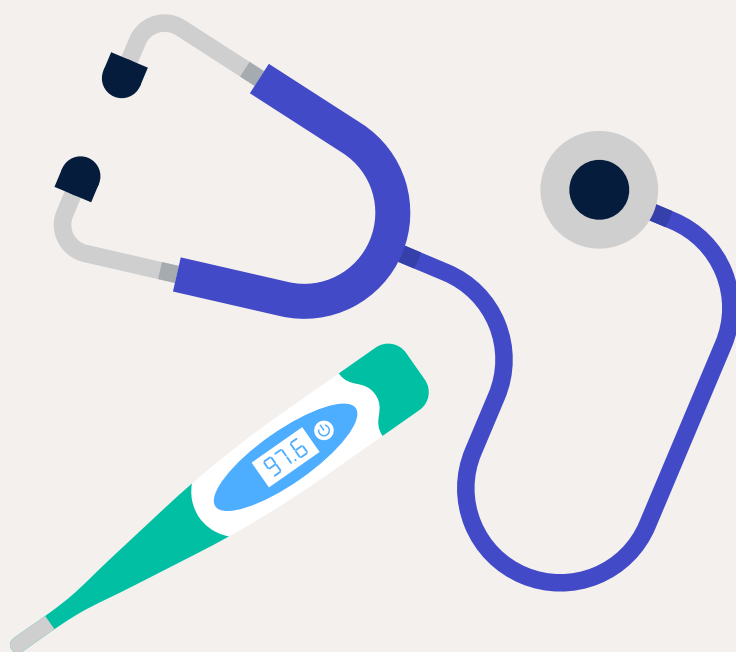


The Road Ahead for Virtual Care

Medallia

New research from the Medallia Institute* indicates that patient satisfaction with telehealth services rivals that of in-person care, and these services are expected to be in high demand after the pandemic. Healthcare providers who can deliver exceptional telehealth experiences will be well-positioned to capitalize on this demand.

58% of patients rated the care they received in their **telehealth visit a 9 or 10** compared with 61% for their in-person visit.

