



# 5 things to know about consumers and telemedicine



01

## How many people use telemedicine?

Only 8% of adult US consumers have used telemedicine, despite its availability for years. Consumer adoption is stubbornly low.

## Do you know a telemedicine user?

77% of interested non-users do not know anyone who has ever used telemedicine. It's a barrier to trial and adoption.

02



03

## Where did you hear about telemedicine?

Users are much more likely than interested non-users to have first heard about telemedicine from a healthcare provider, a health system or an employer. Are those channels a missed opportunity for greater adoption?

## Would you use telemedicine for depression?

Most Users AND Interested Non-Users are open to using telemedicine for EITHER medical OR behavioral/mental health conditions. 1 in 3 Users have used it for mental health - predominantly anxiety, depression or stress. 7 in 10 say they would use it for mental health, if needed.

04



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## So what are the top barriers?

Interested Non-Users' top barriers are they have an HCP they can see easily in-person and lack of knowledge. Their questions are about insurance coverage, cost, how it works, and confidence in which conditions really fit.