Consumer Science: Gia® and the Evidence-Based Medicine of Telehealth

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Learning Objectives

Participants will be able to:

1. Describe recent consumer data and trends regarding telehealth interest and usage.
2. Identify barriers that exist in the health care system that do not align with consumer data.
3. Detail consumer-centered characteristics and preferences which appear to be of greatest application to telehealth.

Conflict of Interest Disclosure

Nothing to disclose

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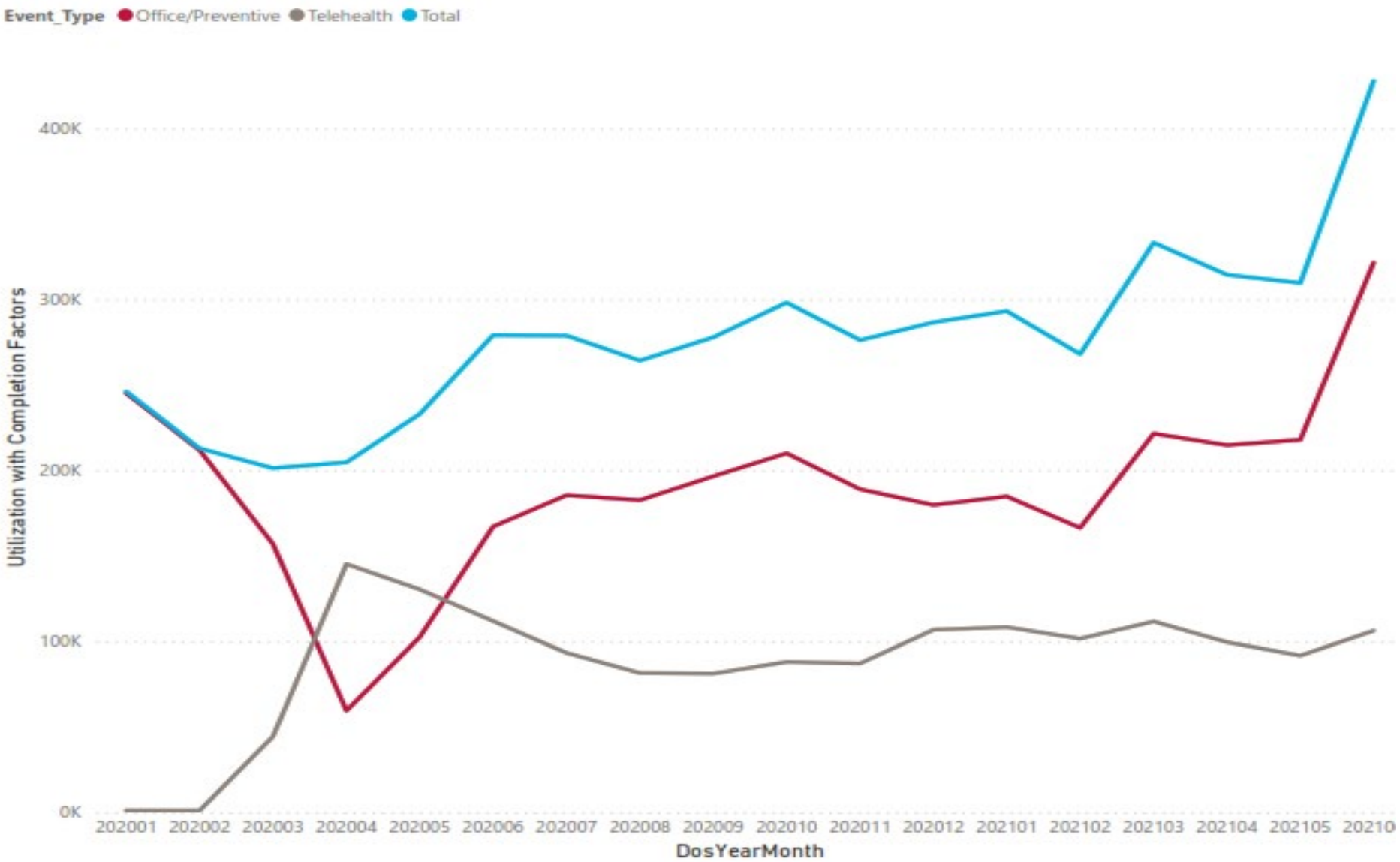
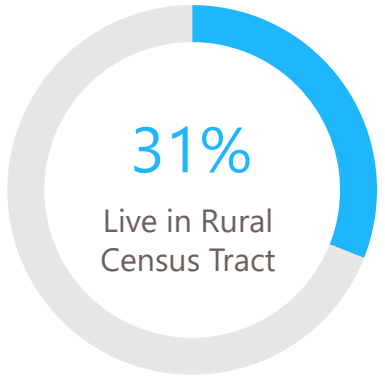
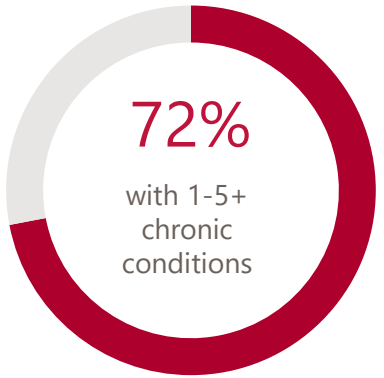
Telehealth Utilization 2020-2021

