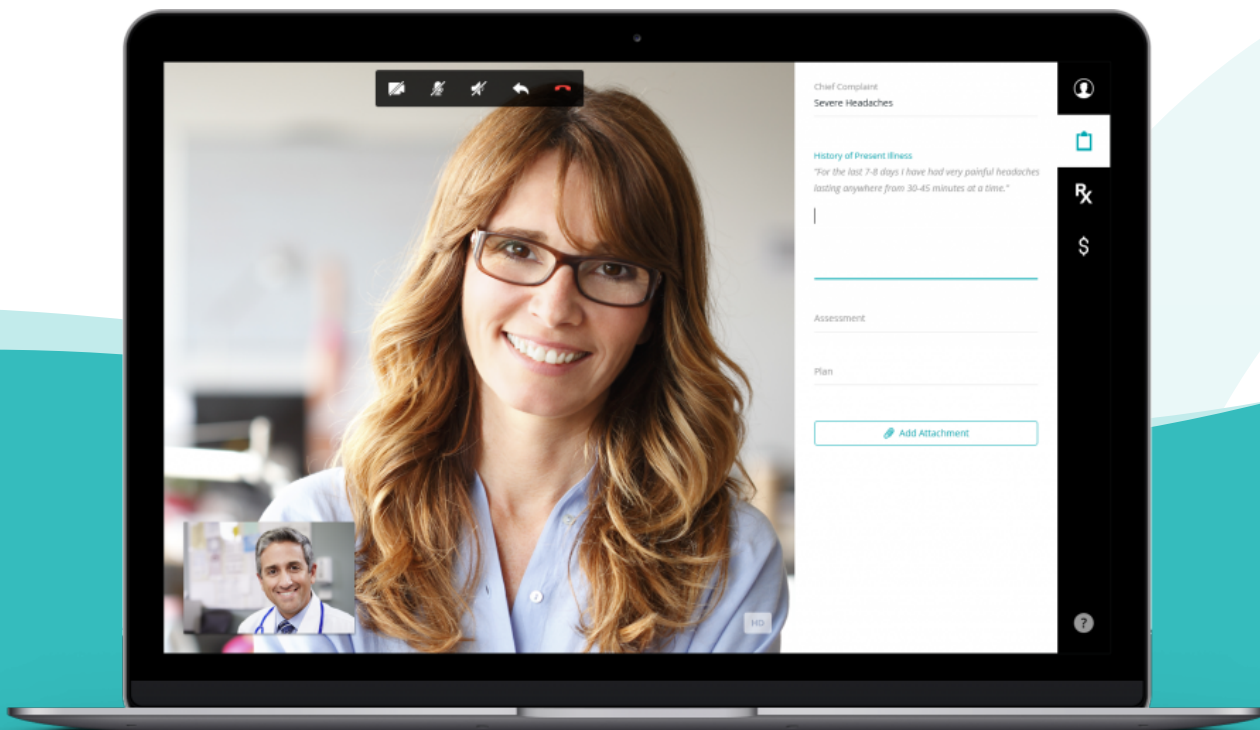


The Ultimate Telehealth Software Purchasing Guide



Intro

So you're looking to add telehealth to your medical practice.

But how do you start the hunt for the perfect telehealth software solution? Where do you begin?

In this guide, we'll walk you through the key steps and factors you'll need to consider as you evaluate telehealth software vendors and narrow down to the right company for you. Whether you're a small medical practice or a large hospital system, finding the right telehealth vendor is crucial to launching a successful telehealth program.

Here's what we'll be covering:

1. Defining Your Telehealth Goals
.....
2. Establish your Telehealth Use case
.....
3. Talk with Staff
.....
4. Start Your Search
.....
5. Evaluate Your Telehealth Vendors
.....
6. Choose a Winner

Ready to get started? See the next page for Step 1.

1. Defining Your Telehealth Goals

The best way to start your telehealth solution hunt? With a clearly defined goal for your telehealth program.

What do you want your telehealth program to accomplish? If you're a small, single practitioner provider in a rural area, you may have a different goal than a large hospital system in an urban center.

Here are just a few common goals we see among healthcare providers adopting telehealth solutions:

- Increase practice revenue
- Improve accessibility to care
- Improve patient outcomes
- Reduce hospital readmissions
- Stop losing patients to retail clinics/urgent care/ER (unnecessary visits)
- Improve patient satisfaction
- Add value to your subscription model
- Add competitive edge to your practice
- Attract new patients
- Improve your chronic care program

It's ok to identify more than one telehealth goal (after all, who doesn't want as many of these benefits as possible?), but still have your primary one identified.

2. Establish Your Telehealth Use Case

Now that you've identified your telehealth goal, it's time to outline your telehealth use case. How do you want to use your telehealth program to achieve that goal?

Consider three key factors to help you identify your use case:

1. Type of telehealth

While the most typical form of telehealth may be live video, telehealth solutions come in many forms. Which type is the right fit for accomplishing your goal?

