

Consumers and Telemedicine

Public release research conducted by





5 things to know about consumers and telemedicine





About our Public Release Research on Consumers and Telemedicine



Zeldis Research funded a quantitative study on the evolving dynamics of consumer engagement with telemedicine:

Users vs. Interested

Non-Users

Demographics (who are they)

Medical conditions

Mental health issues

considering using / barriers

· How first became aware

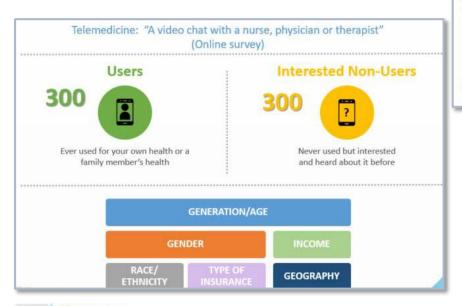
· Perceptions

√ Cost

Quality

Reasons for using /







Experiences

 How long wait before first trying

User

- · Reasons for waiting to try
- · Reasons for trying
- How searched
- Company/app used
- · Provider type
- · Condition(s) discussed
- · Satisfaction & why

Unmet

Needs Information about

- Conditions
- Insurance
- Technology

Contact us to arrange a WebEx presentation for you or your team:

- Jeff@zeldisresearch.com
- ➤ Leanne@zeldisresearch.com



Implications of this research for health insurers who work with telemedicine?



- It profiles the differences between consumers who are currently using telemedicine and those who are interested really curious about it -- but not yet using it. How do you convert those interested non-users into users? What would activate them?
- One difference is their source of knowledge.
- Our hypothesis is that hearing about telemedicine from your health system or healthcare provider or your employer helps activate consumers. That's one difference we saw between users and non-users.
- So in addition to direct-to-consumer marketing about telemedicine, for some consumers, we believe it's critical to partner with health systems, providers and employers and engage them to reinforce the message to consumers. That's just one example of the profiling.