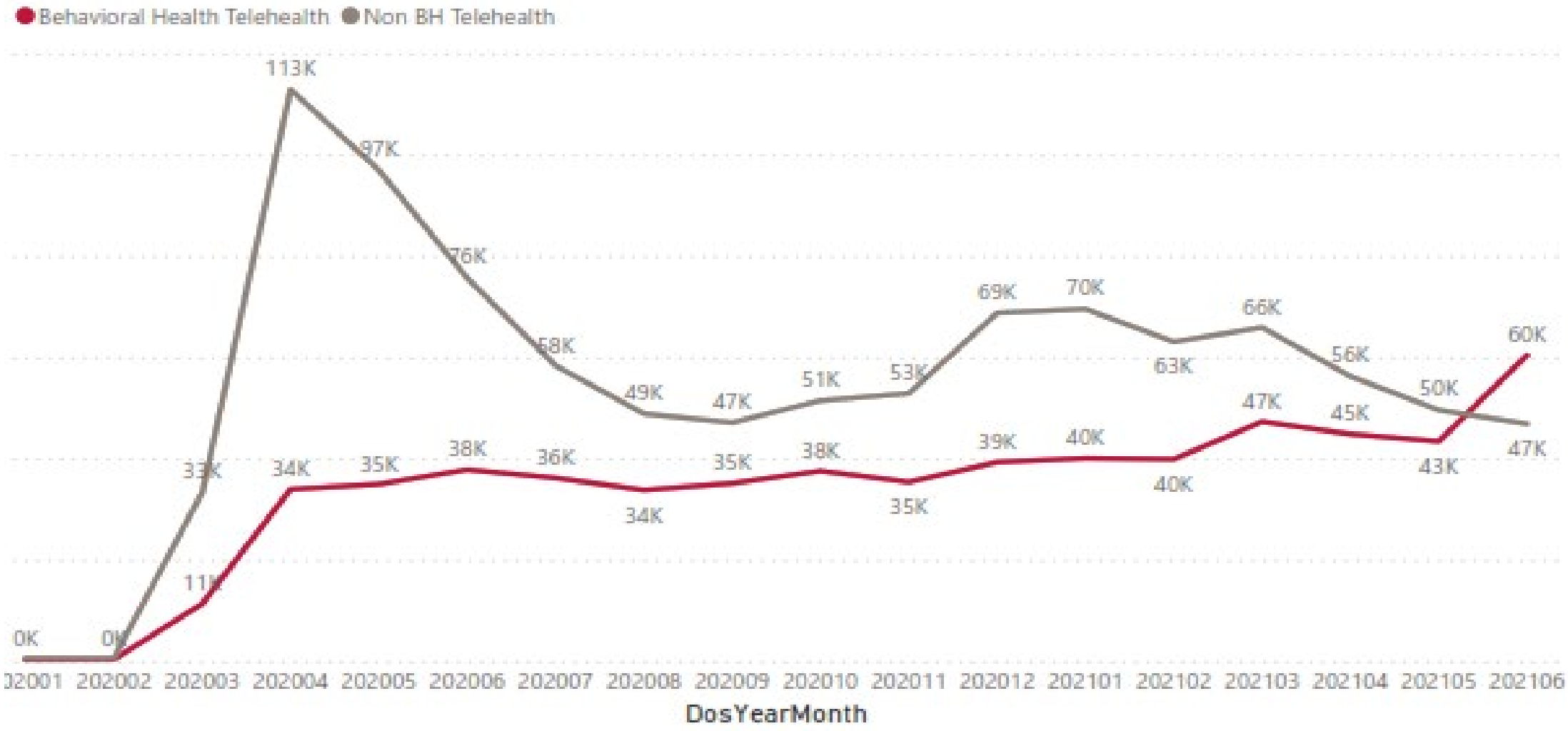
Medical and Behavioral Health (BH)





