

SAMPLE BUSINESS MODELS FOR SUCCESSFUL TELEHEALTH SERVICES

This free downloadable features sample business models for successful telehealth services to inspire healthcare providers.

Offering telehealth services enables healthcare providers to reach new patients, and seize new revenue opportunities.

We've assembled three sample business models, with accompanying examples of case studies, to give you a sense of how your practice could leverage telehealth services for new business models.

Partnering with Employers to Deliver Telehealth Services

One business model that leverages telehealth technologies is to partner with a local employer to provide telehealth services to employees. Here's a sample case study:

In the Pacific Northwest, one medical practice partnered with a local hi-tech firm to deliver telehealth services. Thanks to this partnership, employees miss less work due to health issues because they can access telehealth services through a secure app in the privacy of their office.

As a result of the partnership between the medical practice and the tech firm, managers report employees are more productive, are more engaged, and have higher morale. Employees say that the app is easy to use, and it's simple to connect to a healthcare professional when they need one.



Reaching More Rural Patients

Telehealth benefits include being able to reach rural patients. This sample case study explores how this business model could look:

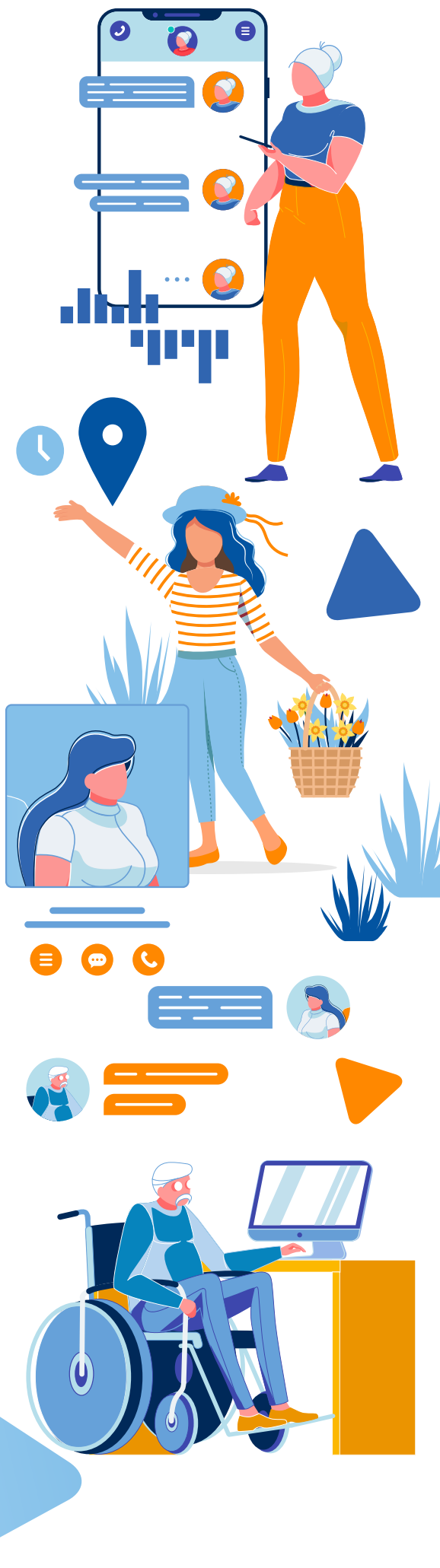
A medical practice located in West Virginia has seen an increase in its patient roster, thanks to offering telehealth services. The practice, located in a farming community, implemented telehealth technology, including video conferencing. As many residents of the community have smartphones with wireless data, video conferencing is an easy and effective way for them to attend their appointments.

Since implementing telehealth technology, the practice has increased its patient roster by 25 percent. Additionally, the practice reports that its no-show rate among existing patients is now almost nil. Patients are also reaping the advantages. One patient said, “I don’t have to miss work and lose wages because I have a doctor’s appointment.”

