

Telemedicine Adoption in the Age of COVID-19 and Beyond

Doctor.com set out to gauge consumer awareness and adoption of telemedicine in the current healthcare climate. Through a third-party research agency, Doctor.com surveyed over 1,800 respondents who represent the US adult census demographic.

Patient adoption

Q: Have you used telemedicine in the past 3 months?



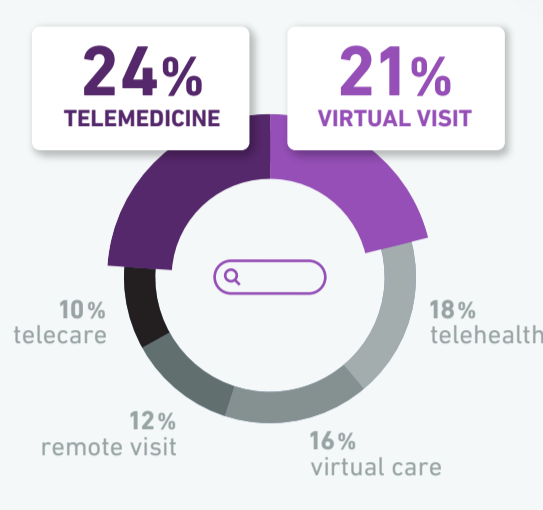
Q: Why have you not used telemedicine?



83% of patients are likely to use telemedicine after COVID-19.

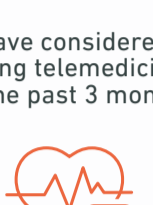
PREFERENCES

Q: What term do you prefer to use when referring to a remote healthcare experience with a doctor?



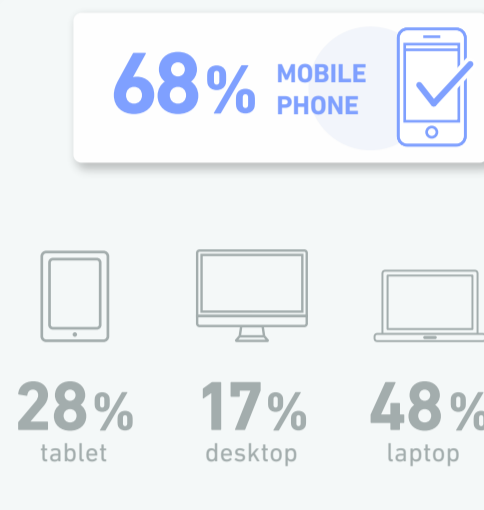
AWARENESS

71% have considered using telemedicine in the past 3 months



DEVICES

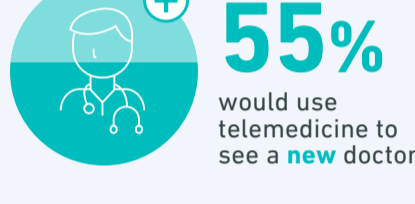
Q: What device would you prefer to use for a telemedicine appointment?



Telemedicine use cases

Telemedicine gives healthcare providers the opportunity to continue delivering care to existing patients, reach new patients, and help patients access and adhere to prescriptions and devices.

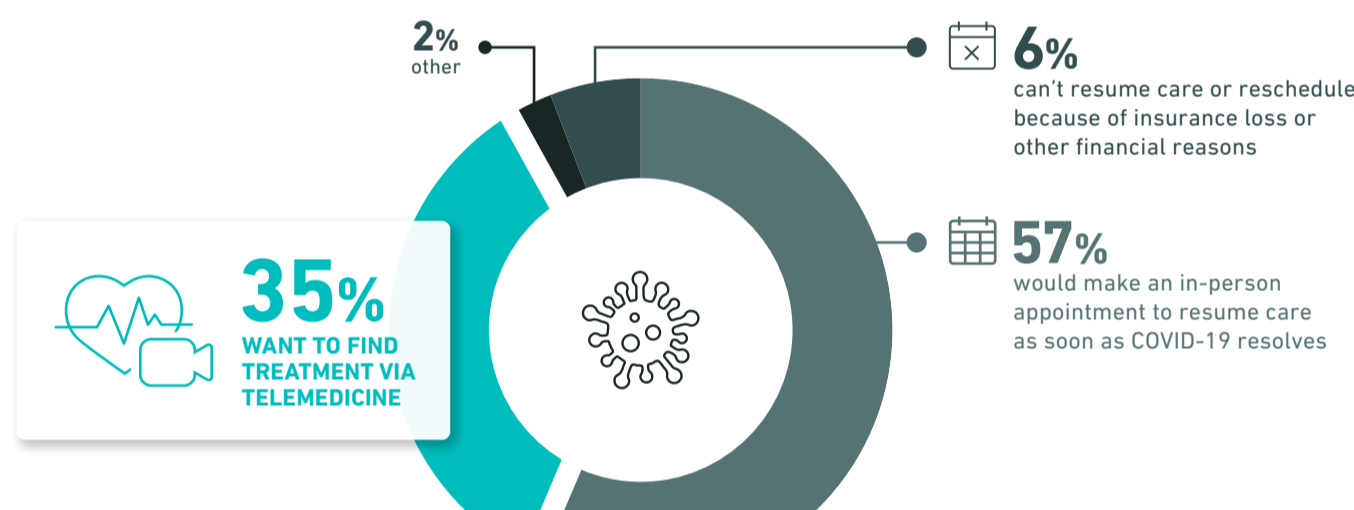
Q: Would you use telemedicine to see a new doctor, or would you use telemedicine only to see a doctor with whom you already have an existing relationship?