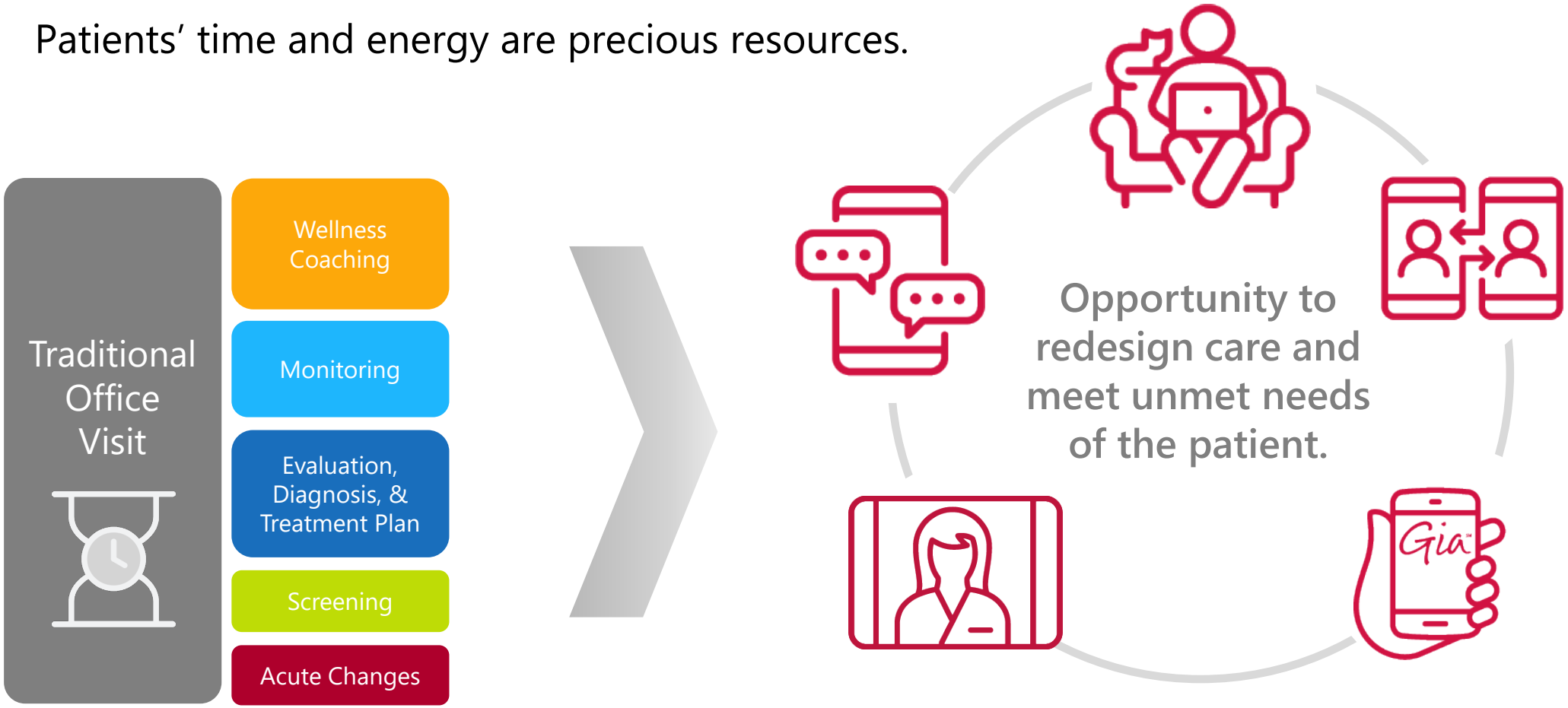


BH Telehealth vs. Non-BH Telehealth



What Will Become of the Office Visit?

Patients' time and energy are precious resources.



Visit-based medicine comes at a significant cost to patients

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IHI Leadership Alliance, OVID Workgroup, 2020

In the medical literature…

In 16 years of practice, I had never seen a patient light a cigarette or pour a glass of wine in front of me. Yet, that occurred at the very onset of the COVID-19 era.
This is a critical time to refocus and make sure that health care is person-centered, encompasses all modifiable health determinants, and helps individuals achieve health rather than primarily manage disease.

Ann Fam Med, 2021

Telemedicine has long offered 4 C's: care, convenience, comfort, and confidentiality. Despite these four advantages, it took a fifth C, contagion, to tip the scale toward a global embrace of telemedicine.

Journal of Parkinson's Disease, 2020

Patient satisfaction with video visits is high and is not a barrier toward a paradigm shift away from traditional in-person clinic visits.

J Med Internet Res, 2020

Training medical students to deliver high-quality, secure, and personalized health care through telemedicine will prepare the next generation of physicians to conscientiously use these technologies and meet a growing need for telehealth services.

