



RingCentral

Telehealth demographics at-a-glance

Telehealth adoption skyrocketed in the spring of 2020 due to a public healthcare crisis. This raised a question for researchers: given the longstanding gap in care for patients in rural areas, do rural providers see the same telehealth adoption rates as their urban counterparts?

In November 2020, a coalition of organizations published **a report about telehealth adoption** in urban and rural areas in the U.S. Here is a selection of revealing statistics about patients, telehealth services, and telehealth providers:



More rural telehealth providers had been using telehealth services for over a year before the start of the public health crisis

16.3%

of rural providers

versus

10.8%

of urban providers



More rural providers had used telehealth services before the public health crisis than urban providers

4.7%

of rural providers

versus

2.4%

of urban providers

After the public health crisis, both urban and rural telehealth providers saw a high volume of telehealth services

37.7% of urban providers and **39.2%** of rural providers had more than **20** telehealth appointments per week



More urban providers held live, interactive video visits with patients at home

URBAN TELEHEALTH PROVIDERS 83.6%

RURAL TELEHEALTH PROVIDERS 78.4%

Many urban and rural providers hold audio-only or phone telehealth appointments

URBAN TELEHEALTH PROVIDERS 72.2%

RURAL TELEHEALTH PROVIDERS 75.7%

More urban telehealth providers use telehealth services for care coordination

12.7% of them use them to advise other clinicians, 10.7% use them to receive advice from other clinicians, while 7.4% of rural providers use telehealth services for advising other clinicians, and 7.4% use them to receive advice from other clinicians

Most telehealth providers see low or no reimbursement as a barrier to telehealth adoption



75.7%

of urban providers

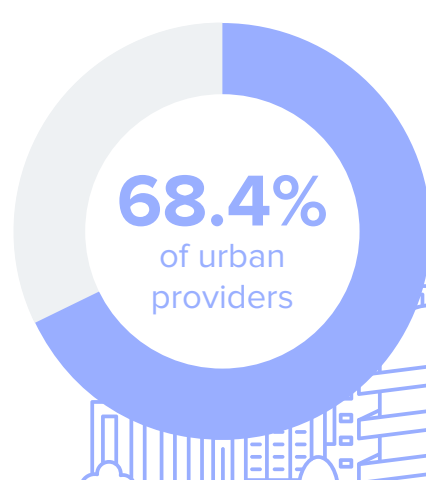
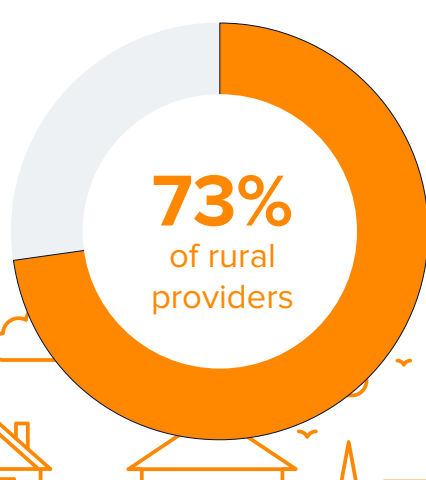
and



72.8%

of rural providers

More rural providers are concerned about technology issues facing patients when it comes to telehealth adoption



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