After-Hours Virtual Care

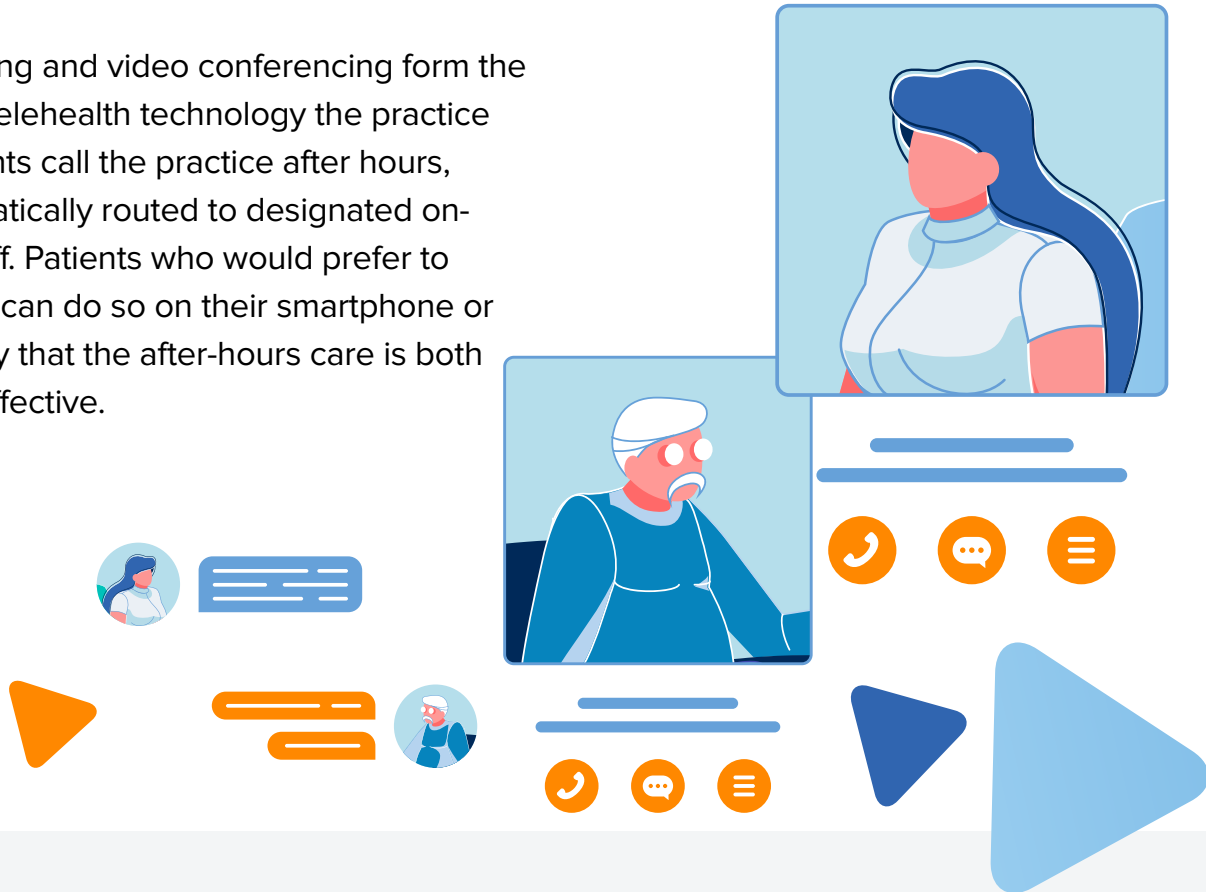
Providing telehealth services after your practice closes accomplishes a few goals: it increases continuity of care, it reduces the likelihood that patients will go to the ER or urgent care, and it creates a new revenue stream. Here’s a sample case study:

A medical practice located in New Jersey recently implemented telehealth technology to enable after-hours virtual care. Since the implementation, the practice has seen a 20 percent increase in new patients. Additionally, it has noticed a 25 percent drop in admissions to ERs and urgent care clinics.





Dynamic call routing and video conferencing form the backbone of the telehealth technology the practice uses. When patients call the practice after hours, their call is automatically routed to designated on-call telehealth staff. Patients who would prefer to video conference can do so on their smartphone or tablet. Patients say that the after-hours care is both convenient and effective.



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