Academic Medicine, 2020

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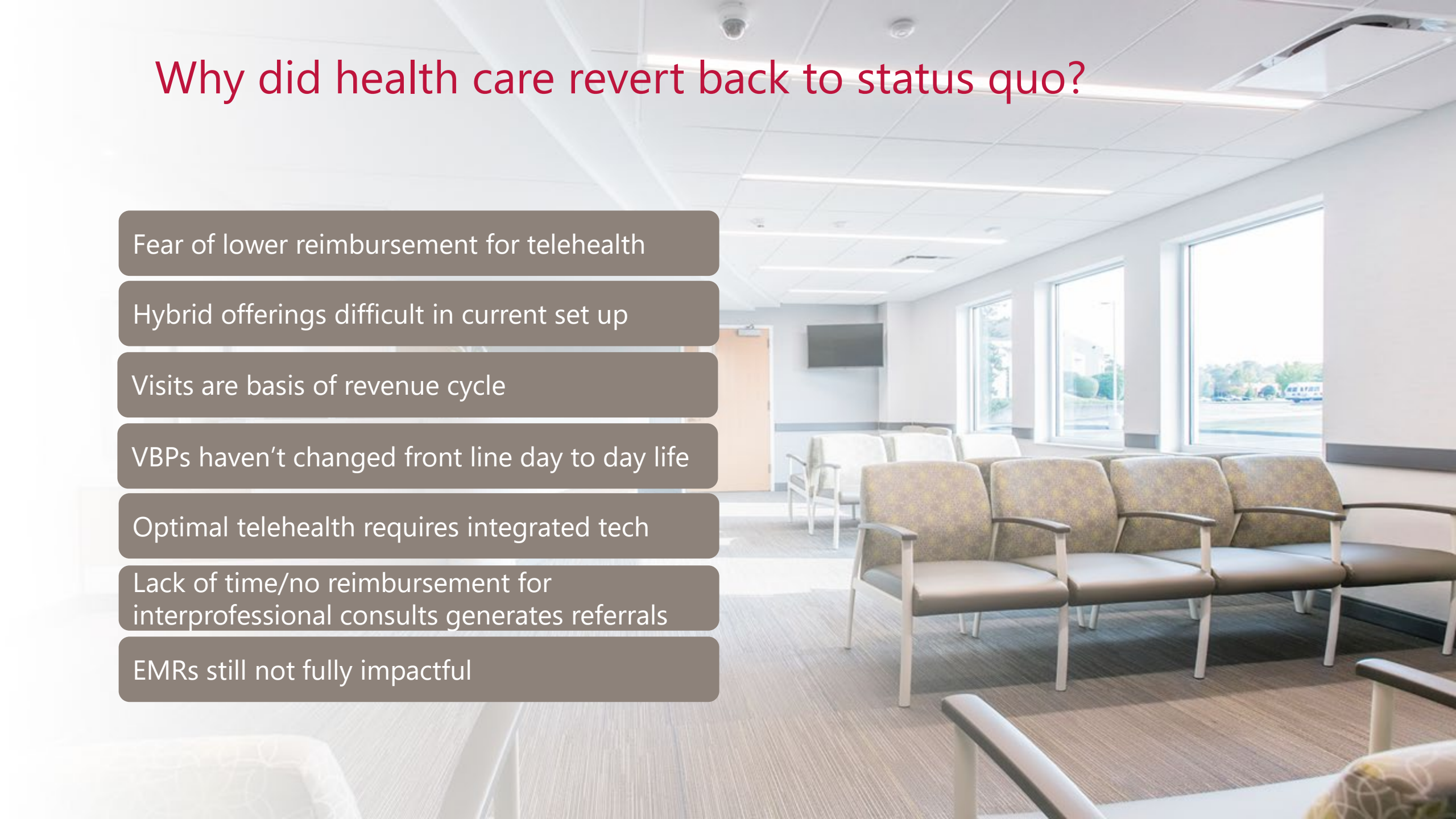
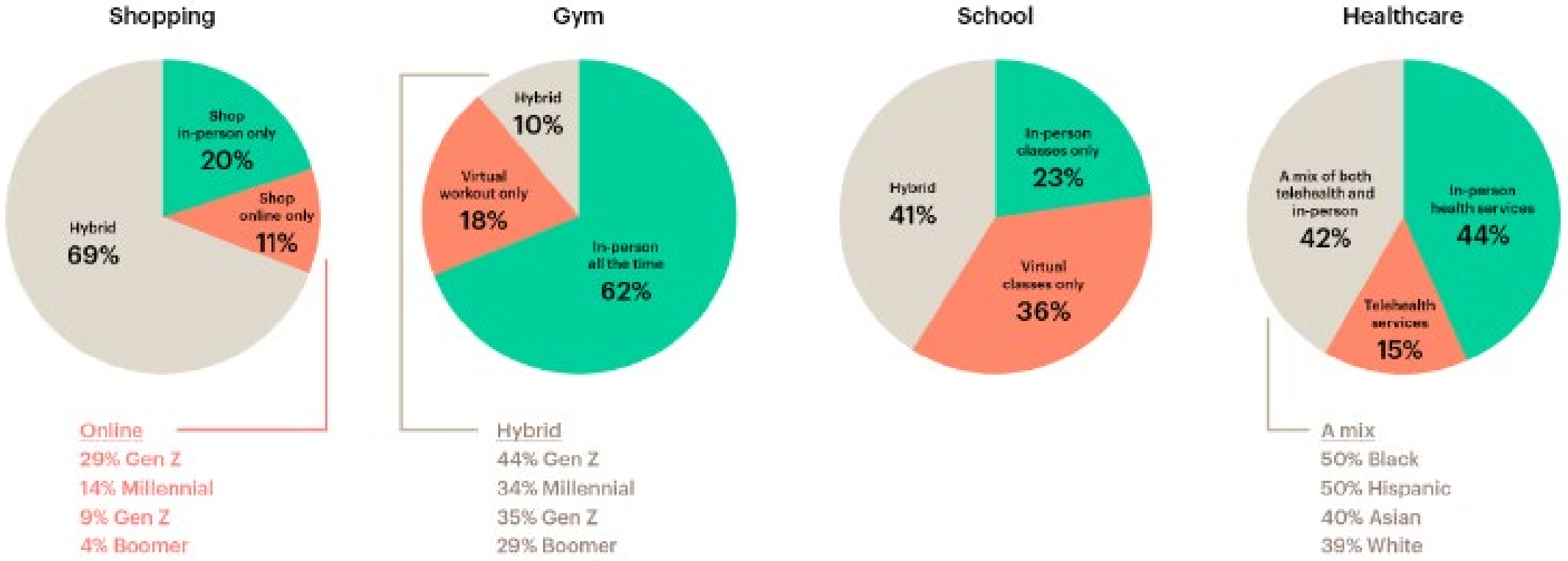
Why did health care revert back to status quo?

- Fear of lower reimbursement for telehealth
- Hybrid offerings difficult in current set up
- Visits are basis of revenue cycle
- VBPs haven't changed front line day to day life
- Optimal telehealth requires integrated tech
- Lack of time/no reimbursement for interprofessional consults generates referrals
- EMRs still not fully impactful



Post-COVID Consumer Preferences

When the COVID-19 pandemic ends, which of the following would you prefer to do?



