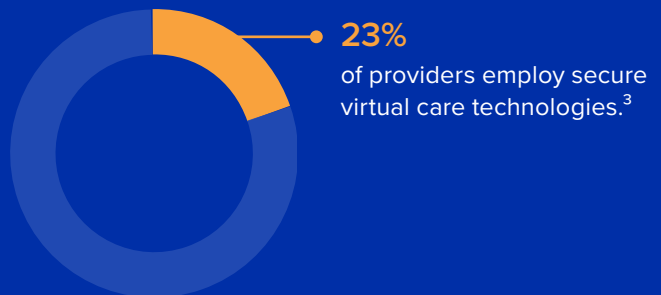
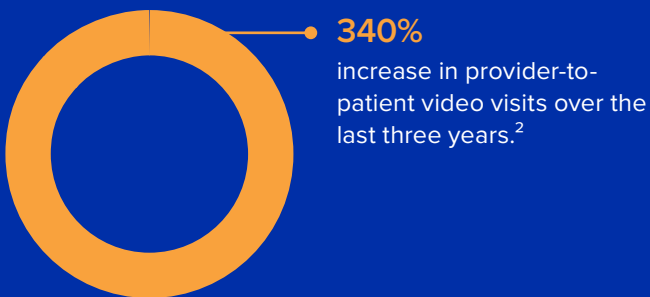


TELEHEALTH:

The provision of providing healthcare remotely by means of telecommunications technology.

EXECUTIVE SUMMARY

Telehealth adoption is far outpacing similar early adoption rates of electronic health records, but only a small percentage of providers have adopted telehealth capabilities. Participation and acceptance of virtual care among patients is very strong, and the demand for point-of-care convenience will fuel provider adoption of telehealth services.



TOP TELEHEALTH DRIVERS

As more specialists adopt telehealth along with their primary care peers, the range of services offered will expand. Psychiatry/mental health, internal medicine, and physical/rehabilitation medicine are the most prevalent medical specialties utilizing telehealth on an increasing basis. Influencing the adoption of telehealth amidst these diverse medical services are three key industry drivers:



**IMPROVE PATIENT
ACCESS TO CARE**



**OPTIMIZE PHYSICIAN
TIME AND VOLUME**

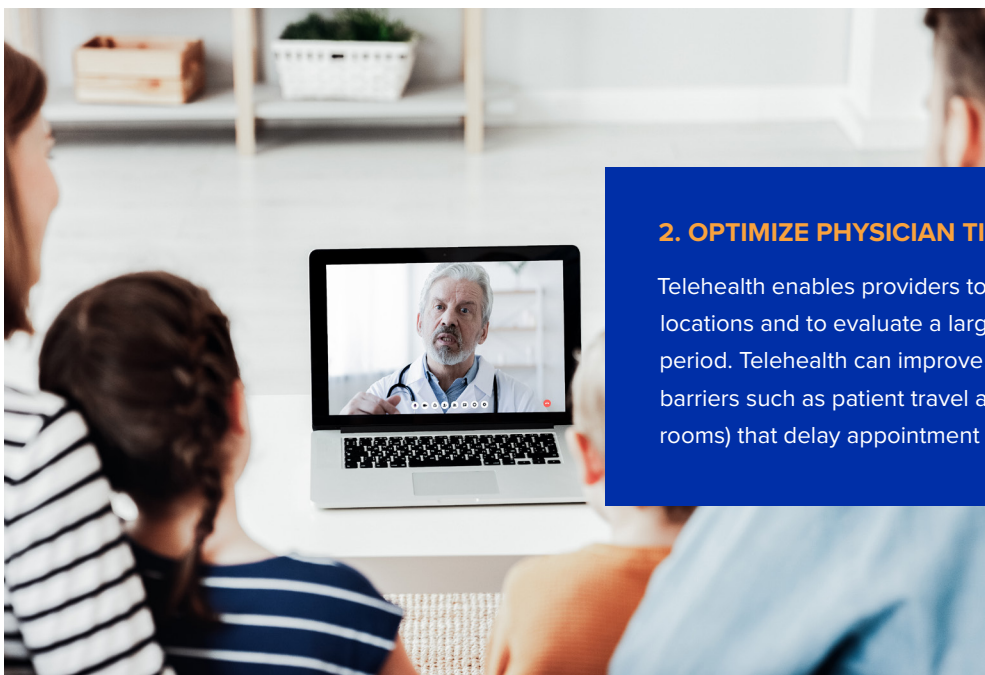


**ENHANCE THE DOCTOR-
PATIENT RELATIONSHIP**

1. IMPROVE PATIENT ACCESS TO CARE

Rural patients were the first to experience the advantages of telehealth; however, urban patient utilization has grown significantly in the last six years vs rural areas. Telehealth removes distance and enables providers to reach patients and securely engage over their channel of choice. Telehealth bridges distance and enables virtual check-ins, remote evaluation services, and real-time patient-provider consultations.





2. OPTIMIZE PHYSICIAN TIME AND VOLUME

Telehealth enables providers to reach patients at their preferred locations and to evaluate a larger volume of patients in a shorter period. Telehealth can improve physician productivity by removing barriers such as patient travel and other factors (e.g., crowded waiting rooms) that delay appointment start times.

**TOTAL PATIENT OPPORTUNITY
COSTS FOR AN IN-PERSON
MEDICAL APPOINTMENT:
120 MINUTES AND \$50.⁶**

3. ENHANCE THE DOCTOR-PATIENT RELATIONSHIP

There's a socialization of telehealth that connects physicians and patients in different ways than a traditional in-office visit. The encounter is focused and immersive. A physician can not only assess patients' situations, but also their physical environments. This personalization not only benefits the patient, but also the physician—many of whom are looking for a more balanced work life and the option to support telehealth sessions remotely themselves.



RINGCENTRAL TELEHEALTH CAPABILITIES

RingCentral for telehealth enables providers to implement alternate systems of care that combine phone and web-based patient engagement with in-person care. The diverse capabilities of a connected telehealth solution enable providers to accomplish three key objectives:



VIRTUALLY CONNECT WITH PATIENTS



ADVANCE NEW BUSINESS MODELS



PERSONALIZE PATIENT ENGAGEMENT

1. VIRTUALLY CONNECT WITH PATIENTS

The need: Patients want access to care beyond traditional channels—emergency room, urgent care, and clinic visits.

RingCentral capabilities: Patients can web chat or call a dedicated telehealth intake coordinator and schedule a telehealth virtual appointment. Patients lower their costs to meet virtually with their provider through a secure, instant-join browser experience via audio, video, and provider-side screen sharing.

2. ADVANCE NEW BUSINESS MODELS

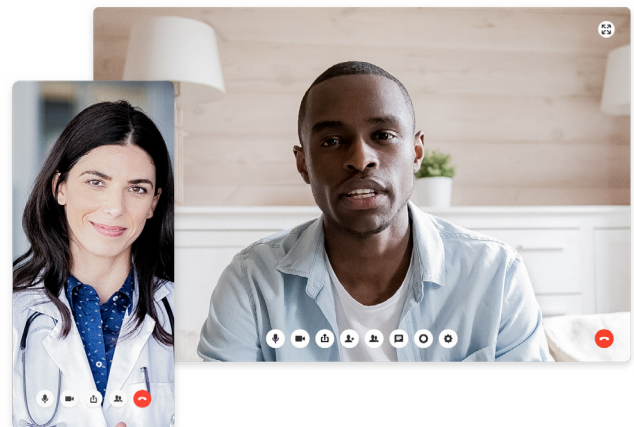
The need: Providers need to lower costs per patient visit, increase clinical workflow efficiency, and organically grow patient revenues.

RingCentral capabilities: Providers deploy economical, cloud-based telehealth applications to quickly reach across teams, new patients, and doctor-to-doctor consults. Staff securely communicate and collaborate together across message, video, and phone in one app to effectively engage before, during, and after patient virtual visits.

3. PERSONALIZE PATIENT ENGAGEMENT

The need: Providers need to engage with patients with chronic conditions between site visits to support their journey toward health.

RingCentral capabilities: With RingCentral, providers can create convenient, recurring video meetings to support patient self-care and accountability objectives. Patients receive meeting links via approved messaging channels on their device of choice—building high satisfaction levels.



