

Telehealth Patient Introduction



The messaging below is intended to serve as a guide for introducing telehealth offerings to patients.

Consider incorporating messaging into practice marketing and communications and featuring it on your patient portal or in newsletters, emails, and SMS.

We are now offering telehealth services!

(Clinic/health system name) is now offering telehealth visits as an additional way to interact with you.

What is telehealth?

For the purposes of this Playbook, we focus on telehealth, a digital health solution that connects the patient and clinician through real-time audio and video technology. It can be used as an alternative to traditional in-person care delivery, and, in certain circumstances, can be used to deliver care such as the diagnosis, consultation, treatment, education, care management, and self-management of patients.

Benefits of telehealth include:

- No transportation time or costs
- Reduced wait time
- More detailed and personalized care compared to a telephone call

(Include a statement about data encryption, storage, privacy, and HIPAA compliance.)

What types of visits can telehealth be used for?

Telehealth is best suited for interactions with established patients who do not require a physical exam or lab work.

Examples would be insulin adjustments, review of continuous glucose monitoring data, dietary counseling, and follow-up after a medication change.

What types of visits are not appropriate for telehealth?

Telehealth is not suited for physical examination and lab testing.

Examples of services that require in-person evaluation include A1C testing every three months, acute illness evaluation, or new problems.

Telemedicine cannot be used for new-patient evaluations.

What is needed to connect for an online appointment?

You will need a video camera, microphone, headphones (optional), and strong internet connection. *You will need to use Chrome, Firefox, or Safari browser if using a computer. You may also use Android or Apple iOS cellular phone devices. (Update as needed for your platform.)*

At your appointment time, you will access the portal by *(include platform-specific instructions)*.

Consent to treat you via telehealth

You will need to sign a telehealth consent form prior to your visit, allowing our office to conduct a telehealth appointment.