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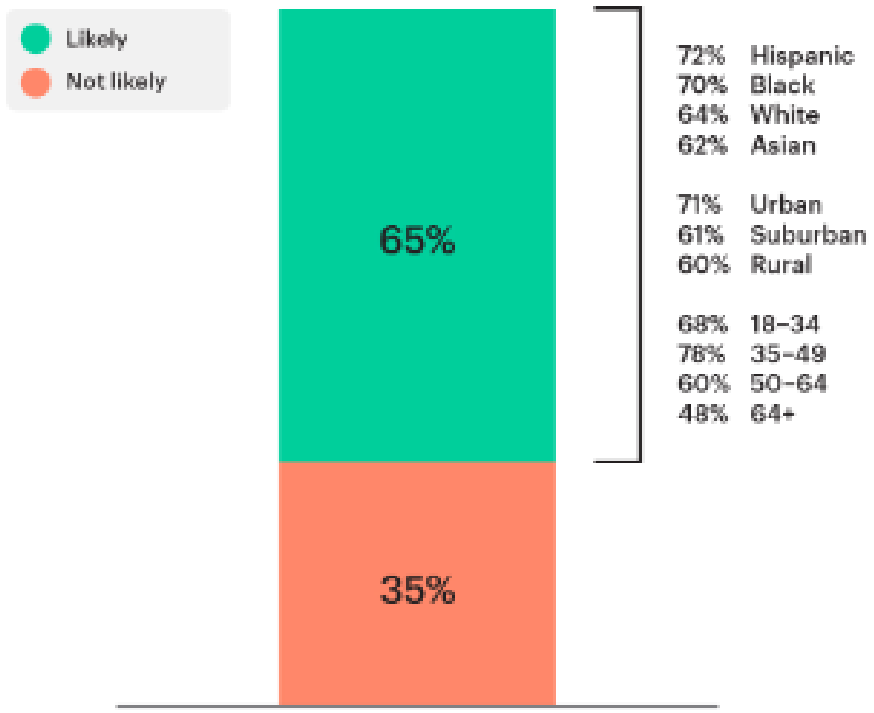
Source: Harris Poll COVID-19 Tracker Wave 50, general public, n=2043

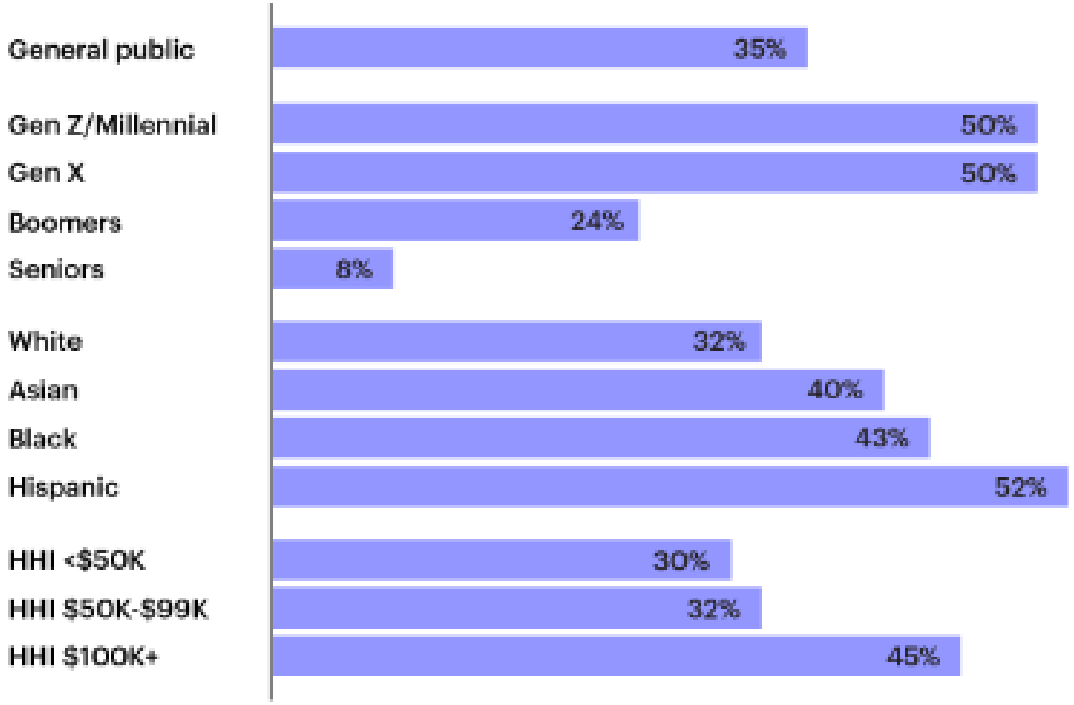
Telehealth Services Could Replace Primary Care Doctor for One-Third of Visits

How likely are you to continue using telehealth once the COVID-19 pandemic is over?
Of those who have ever used telehealth



BASE: GENERAL PUBLIC W43 (n=2025)
TLH7 If you were able to conduct much of your regular medical appointments via telehealth or virtual services, would you ever consider getting rid of your primary care doctor?

If you were able to conduct much of your regular medical appointments via teleheath or virtual services, would you ever consider getting rid of your primary care doctor?
% Yes



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Source: Harris Poll COVID-19 Tracker Wave 50, general public, n=2043

Health Care: What's not working for consumers?

