Tip Sheet

4 steps to ensure your virtual health capabilities are ready for what's next

With virtual health capabilities a competitive necessity, how will you ensure you're ready to integrate both in-person and virtual visits seamlessly? Here are four steps to success.

1 **Move from "Where You Are" with Virtual Care to "Where You Want to Be"**

Determine what's working, what's not and what should be improved moving forward.

Questions to ask:

- Is your virtual care delivery seamless, efficient, and appropriate for billing and reimbursement purposes? Is it safe, secure, and satisfying?

- What types of appointments could and should be virtual in the future? What appointments are already proving to be well-suited for virtual visits? Are there certain internal resources (e.g., physicians, care managers) that perform better with virtual care than others?

- How will you engage individuals in virtual health services so the capabilities and technology you implement are used to their benefit and yours?

- How can virtual care help you better handle high volume, such as anticipated surges in post-acute care, and support discharge compliance, better health outcomes and better utilization management?

2 **Enable Seamless Digital Sharing of Patient and Member Information**

Everyone involved in an individual's care should have access to the full picture of health regardless of how and where care takes place. Break down data silos to ensure virtual care experiences become a seamless part of an individual's healthcare journey. All care experiences should be connected and the data associated with them should end up as part of the individual's longitudinal record, ready to be shared across the care ecosystem.
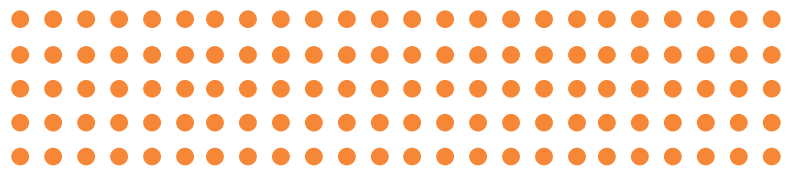
3 **Ensure Virtual Capabilities Work for a Broad Set of Providers and Consumers**

Virtual health has been shown to improve access to care, reduce costs and create a more efficient healthcare system. But success depends on ensuring the expectations of both providers and consumers are met.

That requires:

- A platform that can support integrated sharing of accurate, up-to-date health data across the entire care ecosystem – from physical, mental, behavioral, and community-based providers, to patients and members and their trusted circle of support

- Making virtual engagement a seamless and satisfying experience for patients and members, including offering self-scheduling convenience and communicating based on their preferences

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- Providing a convenient path to engage with individuals or populations to invite them to take advantage of virtual care options, provide guidance and educational content, and close gaps in care
- Enabling care managers to scale their abilities so they can effectively support patient and member populations, while also managing increased demand for services
- Meeting the need for new and integrated workflows that leverage the capabilities of an integrated omnichannel digital solution
- Ensuring teams are able to assist patients and members remotely without interfering with their ability to build support plans and track reimbursement from Medicare or Medicaid
- An easy, integrated way to manage the interactions involved in care delivery, such as allowing care managers to not only see upcoming appointments, but also video and text interactions in a unified way
- Timely feedback on the effectiveness of outreach and engagement activities, to not only measure success, but use those insights to further optimize programs, engagement, and satisfaction

4 **Rethink Care and Engagement Processes**

On a broad scale, the healthcare industry needs to rethink its approach to care and engagement processes. This includes recognizing virtual health's ability to support value-based care models and identifying which care models can be virtual or virtually enabled.

On a smaller scale, how will you reimagine the patient and member experience? What touchpoints could be handled virtually? How can you leverage omnichannel communication capabilities (synchronous and asynchronous) to better meet patient and member expectations and preferences, provide expanded access to general or specialized care, and improve the experiences and health of patients and members even when they are between in-office visits?

Success with Virtual Health

No matter where your company is in its digital transformation toward virtual health, Aerial can help. Our integrated virtual health management platform provides the digital tools and systems to deliver the full picture of health, enable omnichannel virtual engagement, and operationalize quality, safety, efficiency and compliance. Contact us today to learn more.

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