- **Live Video** – seeing and hearing the patient in real time, through secure videoconferencing technology.
- **Store-and-Forward** – securely transmitting patient medical data from one location to another (between patient and provider or provider to provider).
- **Remote Patient Monitoring** – monitoring a patient's medical data and recovery from another location, usually while patient is at home or recently discharged from the hospital.
- **mHealth** – using a range of mobile medical devices and apps to improve patient care and engagement.

“While the most typical form of telehealth may be live video, telehealth solutions come in many forms.”

2. Target Patient Population For Telehealth

Are there specific patients you want to use telehealth with? While you might eventually want to roll out telehealth to your entire patient population, it's sometimes good to start with a specific patient pool. Here are a few examples:

- Patients located in remote or far-away areas
- Patients with chronic conditions
- Patients who require appointments or lab tests

3. Medical Services

What medical services will you provide via your telehealth solution?

- Lab results review
- Urgent issues
- Simple follow-ups or check-ins
- Off-hours coverage



3. Talk with Your Staff

Some providers may want to include other staff from the very beginning of the purchasing process. But at the very least, bring in at least one other staff member at the point you start looking for telehealth solutions.

You certainly don't need to bring in everyone at your practice – we all know the travails of having too many cooks in the kitchen. But it's always good to involve someone on the practice management side who may have better insight into the daily administrative tasks and office workflow.

Include these relevant staff in the telehealth vendor evaluation process. Ask their opinion about each software. Ask which features they think are most important, and if they think the software is missing anything crucial.

Keep the rest of your staff informed that you're evaluating solutions, and consider bringing them in at the last stages to get team buy-in.

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4. Start Your Search

So how do you start actually looking for telehealth software options on the market?

The best place to begin is usually with a simple Google Search. Try searching:

- Telehealth software solution
- Telehealth software company
- Telemedicine systems

You may also want to try searching within your particular specialty. For example, if you're a psychiatrist, you could try searching "Telepsychiatry."

You might also want to browse the telehealth software company listings on websites such as The [American Telemedicine Association](#) or [Capterra](#).

As you're searching for companies, make a list of your top choices. Pay specific attention to the company's model. Are they a consumer-focused telehealth company, or a business-focused company?

In other words, are they focused on delivering telemedicine directly to patients, or do they develop telehealth software for providers to use with their own patients? Teladoc is an example of a consumer-focused telehealth company.

Some of the large telehealth companies are primarily consumer-focused, but have a branch that offers providers solutions to use in their practices. Generally, you'll want to focus specifically on the telehealth companies who have built solutions for healthcare providers. They'll be more motivated to provide the very best service and product for you and your specific practice workflows.

5. Evaluate Your Telehealth Vendor

Now it's time to really get down to business. You have your list of potential telehealth companies. How do you know which one is the right choice for your practice?

There are two key parts to evaluating a telehealth vendor:

- assessing the actual software solution
- evaluating the company and its provided services

To gather all the information you'll need, schedule a live demo of the software with the company. Have your list of desired features ready so you can ask questions as you see the software in action.

Here's a walkthrough of the points you may want to consider as you're evaluating each telehealth vendor. Not all these factors may be important to your specific practice. Note which matter most to your telehealth use case.

Software

Interface Design & Engineering

- Is the platform easy to use? (remember, you patients will be using this too!)
- Can you customize the platform to fit your needs?
- What devices, systems, browsers are it designed to run on?
- **Is there a mobile app?**

- Is it cloud-based or does it require software installation?
- Does it have top-notch security (encryption, signed BAA, HIPAA-compliance)?

Software Features & Workflow

- Can the software deliver HD video?
- Does it have built-in ePrescribe?
- Does it have built-in billing?
- Mobile app available?
- How does it capture patient medical history and records?
- Does the platform capture patient insurance?
- *Documentation:*
 - Does the software allow me to record visit notes?
 - Does it easily transfer/export notes to my EMR?
 - Does it create a record that I can submit for billing or use as appropriate documentation of the visit?

Cost

Have a rough budget outlined and have the telehealth vendor walk through the various costs. The expenses can vary widely based on the technology and your use case. For example, at eVisit we merely charge a [monthly subscription fee](#) and a one-time implementation fee to access our entire software solution and services.

Here are some examples of common costs:

- Monthly or annual subscription fee
- Equipment & Set-up needed
- Training
- Support & implementation costs

Other potential costs to consider:

- Server & software installation costs
- Patient marketing materials
- Customizations to be made to the platform for your practice
- Ongoing maintenance or software upgrades
- Education resources/certifications/other



Checkout our [online ROI calculator](#) to see how much revenue you could generate from our eVisit telehealth platform.

Company & Services

Beyond the telehealth software itself, what services does the company offer? Does it offer ongoing technical support and help getting your telehealth program up-and-running? Is its mission and values aligned with your own? Do you like the company? Keep in mind you'll likely have an ongoing relationship with this vendor.