- Not enough providers in network
- New patient visit requirements & wait times
- Lack of responsiveness/long wait times
- Lack of equality
- Lack of empathy and caring
- PCP not taking responsibility (or not aware)
- Feeling judged, disempowered, or invalidated
- Gen X/Gen Z preferences

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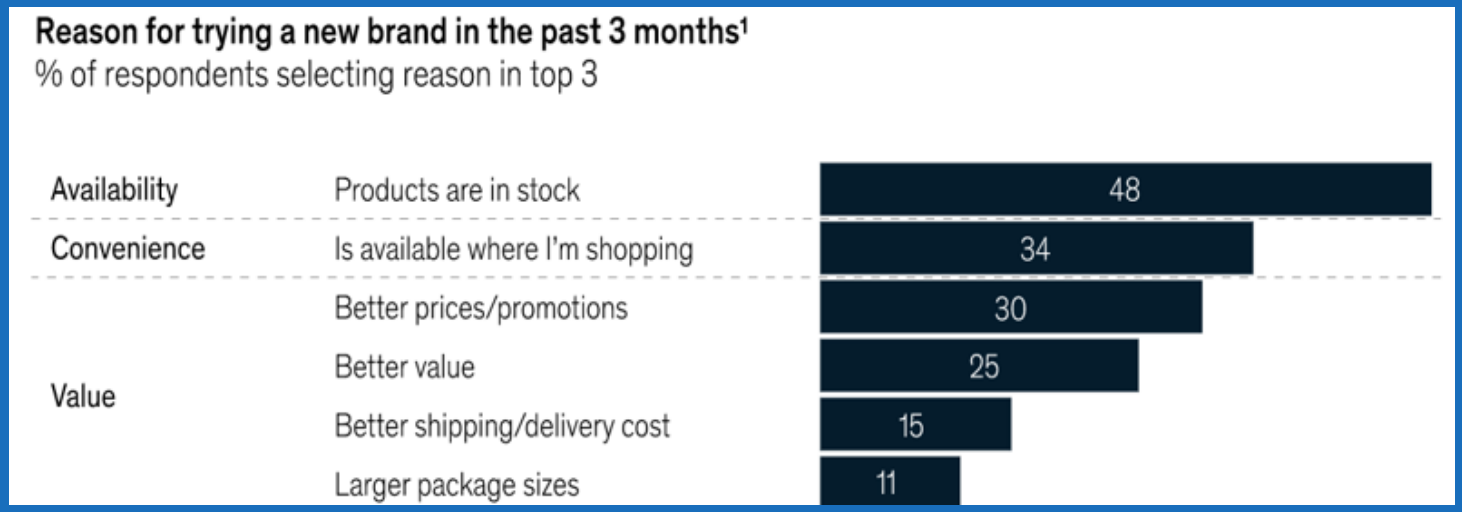
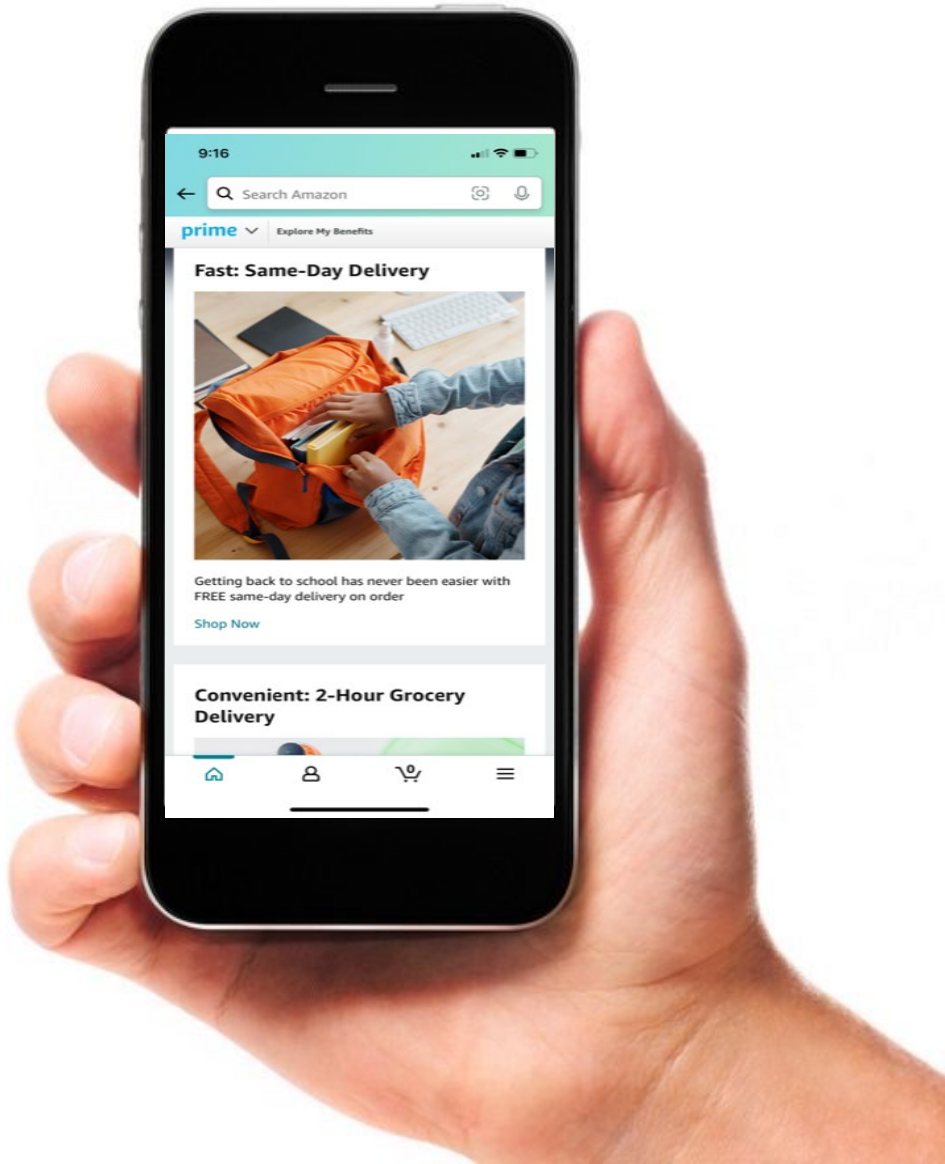
What is happening outside of health care?

