

THE TRUTH ABOUT TELEMEDICINE

There is no doubt that telemedicine is changing healthcare by bringing skilled physicians into rural areas and giving patients more control over their health by enabling electronic communication via two-way video, email, smart phones, and other wireless technology. **But are patients ready for it?**

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Below, Brandigo's exclusive survey data, collected in September 2016, reveals the challenges and opportunities providers face as they prepare for the future of healthcare.



47.7%
are not familiar with the term "telemedicine"



78.5%
would be at least somewhat comfortable interacting with a physician via online video or online chat



51.4%
have received an email or text message from a doctor or clinician



72.5%
described the interaction as "positive/convenient"



29.9%
would not be comfortable forgoing traditional face-to-face treatment in favor of a video visit with a doctor/clinician in their own home

EMRS AND PATIENT PORTAL ACCESS



30.7%

30.7% are not familiar with the terms "Electronic Medical Record" or "Electronic Health Record"



57.4%

57.4% have never accessed their personal EMR



91.5% do not know how to access their personal EMR

91.5%



65.2%

65.2% say that a doctor or nurse has never encouraged them to access their personal EMR



46.2%

46.2% have never communicated with their doctor via a patient portal

WEARABLE FITNESS TRACKERS



27.2%

currently utilize a wearable activity tracker (such as Fitbit)



76.4%
report changing daily activity based on the data collected



64.3%
report an increase in activity when wearing a fitness tracker



21.4%
more actively monitor sleep patterns and have made changes in sleep habits

59.5%

would share the data collected with their physician via the physician's patient portal

78.2%

would be comfortable allowing their physician to access the data collected

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