Telehealth Patient Education Flow

A telehealth implementation is only successful when patients are aware of the option, are empowered to use it, and appropriately interact with the platform.

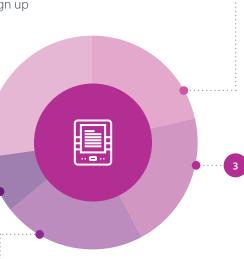Below is a five-step outline of how to educate patients about telehealth and keep them engaged.

1 ANNOUNCE TELEHEALTH LAUNCH AND AVAILABILITY

Timing: Go-live date; Quarterly, Before/after visits; New patient; Plan to message the same patient about three times about telehealth before engagement

Messaging: Showcase benefits including increased convenience; increased access to specialized care not locally available; decreased time and money spent getting to care; use cases; evidence; appropriate uses; where to sign up

Channels: In-person; Office collateral; Email newsletter; Patient portal; Website; Social media

2 EDUCATE PATIENT ABOUT USING TELEHEALTH

Timing: Once visit is scheduled

Messaging: How to download the app or platform; learn more about the telehealth process; what to expect; payment/billing practices; FAQs

Channels: Email; Phone

3 TELEHEALTH VISIT REMINDER

Timing: Day of visit; 15 minutes before visit

Messaging: Walk through check-in process; provide link to meeting

Channels: Email; Text

4 FOLLOW-UP CARE

Timing: After visit

Messaging: Collect patient satisfaction feedback; schedule any necessary follow-up care

Channels: In telehealth platform; Email; Text

5 SCALING ANNOUNCEMENTS

Timing: Quarterly

Messaging: New use cases and/or capabilities of telehealth solution

Channels: Website; Social media; Patient portal; Email; Text