Availability, convenience, and value
are the strongest drivers of new brand purchases.

Reason for trying a new brand in the past 3 months[1]
% of respondents selecting reason in top 3





[The great consumer shift: Ten charts that show how US shopping behavior is changing | McKinsey]

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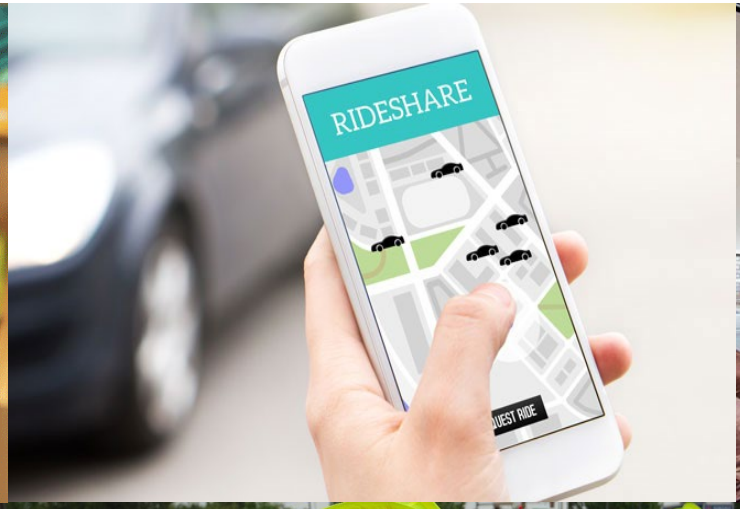
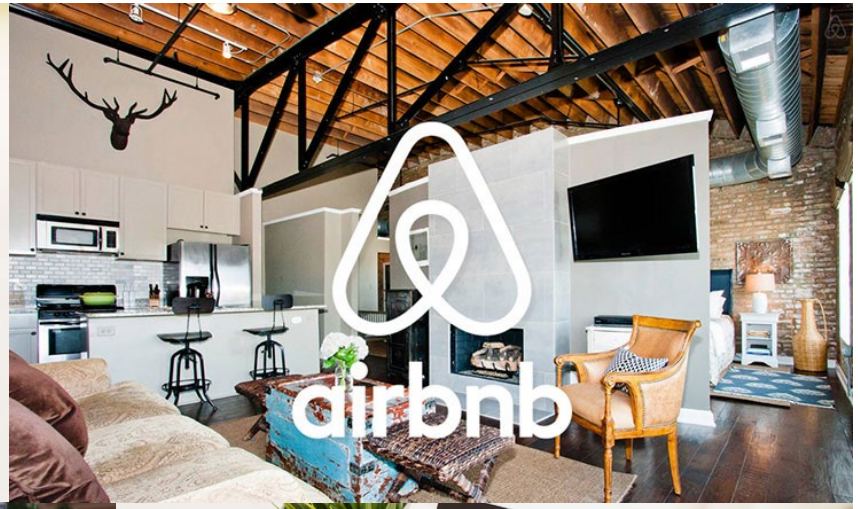
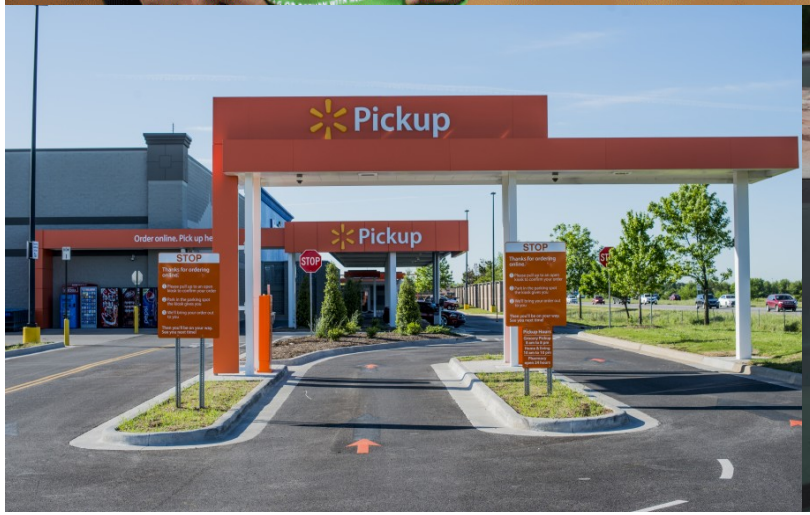
Who survives and who thrives?







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MVP Evidence-Based Innovation

Discovering and Quantifying Unmet Needs for Health Care Consumers

Customer-centric, data driven approach to discover and quantify unmet health care consumer needs