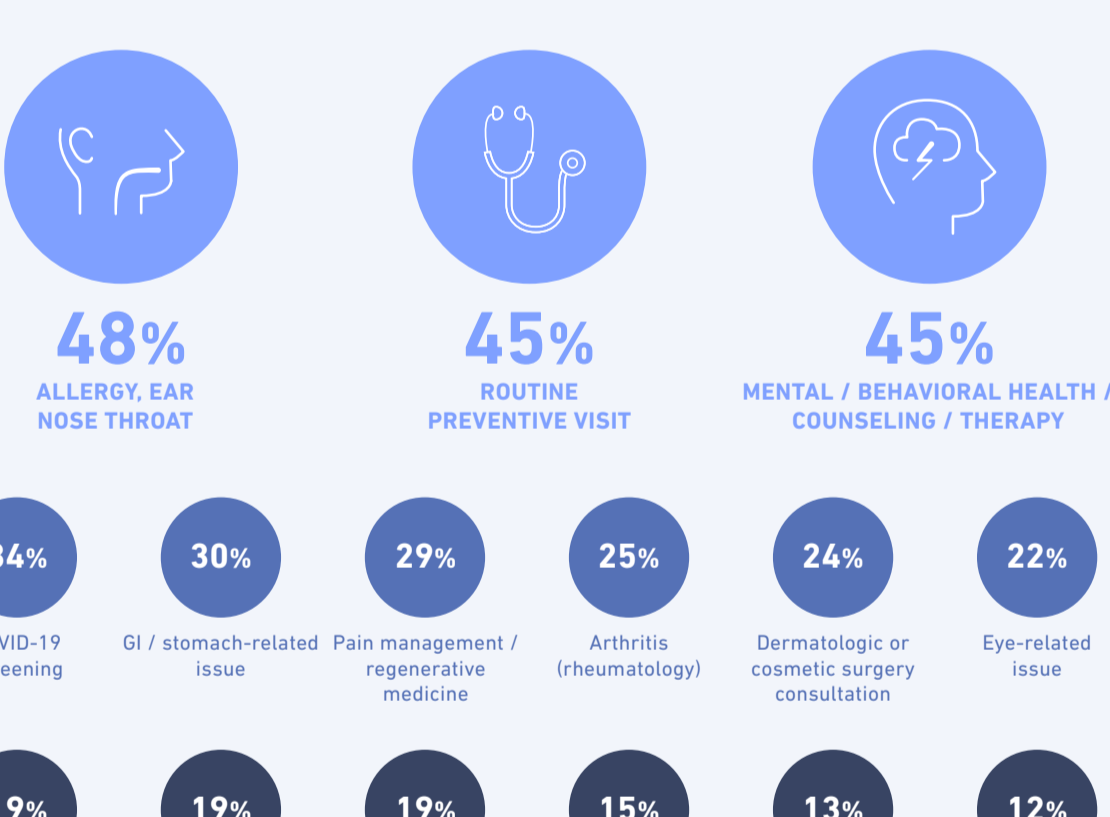
~40% would use telemedicine to see a new doctor *only if* they have a referral or the doctor has great online reviews and star ratings.

COVID-19 insights

Q: If you recently had to cancel or chose to cancel an appointment because of COVID-19, how are you planning to seek treatment or resume care?



Q: What types of conditions would you seek telemedicine treatment for?

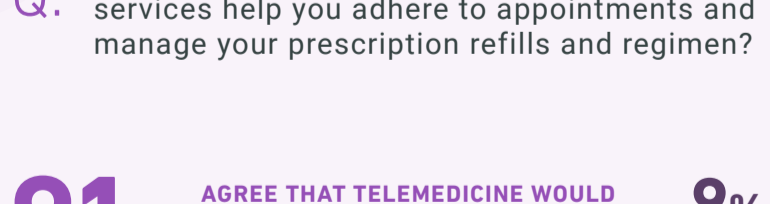


Prescription management

Q: For those taking prescription medication, how likely would you be to use telemedicine to get your prescription filled or learn more about a prescription medication or medical device from a doctor?



Q: Would the convenience of telemedicine services help you adhere to appointments and manage your prescription refills and regimen?



Q: Which factors would help you decide to make a telemedicine appointment?