Technical Support

- Do they offer technical support for your staff **and** for patients?
- Is the tech support by chat, email, or phone?
- During what hours?
- Any additional cost?
- Quality? (is it outsourced?)

Implementation Support

- Do you have a customer success coach to walk you through telemedicine workflow questions and best practices, step-by-step?
- Do you have someone committed to getting your program launched successfully?

Company Approach to Service

- As you're researching the software and talking with the vendor, is the rep consistently friendly and helpful?
- Does someone answer right away or get back to you ASAP if you leave a message?
- Are they transparent about answers to your questions?
- Do they have a [content program](#) for customers, offering information on news and best practices in the telemedicine field?
- Do they provide valuable information to current clients, even after launch?

Other Company Factors to Consider:

- Company Mission and values
- Physician leadership
- Customer testimonials
- Target market

So, now that you reviewed the list of factors to consider, it's time to make your own checklist. Which features, services, and other factors are you looking for in a telehealth software vendor?

You can use our checklist on the next page or make your own version.

“ So, now that you reviewed the list of factors to consider, it's time to make your own checklist.

TELEHEALTH VENDOR CHECKLIST

SOFTWARE

Design & Engineering

Easy-to-use?		
Customizable?		
Compatible devices, systems, browsers		
Cloud-based or software installation req?		
Top-notch security?		

Features & Workflow

HD video		
ePrescribe		
Built-in billing		
Mobile app		
Capture patient medical history and records		
Capture patient insurance		
Ability to record visit notes		
Ability to transfer/export notes to my EMR?		

Cost

Monthly fee		
Annual fee		
One-time sign-up fee		
Equipment & Set-up fees		
Training fee		
Support & implementation fee		
Other? (Note any additional internal costs for your practice – staff training, patient marketing, etc)		
TOTAL COST		

COMPANY & SERVICES

Support & Services

Technical Support		
Tech support for staff		
Tech support for patients		
Chat/Email/Phone		
Hours		
Additional cost?		
Quality? (is it outsourced?)		
Implementation Support		
Customer success coach?		
Launch Program?		
Resources on Telehealth best practices		

Company

Friendly and helpful?		
Responsive?		
Ongoing education and telehealth news for prospective and current customers?		
Mission & Values		
Physicians involved in leading the company?		
Other:		

6. Choose a Winner

Now it's time to choose a winning company! Which telehealth vendor best fits your needs? You may want to huddle with your staff before making a final decision.

Summary

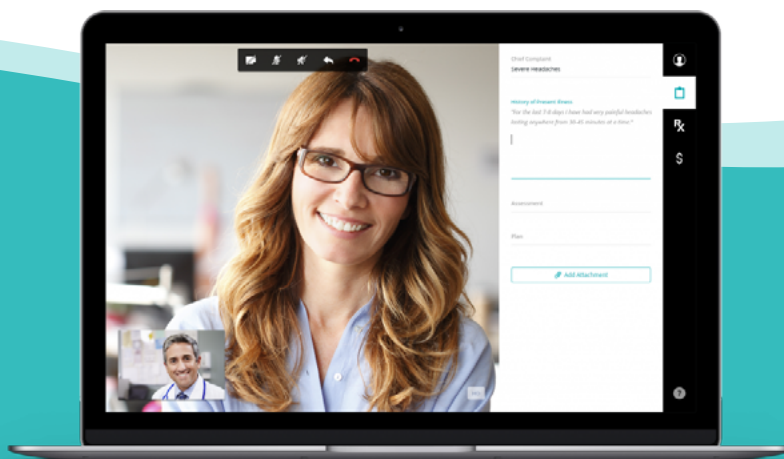
Congrats! You're on-step closer to building your complete telehealth program. Here's a quick review of the steps for choosing the right telehealth software for you:

1. **Decide on your telemedicine program goals**
2. **Define your use case**
3. **Make your checklist and talk to staff**
4. **Research and compile a list of vendors**
5. **Set-up demos and evaluate your top vendors**
6. **Fill out your checklist, ask questions**
7. **Consult staff and choose a winner!**

Worried about getting your telehealth solution implemented? Never fear! Check out our [on-demand webinar](#) about building your complete telehealth program.

eVisit[®]

TREAT YOUR PATIENTS
ANYTIME, ANYWHERE.



About eVisit

eVisit makes it easy for you to treat your patients anytime, anywhere. Our simple telehealth software platform lets you connect with patients via secure, high-resolution video chat - from your computer or mobile device.

With eVisit, providers have the tools they need to recapture patient visits from urgent care and the ER. Shorter visits, less no-shows, and anywhere access means physicians can optimize patient flow and boost practice revenue.

Patients get high-quality, convenient care from the doctor who knows them best. Providers improve their medical practices and patient care outcomes. Everyone wins.

Get a free demo now!

Visit: <http://evisit.com/request-a-demo/>

Call 844-693-8474