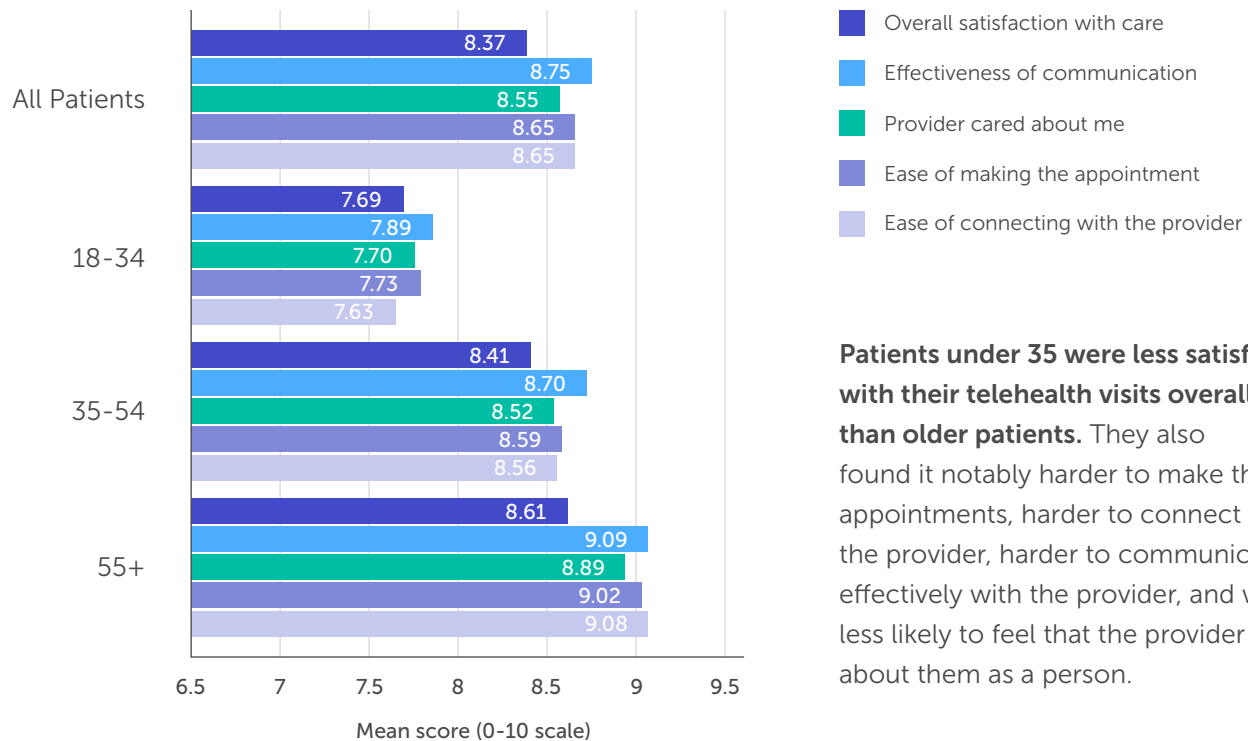


32% indicated they would prefer a telehealth appointment to an in-person one, and 17% indicated that their choice would depend on the circumstances.

*The Medallia Institute [recently released a report on patient experiences and satisfaction with hospital-based care providers in the United States between January and September 2020.](#)

A Closer Look into Specific Population Segments

While patients are generally satisfied with their care experiences, this varies significantly by age:



Patients under 35 were less satisfied with their telehealth visits overall than older patients.

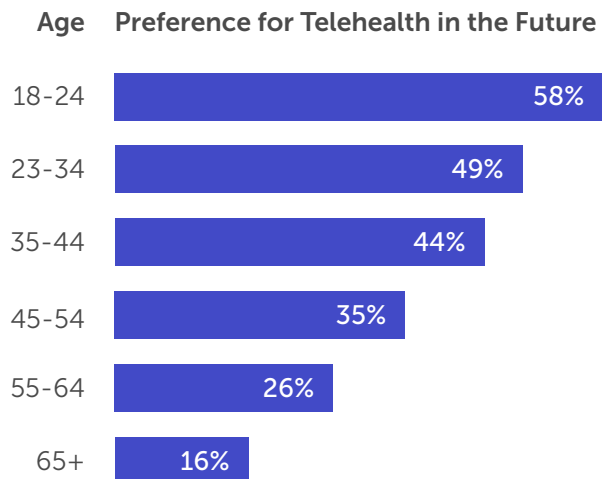
They also found it notably harder to make the appointments, harder to connect to the provider, harder to communicate effectively with the provider, and were less likely to feel that the provider cared about them as a person.

However, younger patients are most likely to prefer telehealth services over in-person care in the future.

Open-ended comments from younger patients suggest that there is a tradeoff between convenience and other elements of their experience:

"I liked the convenience and time/gas saving aspect of it. The video and audio choppiness was a bit annoying, but manageable."

The visit was "More convenient for me, flexible, I could have [it] while on the go. But [it was] hard to connect onto, shorter, and harder to make sure the doctor understood my situation and concerns."



Medallia's research offers several suggestions for improving the telehealth experience:

1. Provide clear communication to cultivate the doctor-patient relationship.

Effective communication is integral to the quality of care delivered and central to the patient's emotional experience.



2. Deliver video capabilities for face-to-face interaction.

Patients want a personal, human connection with their providers even when they are not in the same room.



3. Offer opportunities for patients to give feedback for continuous improvement. Providers need direct access to patient feedback to understand how they are performing in order to make adjustments and improvements.



4. Meet patient expectations for convenience. To ensure providers meet these expectations they need to identify the types of care and medical conditions that are best suited for telehealth.

Learn more by downloading the Medallia Institute's research report ["Patient Experience in the Face of COVID-19"](#)

[Meet with a Medallia Expert](#)

About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. www.medallia.com

Follow us: [in medallia](#) [blog.medallia.com](#) [@Medallia](#)