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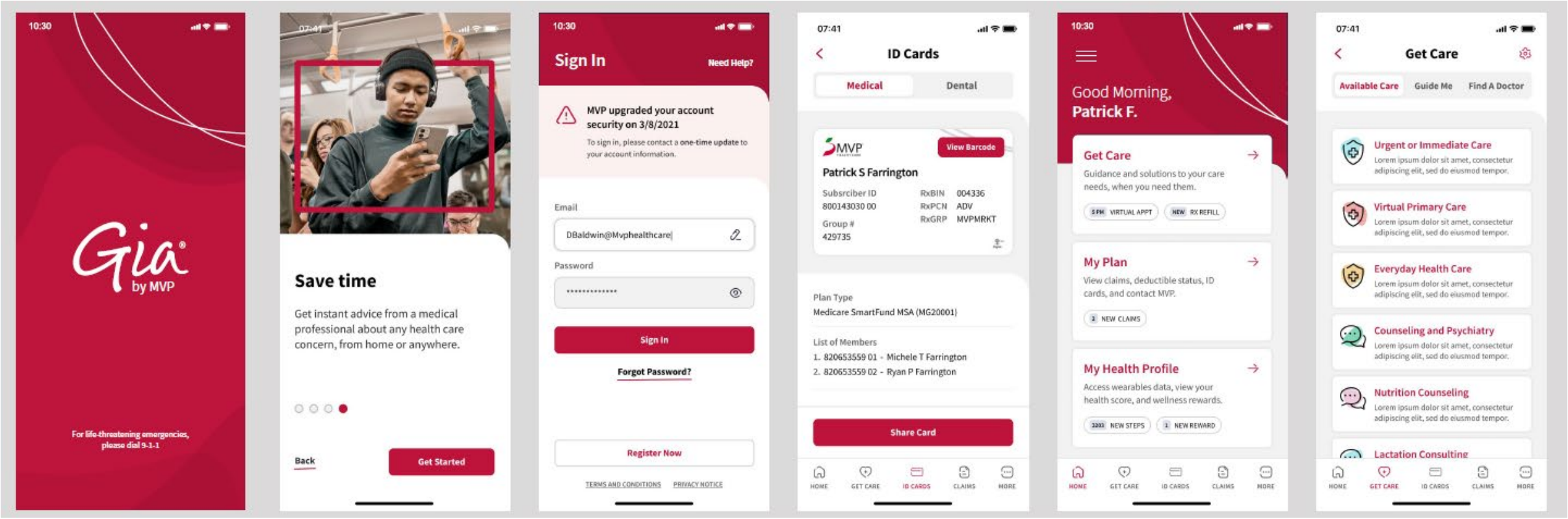
Gia combines deep clinical expertise with Artificial Intelligence and a state-of-the-art virtual care – all driven by MVP's personalized approach – to connect patients to what they need. Quickly. Intelligently. Efficiently.



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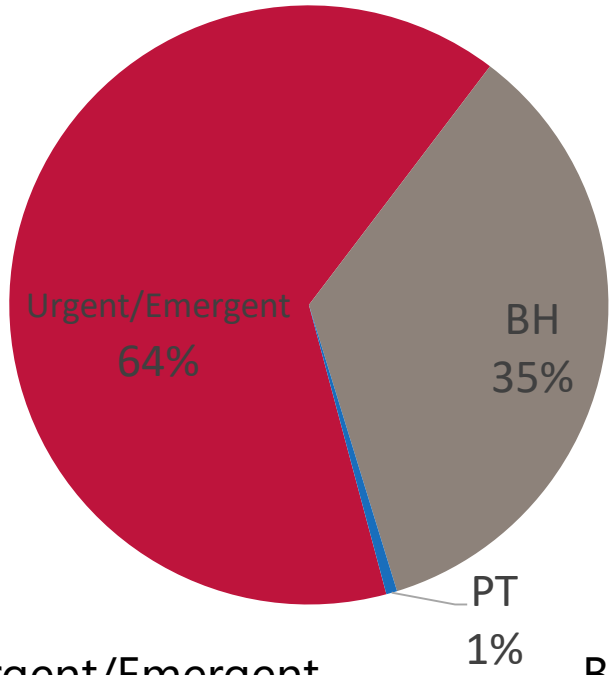
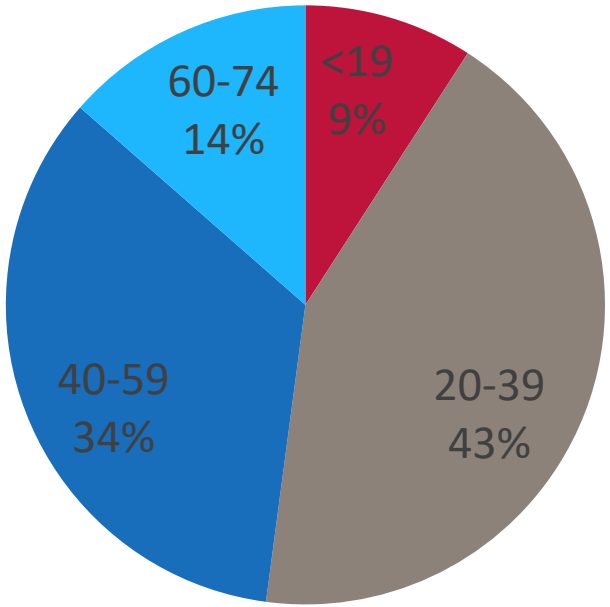
Visit Type



Age Distribution



Urgent/Emergent Common Diagnoses: UTI, Rx refill, rash, URI, COVID

BH Common Diagnoses: Anxiety, Adjustment d/o, Depression, Bipolar d/o

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The Business of Experience

Gia is not one thing or one product…it's an experience

Right now, an experience renaissance is afoot – one that is galvanizing companies to push beyond the Customer Experience (CX) philosophy and organize the whole business around the delivery of exceptional experiences. These experiences must respond to customers' new, often unmet and frequently changing needs and enable them to achieve their desired outcomes. This is the Business of Experience (BX).
-Accenture

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Business that don’t change, don’t last.

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Thank you!

Questions?

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