KEY TELEHEALTH USE CASES

Providers have already begun to shift from their urgent and prescriptive use of telehealth while addressing the COVID-19 crisis to a strategic view of developing formal telehealth service programs. As part of that initiative, they will need to consider the broader scope of how their connected telehealth platform will support critical patient and staff touchpoints before, during, and after telehealth visits. Here are eight key telehealth use cases to consider:



USE CASE 1: DEDICATED RESPONSE TEAMS

Dynamic call routing capabilities enable dedicated teams to manage all telehealth-related services calls: real-time consults, future scheduling, or triage assessment for inpatient needs.

The result: Faster patient intake



USE CASE 2: FLUCTUATING CALL VOLUMES

Dynamic overflow of calls across ambulatory sites or single practice teams will optimize staff dedicated to patient-provider communication and reduce telehealth service call abandonment rates.

The result: Shorter patient wait times



USE CASE 3: PATIENT FOLLOW-UPS

Voicemails that can be transcribed and read vs listened to will enable faster patient callbacks and assessment turnaround times.

The result: Faster patient response



USE CASE 4: PATIENT SELF-SERVICE

Multi-level IVR tools enable providers to automate patient access to up-to-date information or recorded FAQ responses (recent examples: common COVID-19 symptoms, testing sites).

The result: Positive patient experience



USE CASE 5: MOBILE HEALTH CAPABILITIES

Mobile-ready telehealth apps enable dispersed teams to collaborate and exchange ePHI across message, video, and phone channels.

The result: Improved data access



USE CASE 6: SECURE ePHI EXCHANGE

Third-party security certification (e.g., HITRUST CSF) ensures that ePHI exchanges across telehealth channels—message, video, phone—is supported by a robust security risk management framework.

The result: Strong security and privacy compliance



USE CASE 7: TELEHEALTH SYSTEM MONITORING

Customized dashboards provide a complete view of the system-wide quality of service across video and audio connections, as well as data analytics-driven usage reporting.

The result: Instant telehealth system performance



USE CASE 8: REMOTE WORKFORCE SUPPORT

Flexible telehealth platforms support the easy transition of facility-based staff to interim or permanent work-from-home status with the same in-office message, video, and phone tools.

The result: Facility occupancy and staff optimization

KEY BENEFITS OF TELEHEALTH

Connected telehealth creates a competitive advantage and helps providers attract and retain more patients through new models of virtual care. It also enables providers to improve their organizational performance: more billable time, compensated phone-only consults, lower operational overhead, and fewer patient no-shows. Based on various industry research studies, other key benefits of connected telehealth include:



75% of doctor, urgent care, and ER visits could be handled via phone or video.⁷



In-person visits average 121 minutes of patient time vs telehealth visits that average 15 minutes.⁸



Hospitals can save \$86.64 for each telehealth session vs the ER or urgent care.⁹



Physicians can resolve their patients' issues during the initial telehealth visit, 83% of the time.¹⁰



About 53% of patients said that telehealth significantly increases their involvement in a treatment decision.¹¹

SUMMARY

Through connected telehealth, providers can reimagine a tradition of in-home visits without travel and limitations. Care teams can engage across flexible channels to support patient-to-provider convenience and other consumer-driven healthcare service expectations. In turn, patients receive faster care, spend less time in a medical office, and are more engaged in follow-up procedures for better outcomes. To learn more or schedule a demonstration of RingCentral telehealth capabilities, please visit ringcentral.com/healthcare.

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2. HEALTH LEADERS
3. RINGCENTRAL
- 4-5. FAIR HEALTH
6. FIERCEHEALTHCARE
7. INTOUCH HEALTHCARE
8. EVISIT
9. AMERICAN COUNCIL ON SCIENCE AND HEALTH
10. INTOUCH HEALTHCARE
11. SOFTWARE ADVICE

ABOUT RINGCENTRAL



RingCentral, Inc. (NYSE: RNG) is a leading provider of cloud Message Video Phone (MVP), customer engagement, and contact center solutions for businesses worldwide. More flexible and cost-effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via

any mode, any device, and any location. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.